

Printify Quality Standard

Version 2.0, June 2023

Introduction

The purpose of this document is to share the quality standard of Printify with our Print Providers. Quality is one of the most important requirements for a Print Provider 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 Print Providers to follow. The list provides a framework of quality areas and our expectations. As an organization, Printify is extremely committed to delivering consistent and high-quality standards across all products and Print Providers. To guarantee a positive customer experience and avoid potential order issues with the newly added products, it is important to emphasize 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 Print Providers can be divided into four categories:

A. Product

B. Print

C. Packaging

D. Operations

(People, Equipment, Others)



"We want to help both Print Providers and merchants 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 to have the best end product quality and Print Providers to deliver the optimal quality for our merchants."

– James Berdigans, CEO of Printify

The 10 basic Commandments of Production



1. Picking

Use QR or barcode stickers, check product style, color, and size to avoid wrong items.

6. Preventative Maintenance

Regular maintenance schedules, daily nozzle cleaning (print heads and pretreat nozzles), nozzle tests and dryer filter maintenance.

2. Pretreatment

Apply proper pretreat amount per garment style and color to avoid pretreat stains, faded and peeling prints.

7. Pallet Placement

Use the right pallet size and check product placement to avoid design placement issues.

3. Heat Press

Calibrate accurate temperature, time, and pressure to avoid heat press marks or stains.

8. Training

Certified operators and trained staff at every step, and aware of the CXM reports.

4. White Underbase

Print head alignment and pallet calibration to avoid white outlines.

9. Quality Control

6-sided quality check.

5. Dryer

Calibrate accurate temperature and time to prevent scorching, peeling and faded prints.

10. Shipping

Practice 'single piece' flow to increase order efficiency.

Quality Requirements

A. Blank Product Quality

- ① The product can not have holes, stains, or discoloration.
- ② Stitching is neat, no loose threads.
- ③ The blank product has to correspond to the manufacturer's measurements and be within the allowed tolerance (1" inch) of the manufacturer.
- ④ Product descriptions provided by the Print Provider 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

Print Design

- ① The product shipping to the customer must contain the exact print image that was submitted.
- ② All print areas are printed as submitted (front, back, sleeves, neck label).
- ③ All design elements must be printed – no blank spots or cut-off designs.
- ④ Products that are damaged in the print process (string/thread under print, heat press marks, scorching, other stains, or holes, etc.) are not acceptable.
- ⑤ Heat press should not be visible.
- ⑥ Prints can not have a rough texture. When feeling the print, it should be similar to our benchmark print.
- ⑦ All colored shirts except white shirts have to have white underbase applied. For the mentioned garments, appropriate white underbase should be applied, so the printed design does not show faded marks.



Faded Print Example

- ⑧ The print colors have to be solid, and underbase or fibers should not be visible.
- ⑨ The print should not appear faded.

Print Size

1. Has to correspond to the values entered in the Admin Panel.
2. The print has to be printed in the exact size the design file was submitted.
3. The design cannot be scaled and should be printed as per the input print file from Printify.
4. The appropriate pallet type and size should be utilized per product.

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



Scaled Print Design

There are three standards – small, medium, and large. The sizes depend on the set max available print area for L size shirts. Standard print areas can be found [HERE](#).

Positioning

1. The print is positioned straight and centered. Design must be positioned on the product as submitted as per the pallet. Allowed tolerance for positioning should be 0.5".
2. The print can not be crooked, skewed, or otherwise deformed in a way that is visibly different from the submitted print file.
3. The print can not be placed too low/high or too far to the right/left if not submitted like that.

Offset (distance from lower neck seam)

- ✓ Unisex, women, men shirts – (except Raglan Sleeves)
2" – front,
3" – back (adult)
- ✓ Youth, kids -
1" – front,
2" – 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.



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

Wash Test/ Durability

- ① If the received product has a strong smell, it has to go away after washing it.
- ② The received sample should be washed according to care instructions to check the durability of the print and product quality.
- ③ After washing the garment, the print can not peel, crack if stretched, or fade after at least three washes.
- ④ The blank shirt can not lose its color.
- ⑤ Production teams perform weekly wash tests for every printer/dryer combination.



Cracks appearing after wash



Stain

C. Packaging

Packaging Condition

- ① Every product must be packaged as per the 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 has to be constructed and made of materials that ensure the product is delivered in good condition and is waterproofed. The packaging also needs to comply with and follow environmental regulations.

Damage

- ① The delivered product is to be appropriately packaged in Printify-approved packaging, with the label placed and handed over to the shipping carrier to limit damages in transit.
- ② Bulk order packaging materials and dimensions should be appropriate according to order quantity. The package should not be overfilled.

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. The training documents are to be shared with Printify every quarter to ensure compliance.
- ④ Production teams are given access to weekly CXM reports and familiarized with issue codes and ongoing trends so they are scoped in the operational improvement plans onsite.

