

TEA TOWEL FUNDRAISING GUIDE 2025

Free NZ Wide Freight*

For Schools ECEs, Clubs and Charities

**Potential Return based on the median order:
125x Tea Towels printed Single Colour, 122x Sold**

Buy Price*	Sell Price	Buy x125	Sell x122	Profit
\$6.00	\$12.00	\$862.5	\$1464	\$601.5
\$6.00	\$15.00	\$862.5	\$1830	\$967.5

*Buy price includes Tea Towel, Print and Freight, Excludes gst.

Calculations above (Buy x 125, Sell x 122 and Profit) take GST into consideration based on an 'occasional' fundraising activity. Your Organisation 'may' be able to claim GST Back on the purchase of the towels if oncharging GST, please check this with your accounts dept.

Per the 2023 survey \$15 is now the median sell price, with \$18 and \$20.00 now more common.



Proudly Printed in NZ for over
20
Years

**TEA
TOWELS .CO
.NZ**

*Free Freight applies to One New Zealand Address Only.



@teatowels

2025 FUNDRAISING PRICING

QUANTITY	1 COLOUR	2 COLOUR	PRICING IS PER LAYOUT
50+	\$7.50 _{+gst ea}	\$9.50 _{+gst ea}	2 Classes of 100 Units will be Charged at the 100 unit rate (x2)
100+	\$6.00 _{+gst ea}	\$8.00 _{+gst ea}	Contact us for larger quantities or jobs with more colours.
250+	\$5.50 _{+gst ea}	\$6.50 _{+gst ea}	Fundraising groups are not charged a setup fee at 1-2 Colours.
500+	\$4.90 _{+gst ea}	\$5.60 _{+gst ea}	MOQ of 50 per layout.
All pricing Includes Freight. Excludes GST.			

As pricing is based on quantity per layout we *recommend grouping classes* together by year level, or houses etc - To get the best possible returns for your school.

RECOMMENDED SELL PRICES

We recommend a price of around \$15.00 ea

However some Schools charge as much as \$25.00 per towel or as little as \$10.00 ea.

We also highly recommend using a multi-buy offer.

For example: One Towel for \$20.00, Two Towels for \$30.00, Extra Towels \$10ea

Another great tip is to find a local business to sponsor your School in exchange for adding their logo on to tea towel layout(s).

FREE FREIGHT* (FUNDRAISERS ONLY)

We use NZ Post (formally Courier Post for couriers.)

Auckland City

1-2 Days Once Printed

North Island

1-2 Days Once Printed

South Island

2-3 Days Once Printed

Rural Delivery Can add significant time to shipping. It is best if you have a non-rural address you can use.

Please allow additional time during the busy holiday season as couriers may experience delays. We recommend using a non-rural address for faster delivery.

TURNAROUND TIMES

January - July

7-15 Working Days

August

15+ Working Days

October - November

20+ Working Days

Contact us if you are working towards a fixed date (such an anniversary etc)

Orders Must be in by Early November to ensure pre-Christmas Delivery.

Turnaround time is counted from Artwork/Order Arriving not from when it is sent and does not include courier time back.



Prices Subject to change. See Latest Pricing @ teatowels.co.nz . *Free Freight applies to One New Zealand Address Only.

A FEW TIPS BEFORE YOU START

1) PRE-ORDERS

Pre-orders all but guarantee that you will order the right amount. Although some parents will inevitably decide they want one once they arrive. FOMO is always a powerful marketing motivator.

2) MULTI BUYS

Schools that use multi-buys report better sales numbers, One for \$15.00 or Two for \$20.00, for example.

3) SPONSORS

Including a local businesses logo can be valuable for both parties and can add a lot of value to your fundraiser.

4) COMBINE

Pricing is based on quantity per layout. So If you have several Classes with 30 students each, consider combining these. Group them however you see fit, many Schools use Houses as an example.

How many do I need?

