Printify

Printify Quality Standard

Version v1.0 May '22

Introduction

The purpose of this document is to share the quality standard of Printify with our PPs. Quality is one of the most important requirements for a PP to be able to join and support our merchants across the world. The quality standard will be an iterative standard document that lists the requirements and expectations for PPs to follow. The list provides a framework of quality areas, and our expectations.

As an organisation, Printify is extremely committed to delivering consistent and high standards of Quality across all products and PPs. In order to guarantee a positive customer experience and avoid potential order issues with the newly added products, it is important to emphasise the overall product quality factor. Excellent product quality plays a significant part in building long-lasting trust between the merchant and the provider and therefore, it is critical for Printify to consider only products that meet the criteria for good product quality. The criteria for a good quality product that Printify demands from PPs can be divided into four categories:
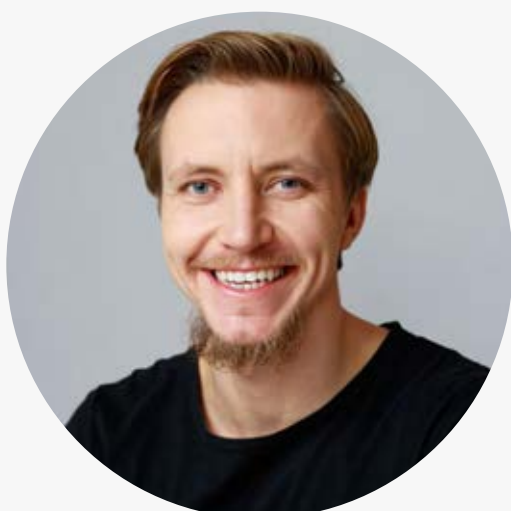
A. Product

B. Print

C. Packaging

D. Operations

(People, Equipment, Others)

"We want to help both PPs and merchants to grow and achieve their targets. For that we have determined that quality is a must in our platform and we have worked to enable merchants having the best end product quality and PPs to deliver the optimal quality for our merchants."

— **James Berdigans,** CEO of Printify

Quality Requirements

A. Product Quality

1. The product can not have holes, stains, and/or discolouring.

2. Stitching is neat, no loose threads.

3. The blank product has to correspond to the manufacturer's measurements and have to be within the allowed tolerance of the manufacturer.

4. Product descriptions provided by the PP must be true and reflect the actual properties of the product (size, weight, materials used, etc.).

5. The blank product model, color, size and count ordered has to be the same as delivered (no substitutes).

B. Print Quality - DTG (requirements for other products will be shared)

Print Design

1. The product shipping to the customer has to contain the exact print image that was submitted.

2. All print areas are printed as submitted (front, back, sleeves)

3. All design elements have to be printed - no blank spots or cut off designs.

4. Product that is damaged in the print process (heat press marks after first wash, glue or other stains, scratches, holes, etc.) is not acceptable.

5. Heat press should not be visible, and at best disappear after the first wash.

6. Print can not have rough texture. When feeling the print it should be similar to our benchmark print.

7. All dark coloured shirts have to have underbase applied. For dark garments, appropriate underbase should be applied so the design printed does not show faded marks.

8. The print colors have to be solid and underbase should not be visible.

Print Size

1. Have to correspond the values entered in Admin Panel (mockup generator).

2. The print has to be printed in the exact size the design file was submitted. Automatically scaled (larger or smaller) prints are not acceptable. The design cannot be scaled and should be printed as per the input print file from Printify.

✓ **Remark (Printify)**: Print area standardisation is in progress to make unified print area standard for all PPs across the platform.

There are three standards - small, medium and large. The sizes depend on the set max available print area for L size shirts.

Faded Print Example

Scaled Print Design

Positioning

1. The print is positioned straight and centred. Design must be positioned on the product as submitted as per the pallet.

2. The print can not be crooked, skewed, or otherwise deformed in a way that is visibly different from the print file that was submitted.

3. The print can not be placed too low/ too high/ too far on the right/ too far on the left, if not submitted like that.

Offset

✓ **Unisex, women, men shirts** - (except Raglan Sleeves)
2" - front,
3" - back (adult)

✓ **Youth, kids** -
1" - front,
3" - back

✓ Allowed tolerance for offset - 0.5".

Color Profile

1. The colours of the print match or are very similar to the colours on the print file when compared to benchmark samples.

2. To ensure color accuracy, regular audits must be made to ensure colours match the design file using equipment such as Spectrometer and within an acceptable variation as agreed on samples.

Wash Test/ Durability

1. If the received product has strong smell, it has to go away after washing it.

2. If received shirt has any stains (glue, pre-treatment, or other), they have to go away after first wash.

3. After washing the garment, the print can not peel, crack if stretched, or become faded after at least 3 washes.

4. The blank shirt can not lose its color.

Non-DTG and Embroidery

✓ (To be shared in Q3 post-launch)

C. Packaging

Packaging Condition

1. Every product must be packaged as per packaging process and standards as per agreement.

2. Product has to be delivered in pristine condition - it has to be neatly folded.

3. The packaging have to have construction and made of materials that ensures the product is delivered in good condition and be water proofed. The packaging also needs to comply and follow with environmental regulations.

Color Mismatch Example
Orange-red (hex #ff3300)/ Fuchsia red (hex #ff0000)

Stain

Damage

1. The delivered product can not be damaged in the delivery process.

2. To ensure non-DTG products (eg. mugs) are not damaged, packaged products need to be tested with a damage testing from 10 ft. Measures should be taken to reduce damage during transit using appropriate protective packaging.

