



# TEA TOWELS ARE ARE A PERFECT FUNDRAISING CHOICE

UNIQUE

HIGH QUALITY

GREAT RETURNS

Our 100% cotton Tea towels make perfect gifts, are easily mailed, long lasting and a great way to show off your children's artwork and most importantly involve the children in the fundraising process.

We use Waterbased Dye to print, this means our towels are perfect for drying. We've put this guide together to make the process as simple as possible.

**\$550+gst** Would sell for  
**\$1000.00**

Most common order value

100 Towels printed one colour

This is However Based on a sell price of \$10.00  
Which is our minimum recommended sell price!

We recommend a sale price of between \$10.00 – \$20.00

Cotton  
Supply  
Co.

TEA  
TOWELS .CO  
.NZ

Proudly Printed in NZ for over  
**25**  
Years



instagram.com  
/teatowels

# HOW MUCH?

As pricing is based on quantity per layout we recommend grouping classes together by year level or houses to get the best possible returns.

QTY	1 COL	2 COL
50+	\$6.50	\$8.00
100+	\$5.50	\$7.50
250+	\$5.00	\$6.00
500+	\$4.50	\$5.50

## PRICING IS PER LAYOUT.

(IE. 2 classes each of 100 prints will be charged at the 100 unit rate).

Prices exclude gst and shipping.  
Setup is free.

Pricing was accurate at 01/2022

**EMAIL US FOR A QUOTE. FOR LARGER QUANTITIES OR MORE COLOURS PRINTED**

## SELL PRICE

### WE RECOMMEND BETWEEN \$10.00 - \$15.00 PER TOWEL

However schools charge as much as \$20.00 per towel, this works great in conjunction with a multi-buy.

**FOR EXAMPLE:** One towel for \$15.00 or two for \$20.00

Including a local business as a sponsor can add real value to your fundraiser.

## SHIPPING

**AUCKLAND CITY:** \$15.00 PER BOX (UPTO 200)

**NORTH ISLAND:** \$20.00 PER BOX (UPTO 200)

**SOUTH ISLAND:** \$30.00 PER BOX (UPTO 200)

Shipping is generally 1-2 days NI and 2-3 days SI.  
Rural deliveries can be longer and delays can be expected from November onwards.

## APPROX TURNAROUND TIMES

**JAN - JUL:**  
**10 WORKING DAYS**

**AUGUST - OCTOBER:**  
**15 WORKING DAYS**

**NOV-DEC:**  
**20 WORKING DAYS**

**WE RECOMMEND THAT FINAL ORDERS ARE WITH US BY EARLY NOVEMBER.**

ANY CHANGES TO QUANTITY OR DESIGNS WILL MEAN THE JOB IS EFFECTIVELY ENTERED FROM THAT DATE.

Approx Turnaround is counted from when artwork is received, not from when it is sent and does not include courier time back.

**AIMING TOWARDS A EASTER, MOTHERS OR GRAND PARENTS DAY FUNDRAISER  
WILL HELP YOU AVOID THE END OF YEAR RUSH.**

**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](http://WWW.TEATOWELS.CO.NZ)**

# BEFORE YOU START

**If you are distributing paper to students to then stick onto a larger sheet.  
Use white paper and ensure pictures are well stuck down.**

## DO USE :

- BLACK VIVIDS
- BLACK FELT PENS
- GLUE



## DO NOT USE :

- FINE PENS
- CRAYONS
- PENCILS
- BLUETACK



# DESIGN IT YOURSELF... OR NOT.

The print area of 400mm x 600mm is a blank canvas for you to use, you can:

- Design your teatowel yourself.
- Contact a designer.
- Choose one of our premade templates online.

The following pages have some instructions for doing this manually.

However do note that this can also be done on a computer and emailed through if you have a tech savvy staff member or parent you can rope into helping.

**YOU ARE NOT RESTRICTED TO PORTRAIT STYLE TOWELS.  
OTHER IDEAS INCLUDE:**

- Class drawing- With all children contributing to a single drawing.
- Childrens Names - All children given a fixed area to write and decorate their own name.
- Street Names
- Pet Portraits
- Digital Full Colour Teatowels - New this year, see page 12.

