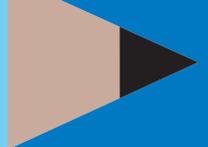


# GENERAL INFORMATION

www.shepenco.com



SHEPENCO® Color Name	Create-A-Pencil Color #	SHEPENCO® Color #	PMS Color Match
Aqua			337
Black	P18	30	
Black Matte	P24		
Dark Blue	P13	2D	282
Hi Gloss Blue	P22	12	7461
Pastel Blue		2L	2975
Royal Blue	P12	2R	541
Regular Blue	P36	2	3005
Burgundy	P16	27	491
Cream	P4	5	148
Gold	P2	8	874
Gray	P20	4	422
Dark Green	P5	1D	3435
Hi Gloss Green	P6	11	354
Regular Green	P40	1	349
Lavender	P9	29	251
Maroon	P37	17	4975
Natural	P21	20	
Orange		6	165.5
Hi Gloss Orange	P8	16	
Hi Gloss Pink	P17	13	812
Pastel Pink	P14	3P	182
Plum	P23	19P	260
Purple	P38	19	275
Red	P15	3	200
Silver	P1	7	877
Teal	P10	52	321
Yellow	P39	0	122
Hi Gloss Yellow	P3	10	120
SB Yellow		OSB	144
White	P19	9	
<b>NEON TROPICOLOR</b>			
Bikini Yellow	N10/TC0		SAFETY
Kiwi Green	N1/TC1		354
Flamingo Pink	N13/TC3		812
Sunset Orange	N16/TC6		
Neon Blue	N12/TC2		7461

**Note: Not exact. For reference only. Sample available upon request. Colors can vary by batch.**

## STOCK IMPRINT COLORS FOR SCREEN PRINTING

<b>021 ORANGE</b>	<b>320 TEAL</b>
<b>186 RED</b>	<b>347 KELLY GREEN</b>
<b>202 MAROON</b>	<b>357 FOREST GREEN</b>
<b>505 BURGUNDY</b>	<b>375 LIME GREEN</b>
<b>RHODAMINE RED</b>	<b>116 YELLOW</b>
<b>230 PINK</b>	<b>124 ATHLETIC GOLD</b>
<b>2592 PURPLE</b>	<b>468 TAN</b>
<b>VIOLET</b>	<b>478 BROWN</b>
<b>282 NAVY BLUE</b>	<b>871 GOLD</b>
<b>REFLEX BLUE</b>	<b>877 SILVER</b>
<b>286 ROYAL BLUE</b>	<b>430 GRAY</b>
<b>PROCESS BLUE</b>	<b>BLACK</b>
<b>298 LIGHT BLUE</b>	<b>WHITE</b>

## PMS MATCH AVAILABLE

**NOTE:** Imprint colors pictured here are for illustration purposes only and are not meant to be exact duplicates of the above numbered and/or named PMS colors.

## ELECTRONIC ART

Electronic art may be sent via CD or e-mailed when saved in the following format:

### Preferred Art Format:

Vector art (as created in Illustrator) with all text converted to outlines.

### Programs Used:

Adobe Creative Suite CS6  
QuarkXPress 9.0 (MAC Only)  
Corel Draw 16.0 (PC Only)

### Types of files:

.eps, .ai, .tiff, .psd, .pdf, .cdr

### Please Do Not Send:

Microsoft Files (Word, Excel or Powerpoint) or files less than 300 dpi at actual size.



## What is vector art?

Vector art (commonly known as line art) is made up of lines and curves defined by vectors (thus the name). Vector art is resolution independent and can be scaled to any size (ie: as big as a house) without loss of quality. All text (fonts) must also be converted to vectors (sometimes called outlines, paths or curves). **SHEPENCO** does NOT vectorize your artwork.

- Vector art is easily enlarged to ANY SIZE with NO LOSS of quality.
- Vector art backgrounds are transparent; and any color can easily be added.
- Vector art COLORS ARE EASILY CHANGED to any color desired.
- Vector art is EASILY EDITED (added to or parts deleted).
- Vector art is "graphics friendly" and usable by almost everyone.
- Vector art is the only type that most printers will accept.
- Vector art is generally created in programs such as Adobe Illustrator.

Visit us at [www.shepenco.com](http://www.shepenco.com)

## LET'S GET SOCIAL

We would love to hear from you. Let us know how we are doing. What we are doing right, what could be done better, or just chat.