Obviously group size will dictate this, also take into consideration whether you have done any other fundraising sales recently.

The **Average reported group size was 110** at last survey.

With **Sales averaging 1.5 per child***. This was all Fundraising groups combined. (eces, schools, rural etc)

Pre-orders can take the guesswork out.

(*2019 Survey)

DESIGNING YOUR TOWEL

The "Portrait" Style Tea Towel is ever popular. Parents love to see their childrens artwork. **However a tea towel is a blank canvas, you are not limited to portraits.**

It is worth checking to see if you have a designer on the PTA who might be able to help out.

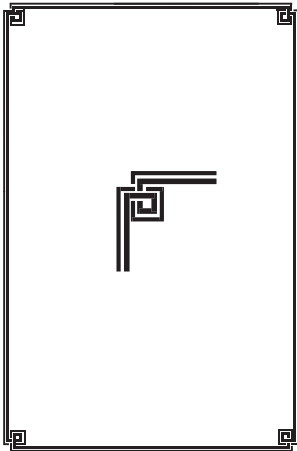


There are some things to be aware of when getting started, see the following pages for best practices!

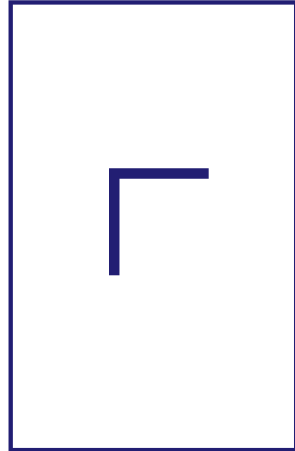
Prices Subject to change. See Latest Pricing @ teatowels.co.nz

BASIC BORDERS AND COLOURS

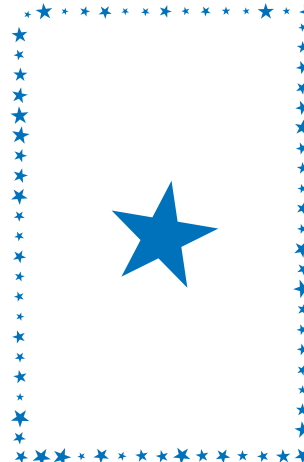
WE HAVE SOME STOCK BORDERS WE CAN ADD TO YOUR ARTWORK



TRADITIONAL



BASIC



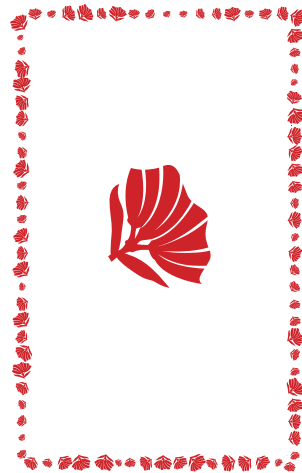
STARS



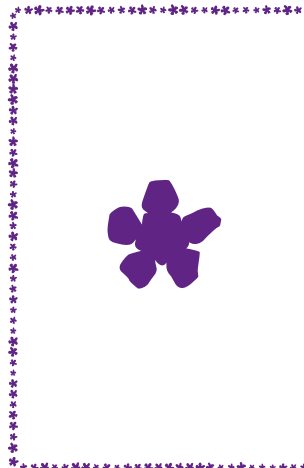
HANDS



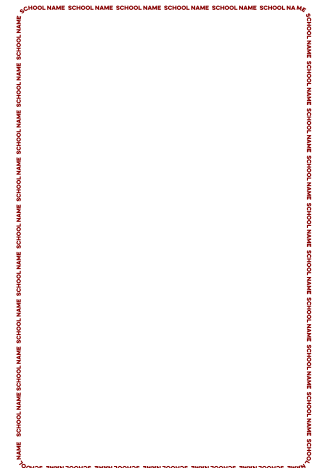
SHEEP



POHUTAKAWA



MANUKA



SCHOOL NAME

You are welcome to have no border. Or Draw your own.