# SELLING TIPS

## Preorders

**Preorders almost guarantee that you will order the right amount, although  
Many parents will decide that they want a towel as soon as they see them!  
Despite this only 36% of schools conduct a pre-order.**

## Multibuys

**Schools that utilise a multibuy scheme sell many more towels vs schools  
Who do not. Parents will often jump at the extra value of 2 for \$20.00  
Instead of \$15.00 each. Only 32% of schools use multibuys.**

## Sponsors

**Approaching a local business and including their name or logo in exchange  
For a donation to your school is an exceptional way to add value to your  
Fundraising. Only 10% of schools use a sponsor.**

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# GETTING STARTED!

## STEP ONE: DECIDE WHAT SORT OF TEATOWEL YOU ARE GOING TO DO.

Every year we see new trends, recipes have been huge, road names have been big and school logos are always represented. You are not restricted to any of these styles!

## THE PORTRAIT STYLE TOWEL NEVER GOES OUT OF FASHION.



The important thing to remember is that this is your canvas, the print area is 400mm x 600mm and the only limit is your imagination.

## STEP TWO: START ADVERTISING.

We have letters available for download, however it is often best to write your own to tailor it to your ece or school, and let parents know this is coming up. This is a great time to start taking preorders.

## STEP THREE: GET DRAWING OR DESIGNING.

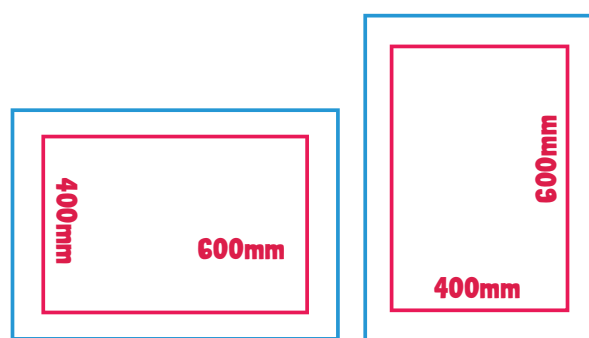
You don't have to do it yourself, there is bound to be a parent who is a designer you may want to approach. We also have a list of designers who have done school towels on our website.

**THE PRINT AREA IS 600MM X 400MM.**  
**THE TOWELS THEMSELVES ARE 730MM X 520MM.**

You can have your design portrait or landscape.  
You can choose white or natural teatowels

**IF YOU ARE SUPPLYING FILES, WE PREFER VECTOR  
PDF FILES OR BITMAPS AT 300PPI @ SIZE**

THE FOLLOWING PAGE HAS INSTRUCTIONS FOR  
PORTRAIT STYLE TEATOWELS





# PORTRAIT TEATOWELS

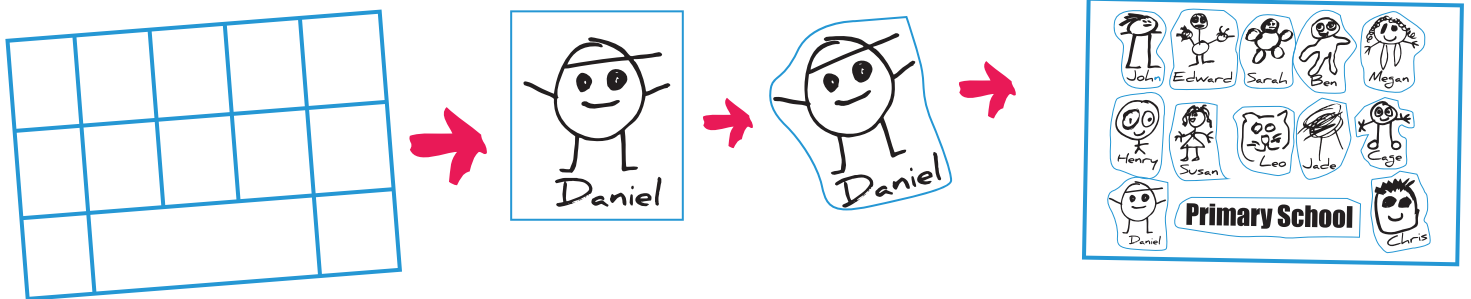
The size of the individual pictures will depend on the number of children (and staff) to be included. To calculate this first allow space for logo and school name\*. Divide the remaining area by the number of students you wish to include and this is the area the students can use.