### California Proposition 65 ("PROP 65") Compliance:

**Warning:** Chemicals known to the State of California to cause cancer or birth defects or other reproductive harm are not present in products produced by **SHEPENCO** and sold by advertising specialty/promotional product independent distributors.

The State of California requires that no entity in the course of doing business shall knowingly and intentionally expose any individual to a chemical known to the state of California to cause cancer or reproductive toxicity without first giving a clear and reasonable warning. Accordingly, if an end Buyer and/or Distributor fail to provide **SHEPENCO** advance written notice that **SHEPENCO**'s product will be sold or shipped to the State of California, the end Buyer and/or Distributor hereby indemnifies and agrees to defend and hold harmless **SHEPENCO**, its employees, representatives, affiliated companies and agents, against and from any and all Proposition 65, personal injury and property damage claims, and from all other costs, liabilities, damages and expenses. This includes, without limitation, attorneys' fees and litigation expenses on account thereof or in connection with any investigation or preparation related thereto or the enforcement of this provision relating to, resulting from, connected with or arising out of goods or products provided to buyer by **SHEPENCO**, to the maximum extent permitted by law.

All orders received or placed with by **SHEPENCO** including but not limited to orders placed via catalog, online, phone or mail, shall be deemed effective acceptance of these terms.

Please take note the factory does comply with all Federal and ASTM Regulations, concerning chemical contents. The State of California requires significantly stricter standards be met.

**PROP 65 SURCHARGE:** To ensure compliance with Proposition 65, products entering the State of California must include a warning label. For a label to be affixed to every product, add \$ .15/each (G). For labels to be affixed to inner count boxes add \$5.00/M items (G). For labels to be affixed to shipping cartons, add 5.00/each carton (G).

### SHEPENCO and California Proposition 65 ("PROP 65") Compliance:

Pencils and Pens sold by Shelbyville Pencil Company, Inc. (**SHEPENCO**) are produced in total compliance with all Federal standards for toxicity and safety, effective the manufactured date as dictated by all regulation and law, including, but not limited to the Consumer Product Safety Commission, as well as regulations and laws administered by the Food and Drug Administration.

**Our products are tested and comply with current California Proposition 65 requirements for phthalate and lead content.** We cannot test for each and every of the (current) 920+ chemicals listed. This is due to the fact that the list is constantly changing including chemicals that have an established safe harbor level. **For customers having concerns over compliance, we can label the individual products if requested.** The warning is shown here. The additional cost for this is \$ USD .15 (G) each. This will ensure compliance.



For Information on PROP65 go to [www.p65warnings.ca.gov](http://www.p65warnings.ca.gov)

# GENERAL INFORMATION

www.shepenco.com/info

## Acknowledgements

Factory acknowledges all orders via e-mail. Examine acknowledgements immediately and contact factory promptly to correct any errors.

## Artwork

Artwork requiring clarification or redrawing for which production ready art was not supplied incurs an art charge of \$25.00(G) customer. Artwork is returned upon request. Factory maintains files of art for up to three years from original order date. Union Bug: Not available.

## Assorted Color Orders

Assorted orders that do not specify item color will be chosen at the plant's discretion. Orders requesting more than one type of item or imprint may require more than one setup and printing run. The quantity of each item or imprint type determines the unit price of each.

## Blank Merchandise

Use end-quantity pricing for each product type when ordering not imprinted.

## Change of Copy, Ink, or Foil

Pencils: \$15.00(G) per change, 500 minimum per run

Pens: \$15.00(G) per change, 250 minimum per run

## Copy Layout

See catalog pages for limits of imprint area of each item. When possible, factory follows specific layout instructions on order; otherwise factory uses best judgment. Fonts: Factory will set type as closely as possible to order specifications. All copy set reading left to right as a right handed imprint unless otherwise specified.

## Copy Proofs

Submitted only upon request. No Charge for first electronic proof. Each subsequent electronic proof: \$15.00(G) per proof. All approvals and changes must be confirmed in writing. Product proof: \$60.00(G) plus shipping. Virtual proof: \$15.00(G). Proofs must have signed approval from customer before proceeding with order, delays will change ship dates. Ship date will start after PROOF APPROVAL for Catalog quantities and Standard Production Items. Specialty items will require extra time, call factory for ship date.

## Custom Barrel Colors

**Pencils:** Special colored barrel finishes are available in quantities of 15M (minimum). Contact factory for availability and production times. Corporate or PMS colors matched as closely as possible. Exact matches not guaranteed. Stock pencil colors listed on catalog pages for each pencil.  
**Pens:** Stock pen colors are listed on the catalog pages for each pen. Contact the factory for the minimums for custom pen barrel colors.  
Custom pencil or pen orders cannot be cancelled after receipt by the factory.