As pricing is based on quantity per layout we *recommend grouping classes* together by year level, or houses etc - To get the best possible returns for your school.

WE MATCH TO PANTONE COLOURS - HOWEVER WE HAVE SOME STOCK COLOURS



BLACK



NAVY



ROYAL



GREEN



FOREST



RED



PURPLE



MAROON

You are very welcome to specify other colours, however without a Pantone Solid reference the colour will be at the printers descretion.

Double check that you have included all students.
See next pages for order form and advice for scanning.

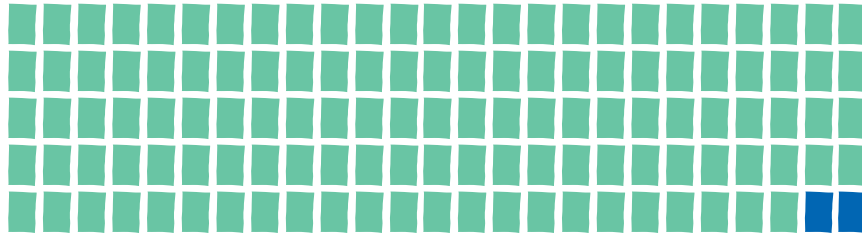
Prices Subject to change. See Latest Pricing @ teatowels.co.nz

2023 RECAP

Median Order/Sales Reported

2023 Was a Great Year for Fundraisers!

125
Printed



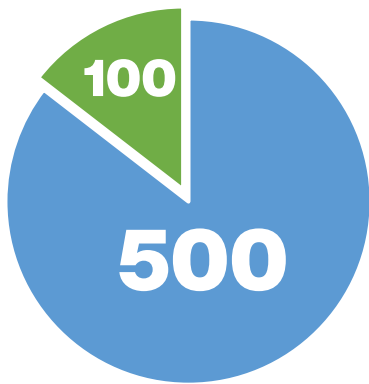
122
Sold

We print a heap of 50-100 lots for Kindergartens and single Classes at Schools, and when it comes to single designs (as opposed to House or Class Lots) we do a fair few at 250-500. However the vast majority of respondents of our 2023 Survey were between 100 and 250

With a median of 97% sold there were going to be some outliers.

One Playcentre in 2023 had a lovely design done up by a designer, they ordered **600 Units**, with no presales or multibuy reported on the survey they managed to sell **500 Units** by the end of 2023.

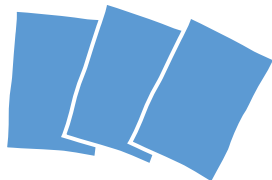
This is the worst result reported AND still a fantastic result, and in this particular instance a great design that can still be sold!



7/10 Fundraising towels were portraits, we saw a lot of animal/pet pictures this year!

Preorders

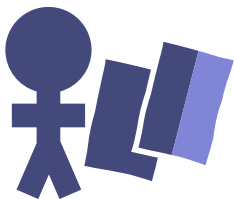
Preorders are the surest way to estimate order requirements
70% of fundraisers used a preorder



Only 40% of respondents used multibuy sales



Prices ranged from **\$10 ea** upto **\$25 ea**. \$25.00 being the highest price was sold with a **Multi-Buy** offer that brought the per unit price right down at **x3**.



We neglected to ask class/house sizes this year!

\$15.00 was the most common price. **\$5.00** per unit was absolute cheapest reported and this was for 'left over' towels.

2023 survey did not include this - as of last survey the **average per student was around 1.5**.

However to avoid over/under ordering we suggest you do preorders or at least get expressions of interest, you may need to order a handful of extras in case someone changes their mind when they arrive!

Very few respondents indicated using sponsors in 2023.

However we did print several orders with multiple **sponsor logos** included - It would be safe to say that at least a handful of Schools would have made more from sponsors than selling the towels!