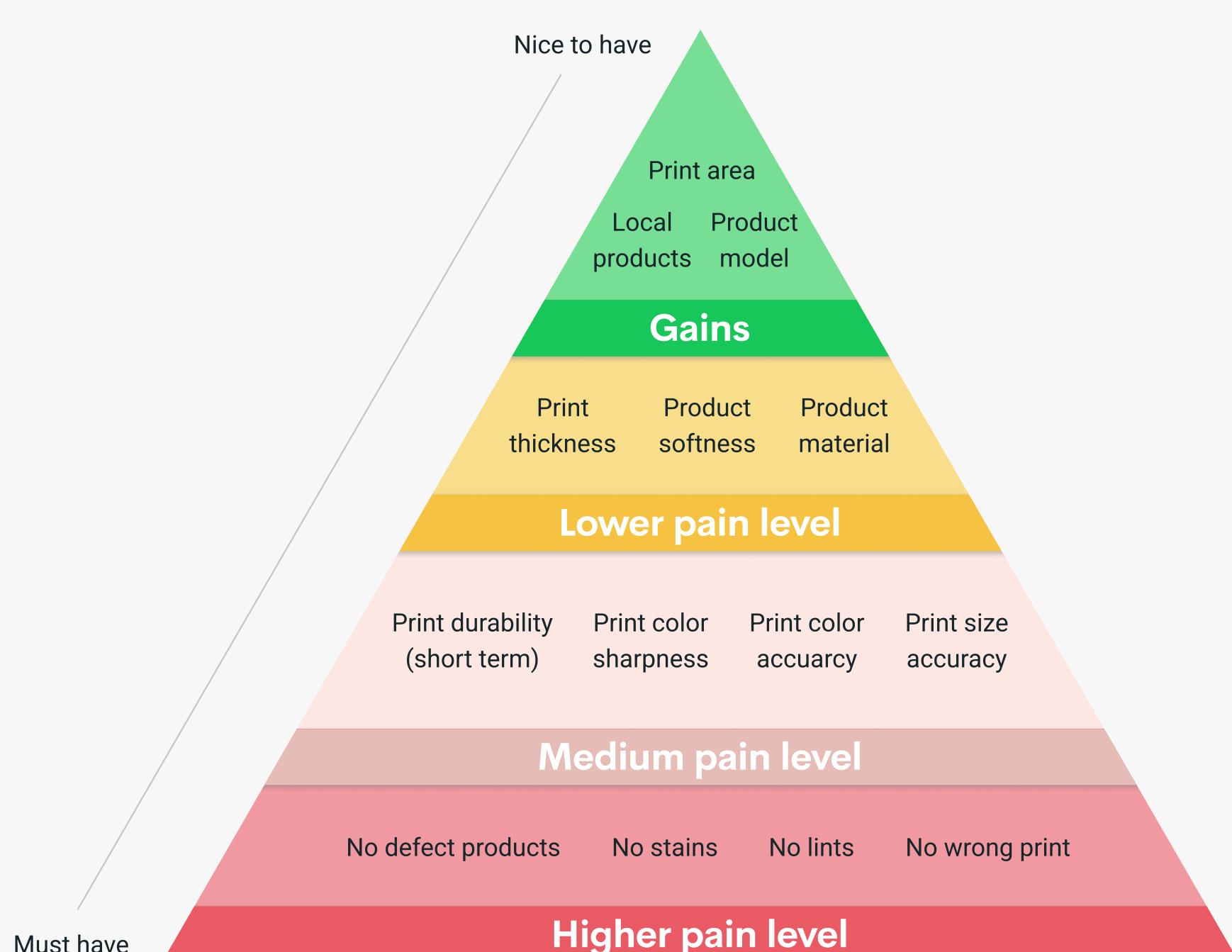
Printer Service and Maintenance

- ① All printers are serviced as per OEM instructions and maintained according to the maintenance schedule of the machine manufacturer. Maintenance must be recorded and available to view on inspection and maintained to the highest standards
- ② Nozzle test and print head cleaning to be conducted at the start of the shift for every printer to ensure there is accuracy in design and color.
- ③ The printer settings and color profile need to be agreed upon with the Printify Quality team, meeting OEM's benchmark settings.
- ④ Print head alignment and pallet registration calibration maintained on a bi-weekly basis.

✓ **Remark (Printify):** Print settings and color profiles are currently being reviewed at Printify so we can share our standard requirements.

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 is shared in PP Portal.
- ② The Quality Control team/persons must be trained and certified on Printify's Quality Standard.
- ③ The Quality Control team and manager must review the complaints/defects data in PP Portal weekly and ensure any findings are addressed and actions are 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 prioritize 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.



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 the design has transparent spaces.



Print placement is perfect.

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 bright and look good even on dark-colored garments, underbase has been used.



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

Examples of **good quality** apparel products



Colors are consistent even if they 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.