## Drawings We recommend simple clear drawings.

- ★ Hand out paper at the size you have worked out above.
- ★ Use only sharpies, fine marker pens or felt tips.
- ★ If children trace over pencil lines, please erase the lines.
- ★ Drawings should be well defined and names legible!!!  
Use first names only and initials if required.  
If hard to read you can stick a new name over the existing name.
- ★ For foot and hand prints, use black (non toxic) waterbased paint, you can Photocopy with reduction. If you do so, write the name after reduction.

Do not use pens,  
Pencils, crayons or  
Coloured pencils!

Trim excess area to allow easier placement and experiment with your layout, ensuring all are included before gluing down securely with Glue or a liberal amount of Double Sided tape onto a large sheet of paper or cardboard. Many Schools join two A3 sheets together.



**! Blue tack or sticky dots will not hold  
And if not fastened securely you may lose children's pictures!**

### DO USE :

- BLACK VIVIDS
- BLACK FELT PENS
- GLUE



### DO NOT USE :

- FINE PENS
- CRAYONS
- PENCILS
- BLUETACK

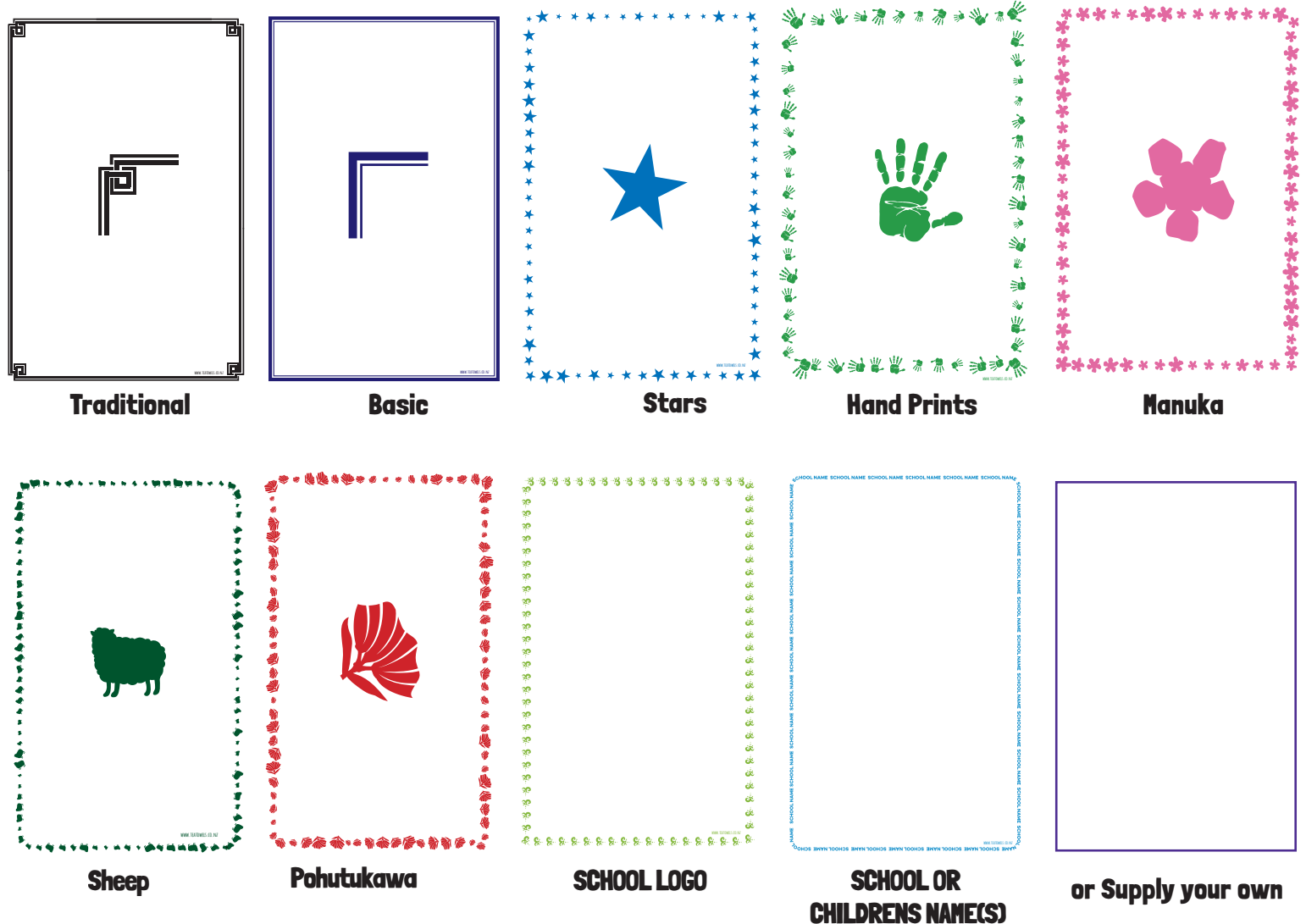


**ENSURE ALL DRAWINGS ARE FIRMLY GLUED DOWN AND EDGES ARE NOT LIFTING - OTHERWISE YOU RUN THE RISK OF LOSING PORTRAITS**

# BORDERS AND COLOURS

## STEP FOUR: CHOOSE OR DESIGN A BORDER.... IF YOU WANT ONE.

You are free to draw your own border! Alternatively you can pick one of ours or don't use a border at all. It is up to you.



## STEP FIVE: CHOOSE A COLOUR

We print to match Pantone Solid Colours. Don't know what that means? Thats fine we also print several common colours as below.

● BLACK ● NAVY ● ROYAL ● IRISH ● FOREST ● RED ● PURPLE

Most Schools and Kindergartens only print one colour as it yields the best value for money. However we can print multiple colours.

## STEP SIX: DOUBLE CHECK YOU HAVE INCLUDED EVERYONE!!!

## STEP SEVEN: FILL OUT AN ORDER FORM!

# CAN I TRUST THE POST?

## **STEP EIGHT: GET THE ARTWORK TO US**

**TIME IS OF THE ESSENCE! AND YOUR TEMPLATE IS ONE OF A KIND. EMAILING IS BY FAR THE BEST OPTION.**

The fastest and safest way to send your artwork is by email. If a parent or designer has made a file this is easy. Otherwise if you have a paper template:

### **OPTION 1:** Get it Scanned.

If you do not have a file, designer or huge scanner don't worry **Warehouse Stationery** has you covered.