There are some things to be aware of when getting started, see the following pages for best practices!

Prices Subject to change. See Latest Pricing @ teatowels.co.nz

SCAN AND SEND

THE SAFEST AND FASTEST WAY TO GET THE ARTWORK TO US IS TO SCAN

OPTION 1: GET IT SCANNED.

If you do not have a file, designer or huge scanner try your local **Warehouse Stationery**.

Warehouse Stationery is nation-wide and most stores offer scanning. Dozens of Schools use them every year. We are not aware of any other chains that offer this service, **however there are print shops all over the country.**

If they offer Wide or Large Format Scanning, or Plan Scanning, chances are they can scan your teatowel.

OPTION 2: SCAN IT AT HOME OR SCHOOL.

Although scanning all at once is the easiest way to get your image scanned, you can do it at the office - the key is to allow a small amount of overlap for joining and to scan in Grayscale @ 300ppi.

Ask a staff member or parent who is involved in design to help out.

OPTION 3: PHOTOGRAPH IT.

No access to a scanner at all? With decent lighting and a recent smart phone you may be able to take a decent photograph, this is a good idea even if you are going to roll and send. This does assume the phone has a good camera.

- **Keep the sheet Flat.**
- **IMPORTANT: Find good, consistent lighting. Avoid shadows and light blooms.**
- **Photograph straight on.**
- **Some phones have high contrast settings.**

If you are especially good at photographing and your image resolution does not look good enough when zooming in, you can take multiple level photos closer in and use Microsoft Ice as per the self scanning option.

If the photo is not good enough, you can always roll and send.

EMAIL YOUR ORDER:

Send your file and order form to:
orders@teatowels.co.nz

Any Bitmaps to be 300ppi at size desired.

Make sure your email client isn't downsizing/compressing the image!

POST YOUR ORDER:

If you are sending - Courier any physical artwork directly to our factory.

Graphics on Shirts Limited

74 Morrin Road, Saint Johns 1072, Auckland

(Photograph artwork in case of any courier issues)

2025 TEA TOWEL ORDER FORM

Please complete this form and email to
orders@teatowels.co.nz. If you are scanning at your
artwork at a stationers give it to them to include

School/Company:

Phone Number:

Email:

Postal Address:

Delivery Address:

(If different from above)

Qty	Towel Colour	Ink Colour	Border	Comments
	<input type="checkbox"/> Natural <input type="checkbox"/> White			
	<input type="checkbox"/> Natural <input type="checkbox"/> White			
	<input type="checkbox"/> Natural <input type="checkbox"/> White			
	<input type="checkbox"/> Natural <input type="checkbox"/> White			
	<input type="checkbox"/> Natural <input type="checkbox"/> White			
	<input type="checkbox"/> Natural <input type="checkbox"/> White			
100	<input checked="" type="checkbox"/> Natural <input type="checkbox"/> White	NAVY	BASIC	Example Order

COMMONLY REQUESTED INK COLOURS INCLUDE: BLACK, RED, ROYAL, NAVY, GREEN, FOREST
See info pack for Borders: BASIC, TRADITIONAL, STARS, HANDS, SHEEP, POHUTUKAWA, SCHOOL NAME, SCHOOL LOGO or NONE.

2025 Pricing (subject to change, check teatowels.co.nz)

QTY

1Col

2Col

50+

\$7.50

\$9.50

100+

\$6.00

\$8.00

250+

\$5.50

\$6.50

500+

\$4.90

\$5.60

Tea Towels are priced per layout. (ie. One school with 6 classes with 100 prints each will be charged 100+ rates six times). MOQ 50 per layout.