## PMS Imprint Color Matching

Add \$30.00(G) per color.

## Production Time

Standard Production Time on most items is 5 to 7 working days. Production time begins when suitable art and complete purchase order reaches factory and credit has been established or payment has been received AND PROOF APPROVED. Normal production time can vary with the product and the season. Reference each product page for specific production schedules, if not stated Standard Production Time. Please take note of the expected shipping date on the acknowledgement form. Custom orders require factory confirmation.

## Quantities

Intermediate quantities: An order between two catalog quantities will be prorated at the lesser quantity price. Less than minimum: Pencil and/or Pen Orders for less than minimum quantity shown in the catalog will be billed at the minimum price plus \$40.00(G) per order. Absolute minimum is one-half the published minimum. Less than minimum exceptions: Create-A-Pencil and Transfers. Overruns/Under runs: Factory attempts to ship exact quantity. We do however reserve the right to ship 5% over or under.

## Returns or Claims

No returns or claims accepted for replacement or credit without advance, written authorization from factory. All requests must be submitted within 30 days of shipment. No returns will be accepted after 60 days of shipping product. Photos of defective or rejected products must be submitted before approval can be authorized. If product is damaged during shipping, buyer must make a claim with shipping provider.

## RUSH or SAME DAY SERVICE

Rush or same day service availability must be confirmed by factory before ordering. Standard shipping - every attempt will be made to accommodate orders requested for shipment in less than the normal published delivery time. Same Day Service order and vectorized art must be received at the factory by 9:00 AM Central Time. All rush orders are subject to credit approval. Rush and Same Day Service orders will be charged a \$20.00(G) rush fee and be charged first column pricing. Must have vector art with all text converted to outlines. All proofs are waived on Rush orders. Quantity limits apply for all Same Day Service orders.



## Sample Policy

All sample requests must be faxed, e-mailed or mailed. Factory ships USPS standard by default. If more expedited method is requested, requestor will be invoiced or required to provide a UPS shipper number. Random samples are at no charge.

## Sharpening

Sharpening Regular Pencils \$25.00(G) per M.

Sharpening Jumbo Pencils \$40.00(G) per M with a minimum of 1000.

NOTE: Sharpened pencils may become contaminated with graphite dust during shipment especially on light-colored pencils. The factory exercises every precaution in packing and shipping, but cannot be responsible should contamination occur.

## Shipping

Factory makes every effort to meet your requested ship date and method specified on order. However, we are not responsible if carrier delays delivery.

All prices are F.O.B. 37160 factory. Shipments are sent freight pre-paid unless otherwise specified.

**Split shipments:** Catalog per M prices covers the initial shipment; add \$10.00(G) for each additional release(s).

**Drop shipments:** No charge for up to 6 drop shipments on pencils & pens. More than 6 drop shipments are \$10.00(G) each. Factory uses plain labels. For your convenience, we can use a valid 3rd party UPS billing number for freight charges. There is an accommodation fee of \$5.00(G) per order for this service. Drop shipments may increase production time. Shipping addresses must be provided on Excel spreadsheet.

**FedEx Handling Charge:** \$20.00(G) per order.

## Stock Imprint Colors

See catalog general information for standard colors. Note: Color may imprint differently on colored barrel. Many stock foil colors are available for hot stamping imprints on round pencils. Pencils and pens may have different stock imprint colors due to different ink formulas. Please see the general information page in the catalog.

## Warning for Attitood™ Pencils

Severe weather conditions may affect the finish of the mood pencils.

## The Fine Print

Imprints shown in catalog are examples of printing. SHEPENCO® claims no ownership or endorsement by these companies real or fake.



ASI#86850 SAGE: 57350 PPAI# 114083  
UPIG: SHEPENCO Distributor Central: 101233

## The SHEPENCO® LINE 2020

### CATALOG EFFECTIVE 1/1/2020:

(All prices are in US Dollars. Prices in this catalog are effective at time of publication. Current product pricing is available on our website and these prices will prevail.)

[www.shepenco.com](http://www.shepenco.com) )

Factory reserves the right to alter prices due to market conditions.

Visit [www.shepenco.com](http://www.shepenco.com) for current pricing. Factory reserves the right to refuse your business if you have an attitood.