Warehouse Stationery is nation-wide and most stores offer scanning.

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 home in the key is to allow a small amount of overlap for joining and to scan in Grayscale @ 300ppi.

#### **1) Scan your teatowel in sections, leaving a small area of overlap.**

Ensure you are scanning in Grayscale @ 300ppi

#### **2) Download, install and open Microsoft ICE**

Link available on our website, or search on [www.microsoft.com](http://www.microsoft.com)

#### **3) Click open and select your scans, hit next (simple panorama is fine)**

The program will (fingers crossed) stitch your image together.

#### **4) Crop the area**

Drags the edges in, otherwise the document will be much larger than required.

#### **5) Export**

Select Jpeg and best possible quality

#### **6) Check the result and get the image to us.**

# CAN'T GET IT SCANNED?

## **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, iPhone 6, S6 or newer will likely get the job done.

- Keep the sheet Flat.
- 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.**

## **OPTION 4:** Roll and Send.

It is important to adequately glue your portraits in any instance. However we cannot be held responsible for any damage in transit, and detached portraits could be missed or at very least slow down the order. Please include your order form.

### **EMAIL YOUR ORDER:**

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

Vector PDFs preferred.  
Any Bitmaps to be 300ppi  
at size desired.

**Make sure your email client  
isn't downsizing the image.**

### **POST YOUR ORDER:**

**Graphics on Shirts Limited**

**By Post:** PO Box 251166, Pakuranga,  
Auckland 2010

**By Courier:** 74 Morrin Road, Panmure,  
Auckland 1072

Ensure all portraits are glued down!

**WE RECOMMEND WAREHOUSE STATIONERY STORES FOR SCANNING AS WE  
HAVE HAD A NUMBER OF SCHOOLS USE THEM THROUGHOUT THE COUNTRY.**



# Frequently Asked Questions

**Is there a minimum order Quantity?** Yes we print from 50 units.

**What is the Turnaround Time?**

January to July – Up to Ten Working Days  
August – November – Up to Fifteen Working Days  
November & December – Up to Twenty Working Days

This is from Receipt of Order and Artwork. Courier deliveries are usually overnight for North Island and Two Days for South Island Deliveries. Couriers do get very busy around Christmas Time.