3. Bulk order packaging should not differ from individual packaging, and if packed in one box should be safely packed with protection wrapping.

Printer Service and Maintenance

1. All printers are serviced as per OEM instructions and maintained to the highest standards

2. Nozzle test to be conducted at start of shift for every printer to ensure there is accuracy in design and color

3. The printer settings and color profile need to be agreed with Printify Quality team, meeting OEM's benchmark settings.

✓ Remark (Printify): The printer settings and color profile need to be agreed with Printify Quality team, meeting OEM's benchmark settings.

D. Operational Requirements

Operator Training

1. Only trained and qualified personnel are deployed on the Printify production areas and print equipment, with passed assessments and audits.

2. Performance management processes are in place for defects on the operators consistently making errors.

3. Every operator is trained on this Printify production quality standard document and training records are in place to validate this training happens on onboarding, quarterly re-trainings, and coaching sessions.

Quality Control

1. A Quality Control process must be in place to ensure any defects are caught before products are shipped to customers. The process needs to ensure checks on top defects based on the merchant pain pyramid shared. A checklist for QC checks will be shared.

2. The Quality Control team/persons must be trained on Printify's Quality Standard.

3. The Quality Control team and manager must review the complaints/defects data in PP Portal on a weekly basis and ensure any findings are addressed and actions taken immediately. The CXM tab shows the defects data and allows drilling down to the order level data. If the CXM/Quality scores continue to underperform, the Quality Control team would need to work prioritise the implementation actions necessary to show improvements and can be enrolled in QUIP (Quality Improvement Program) as per the Printify CXM model that launched in 2022.

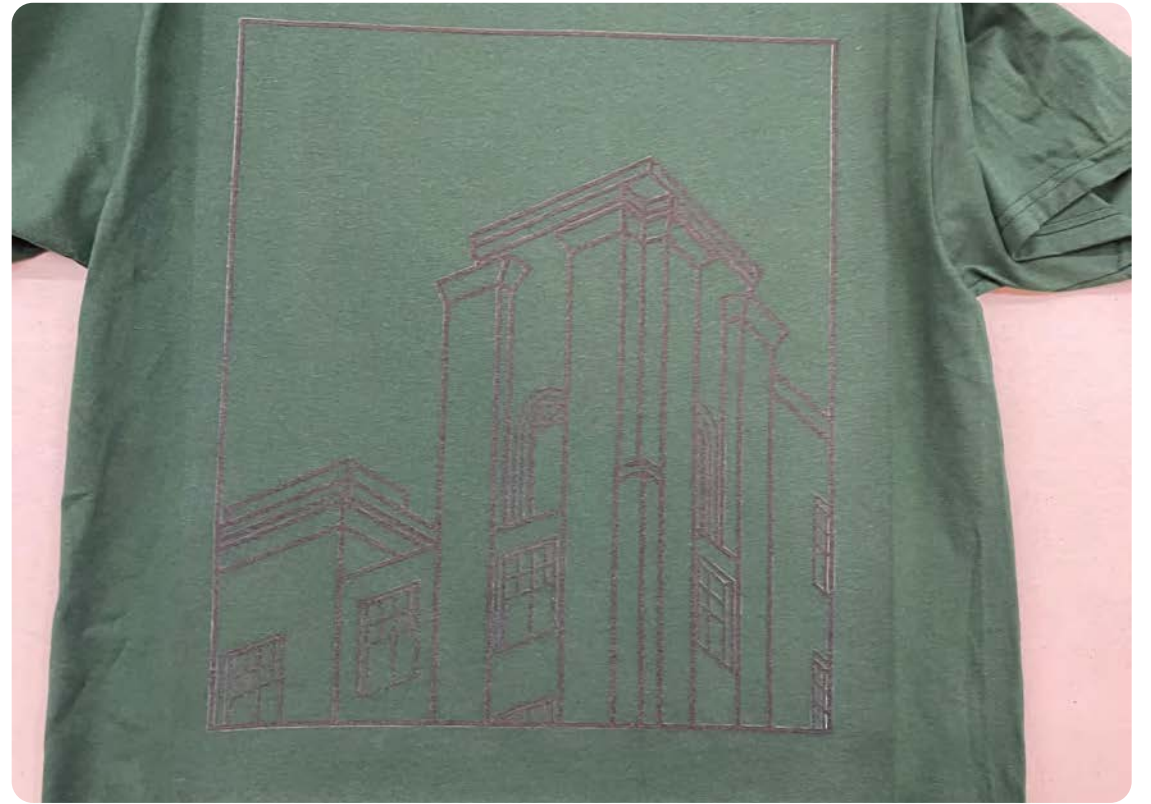Cracks appearing after wash

Merchant Pain Pyramid

Other Examples

Examples of good quality apparel products

Print size responds to the set values. The colors are nice and bright, even if design has transparent spaces.

Print placement is perfect.

The colors are bright and look good even on dark-colored garments, under base has been used.

Examples of bad quality apparel products

Underbase is visible

The distance from the collar does not match the set value. There are loose threads.

The colors are off and do not match the design submitted.

Examples of good quality apparel products

Colors are consistent even if cover a large print area.

Colors look good even if the design contains the same color as the garment.

Even the smallest detail is visible in the print.
The print placement is perfect.

Examples of bad quality apparel products

Stains on the print.

The garment color shows through. The under base has not been used or used in a very thin layer.
The colors look washed out.

The design is printed crooked.