If you require a quote on a job with more than 2 colours or have any questions or orders please email: orders@teatowels.co.nz

Free Freight for Fundraising Groups. (ONE NZ ADDRESS)

Print is typically approx 15 working days, extending out to at least 20 working days November onwards. Orders are dispatched with NZ Post - North island are 1-2 Days, South Island 2-3 Days, RD deliveries can add time. (Note courier delays are expected closer to Xmas)

You can keep up to date with us on Facebook www.facebook.com/teatowelsnz or Join our Occasional (sometimes Tri-Monthly) Newsletter by ticking here

☒

Signature and position of person authorising purchase:

Goods remain the property of Graphics on Shirts Limited until the payment of invoice. Payment must be made within 14 days of receiving invoice.

Graphics on Shirts reserves the right to hand any problematic Debts to Debt Force and any collection costs are to be charged to the buyer.

Full Terms and Conditions Apply.

Tick if you wish to receive our Occasional newsletter

☐

FREQUENTLY ASKED QUESTIONS

IS THERE A MINIMUM ORDER QUANTITY?

YES - 50 Units per Layout

We do allow 'close' quantities for Schools and ECEs, as low as 40+ units per layout. We recommend doing multiple classes on each layout to qualify for the highest possible pricebreak to generate the best returns.

WHAT IS THE TURNAROUND TIME?

January to July - Up to Ten Working Days

August to November - Up to Fifteen Working Days

November & December - Up to Twenty Working Days

We recommend avoiding the Christmas rush by aiming for a Mothers/Grandparents Day or Easter Fundraiser instead. Orders received any later than 10 November may end up too late for Christmas gifts. Rural Delivery can take extra time, **we recommend using an alternative non-rural address where possible.**

WHAT DOES FREE FREIGHT COVER?

All Tea Towel orders over 50 units qualify for Free Freight to One New Zealand Address.

HOW MUCH SHOULD I CHARGE?

This varies from School to School. Multibuy deals do tend to sell more with a deal such as \$20.00 for One, \$30 for Two, \$30.00 for Three as an example. Schools Charge between \$10.00 - \$20.00 per towel when selling without a Multibuy, though \$10.00 for single has become uncommon.

HOW MANY TEA TOWELS WILL I NEED?

Quantity depends on your School and your Sell price. Keep in mind that Tea towels make a great gift for overseas relatives and mailing. The average amount sold per child on toll (per 2019 survey) was 1.5 per child.

The best way to make sure you do not order too many (or few) is to do a **Presale**, although some parents will decide they want one after the tea towels arrive.

WHAT DESIGNS WORK BEST?

Most Schools stick to Portrait designs, Road Name and Recipe designs have also done well in the past. However incorporating the Students artwork in at least some capacity is a sure way to ensure parents and extended family will want to purchase and gift to the tea towels.

HOW MANY CHILDREN PER LAYOUT?

If you are doing a portrait style tea towel we have a rough guide in the info pack. However as a rough guide **50 - 100** Will allow for a body, **100 - 150** Aim for Shoulders/Head only + Name. **150+** Aim for Face and Name Only. **250** is a maximum number to do.

HOW CAN I CONTACT YOU?

LIVECHAT: teatowels.co.nz, **EMAIL:** orders@teatowels.co.nz, **PH:** 09 358 1249, **FACTORY:** By Appointment

DO YOU SUPPLY ANYTHING ELSE?

Tea towels are great value and work really well for Fundraising - We wouldn't recommend Apparel or Bags, however as a Commercial Branding facility we can supply and print T-Shirts and other Apparel for Schools and ECEs - Along with supplying and branding Headwear, Aprons, Hi-vis and promo items for Events and Uniforms. Visit our branding site at custombranded.co.nz

DIRECT B2B APPAREL BRANDING.

CUSTOMBRANDED.CO.NZ
by Graphics on Shirts Limited.



**ALL PRICES IN THIS INFO PACK ARE FOR FUNDRAISING GROUPS ONLY
ALL PRICES EXCLUDE GST**

PRICES SUBJECT TO CHANGE. LATEST PRICING AND INFO AVAILABLE FROM WWW.TEATOWELS.CO.NZ