We advise trying to avoid the Christmas rush by aiming for a Mother Day/Grandparents Day/Easter Fundraiser instead. Orders received any later than 10 November may end up too late for your School, see the above turnaround times. Due to the amount of Christmas orders the best way to contact us during December is by email.

**Substitution**

Demand, particularly for Natural Towels fluctuates year to year meaning we do run out of stock. If this happens you will be asked if you would like White instead. However due to time Constraints in Nov/Dec we reserve the right to Substitute without notice.

**How much should I charge?**

This varies from School to School, although Schools with Multibuy do tend to sell many more towels such as \$12 For One Towel, \$20.00 for Two and \$8.00 each towel after. Most common pricing is between \$10.00 – \$20.00. A few Schools charge less and a couple do charge more.

**How many Towels do I need?**

Quantity depends on the School and your Sell price. Keep in mind that Tea towels make a great gift for overseas relatives as they are easy to mail. One Great way to ensure you do not over order is to run a Presale, although some parents will decide that they want one only after the towels arrive!

The Average reported roll is 110 Students with the Average towels Sold being 165 or 1.5 per child.

**What Designs Work Best**

The Classic Portrait and Hand Print teatowels are consistently great sellers, however towels that can also incorporate something about the town, area or community have a wider appeal and do seem to sell very well, Road Name towels in particular did very well in 2014 and Recipe towels were popular in 2013.

Incorporating Students drawings and names into a Area or Recipe based towel would cover all bases.

**How many Children per Layout?**

100+ Portraits will allow for a Body  
150+ You will need to restrict drawing to Head Only  
250 is a good limit, although schools have done up to 300.

**Do you supply anything else?**

We are a Commercial Screenprinter and as such source and print apparel and textiles for businesses all around New Zealand. Feel free check out what we do at:

**[www.custombranded.co.nz](http://www.custombranded.co.nz)**

**How can I contact you?**

Questions? Email us: [sales@teatowels.co.nz](mailto:sales@teatowels.co.nz)  
Scanned Teatowels to: [orders@teatowels.co.nz](mailto:orders@teatowels.co.nz)  
Or Courier to: 74 Morrin Road, Saint Johns  
Auckland 1072

You can also arrange to drop off or pickup from our factory in Saint Johns, Auckland by appointment.

# TEATOWEL ORDER FORM

Please complete this form and email to [orders@teatowels.co.nz](mailto:orders@teatowels.co.nz).  
If you are scanning at warehouse stationery give it to them to include.  
Graphics on Shirts Limited T/A Teatowels.co.nz



[orders@teatowels.co.nz](mailto:orders@teatowels.co.nz)  
PO Box 251 166 Pakuranga, Auckland  
[www.teatowels.co.nz](http://www.teatowels.co.nz)

**School/Company Name:** \_\_\_\_\_

**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 BLUE	BASIC	EXAMPLE ORDER RM1

**Commonly Used Ink Colours Include: Black, Navy Blue, Royal Blue and Forest Green.**

See info pack for Borders: BASIC, TRADITIONAL, STARS, HANDS, SHEEP, POHUTUKAWA, SCHOOL NAME, SCHOOL LOGO or NONE.

Pricing			
Qty	1 Col	2 Col	
50+	\$6.50	\$8.00	Tea Towels are priced per design. (ie. One school with 6 classes with 100 prints each will be charged 100+ rates six times)  If you require a quote on a job with more than 2 colours or have any questions or orders please email: <a href="mailto:orders@teatowels.co.nz">orders@teatowels.co.nz</a> <b>All prices exclude GST and Shipping.</b>
100+	\$5.50	\$7.50	
250+	\$5.00	\$6.00	
500+	\$4.50	\$5.50	

## Delivery

Turnaround is typically approx 15 working days, extending out to at least 20 working days November onwards.

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

Signature and position of person authorising purchase:

## Payment Terms

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

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**CUSTOMBRANDED.CO.NZ**

For all of your apparel, uniform and promo needs.



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