

# VARIABLE DATA

**Variable Data Printing (VDP):** is on-demand printing in which the elements, both text and image, can be changed or customized on each piece of product.

## Example: Name Tags

- Popular Uses:**
- Name Tags
  - Sports Teams
  - Class Reunions

Any button where names, pictures, or any other information needs to be altered from button to button.



**Name Changes** • **Title Changes**  
**Main Image Stays the Same**

## WHAT WE NEED

- Excel List:**
- Names
  - Titles
  - Positions
  - Numbers
  - File Names
  - Quantity of each
  - Any other variable you would like listed on buttons

**Disclaimer:** Please make sure all spelling is correct. We are not responsible if names provided are incorrectly spelled. Also, make sure names, numbers, and picture files all match with that specific person. We are not responsible if a number does not match the name, or picture does not match name, etc.

The screenshot shows a Microsoft Excel spreadsheet with the following data:

	A	B	C	D	E
1	First Name	Last Name	Title	Etc.	
2	Jackson	Tomas	Supervising Engineer		
3	Alice	Milla	Security		
4	Jeremy	Ronald	Financial Advisor		
5					
6					
7					
8					
9					
10					
11					

### Image Files / Pictures:

- All Same Size at **300 dpi** (dots per inch)
- Simple File Name (ie. **johnsmith.jpg** or **1.jpg** no spaces)
- Files Accepted: .pdf and .jpg preferred

**Disclaimer:** We understand that pictures can be hard to get at the same size, we do certainly work to make sure they are consistent and look good on each button. However, if we have to modify each picture, the cost will be directly correlated with the amount of work we have to do for the amount of buttons you have ordered.

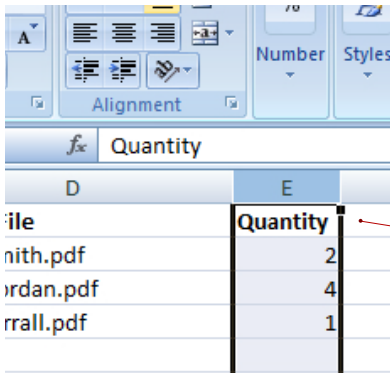
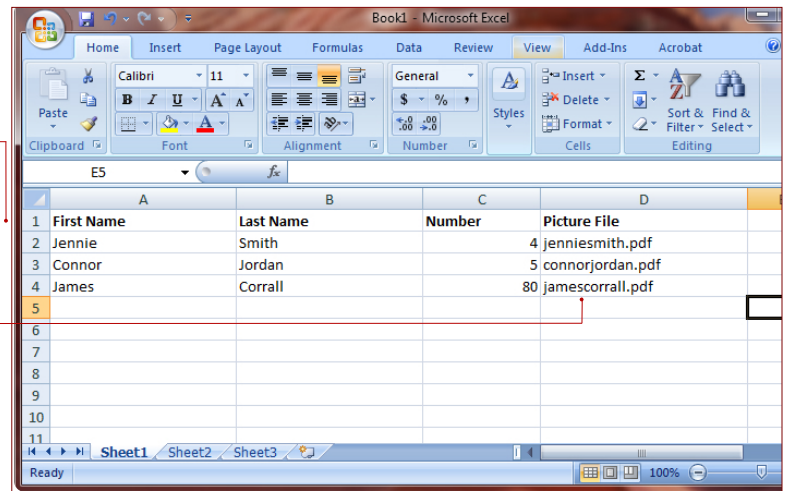
# Example: Sports Buttons



Name Changes • Number Changes  
Picture Changes  
Roseville Soccer Stays the Same

## Correct Excel List:

- Name, Number, and Picture Listed Correctly
- Simple File name that matches the picture file sent to us.
- Easy to read without clutter



Also, for buttons that need more than one, perhaps for parents or relatives, there can be a column added called Quantity, in which you can put a specific amount of buttons per player.

## General Information About Photo Variable Data Buttons:

- If you would like us to design your buttons, please send photos as original shapes and sizes, **do not crop them**, it is easier for us to modify uncropped photos, which may cost less depending on the quality of the photos sent.
- If you would like your photos to cover the entire button with full bleed we can, however, if we have to add bleed to every photo, cost will be directly correlated with the amount of work we have to do for the amount of pictures you have sent.
- If pictures sent are low quality, (under 300 dpi), we will do our best to accommodate that.

## Example: High Quality vs. Low Quality Pictures



### High Quality Image:

- 300 dpi
- Clear
- No Pixelation/Blurriness



### Low Quality Image:

- 72 dpi
- Not Clear
- Noticeable Pixelation/Blurriness

## WHAT WE DO

### Regarding Art:

We do our best to get you what you need. We design based on the photos, the sizes, names, and experience. You get a proof of your design in which you have the option to make changes and/or approve the design. If you send pictures and they are not high quality, we will let you know and give you the option to re-send or suggestions for a design with the current photos, if they are the only ones available.

### Regarding Cost:

We predict cost on the amount of time it is going to take to set up a variable data order with the quality of pictures and the quantity of the order. If cost is quoted based on minimal work, but if we receive the pictures and they are hard to work with, cost is subject to be re-quoted. If there are any changes in cost, you will be contacted to talk about the options based on the artwork sent.

## GENERAL INFORMATION

### Button Sizes:

Round 2.25 inch and Round 3 inch buttons are the most cost effective button sizes. Rectangles are good for name tags, but may cost more if photos are being added, as formatting is more detailed when putting together the file. Curved text on round buttons may also be subject to higher cost as formatting is also more detailed. We will do whatever you need, though!

### Disclaimer:

This document is meant to be a guide through what we need to make your variable data order run smoothly and at as little cost to you. Anything stated is subject to change. We have the right to choose cost based on the amount of work your order is going to take. Our designers need to be compensated for their time. With that said, we take great care in making sure that you get great buttons.