



1999-2009

# 2009 Frequently Asked Questions



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## Orders/Printing

### 1. How quickly can I get my order?

Orders are guaranteed to ship within (4) business days. This 4-day "clock" begins the following business day when an order or final proof approval is received (whichever occurs later) by 10am EST on a business day. Clear as mud? See Shipping and ordering guidelines on [www.dinkydesignshelp.com](http://www.dinkydesignshelp.com) for details.

### 2. What if I need it "yesterday"?

Okay, "yesterday" is not a realistic option, but two business days is! Dinky offers a "Next Day Rush" for a flat fee of \$25 (shipping is additional). Your order will ship the next business day after the order receipt or final approval, if received by dinky no later than 10:00am EST. So, when you couple the "Next Day Rush" with Next Day Shipping on an order you place on Tuesday by 10am EST, then you will have your dinky goods in hand by Thursday!

### 3. Where is your fulfillment center located?

All orders are shipped from central Indiana, zip code 46970. Please calculate transit time accordingly. (Did you check out our great flat rate shipping costs?)

### 4. Is there a minimum order for personalized stationery?

Yes. The minimum is 25 pieces per item, however a few items vary. For a detailed list, please download our master price sheet located at [www.dinkydesignshelp.com](http://www.dinkydesignshelp.com).

### 5. Is color ink available and how much does it cost?

Yes, color ink is available on any item free of charge. All items are print-on-demand which means that we imprint the illustration along with the personalized text once your order is received. We do our best to accurately replicate the colors shown; however there will be some variance. Good news...because we print on demand, we can match the text color EXACTLY to the colors of the illustration, super cool, huh! So the text color can match a flower petal perfectly if you wish! We encourage you to specify the color you prefer or we welcome "color ink to match". Color ink shows best on white text areas.

### 6. Why does the color ink on my order look different than the sample in the album?

All items are print-on-demand, therefore ink colors will vary slightly from the sample shown. Please be aware that if you re-order an item it is likely that the re-order will vary slightly from the original item received...so it's best to order extra the first time around! Also keep in mind the glossy stock used for the dinky pinky sticker flipper pages is unlike any product sold.

### 7. How many lines of text can I put on an item?

There is no magic number to the lines of text that we can print on an item but remember that many of the items are small and more text means a smaller font size. We recommend ordering a proof for items that have extensive text or unusual placement to guarantee your custom item is printed just as you LOVE it! There is no fee for additional lines of text.

### 8. What is the cost to print on both sides of an item?

Luggage Tags (LT) may be printed on the backside FREE of charge. However, all other items may be personalized on the backside for an additional typesetting fee, \$30 retail (up to 100 cards) and .30 each above 100. See Price List for details.

### 9. Can I order blank/bulk or boxed stock?

No. Given our new print-on-demand printing process and our new stock, our products are no longer compatible with home printers or printing software templates. Ink may smudge when using a laser printer or you may go nuts trying to print labels as our sheets lay out differently than those found in office supply stores.

### 10. What do I do if I have a question about an order?

Your best option is to visit [www.dinkydesignshelp.com](http://www.dinkydesignshelp.com), where you can find everything from order status to tracking info and downloadable invoices. If you do not find what you need there, you can contact the customer service hotline; toll free 1-866-44-dinky (34659)



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## 11. Can I make custom changes to an illustration/design?

Yes, but a design fee applies. With the digital nature of our designs, slight color changes or repositioning of images are relatively easily handled and the minimum design fee of \$30 retail will apply. Should you need a unique illustration, the design fee will be based on the time involved to create your custom request and will be passed along to you, e.g. Need the flower to be pink instead of purple? Then the minimum design fee of \$30 retail will apply. Need a family of blue frogs in argyle yellow vests? Then a design fee for this VERY unique request (i.e. never to be sold again) will be based on the design hours and passed along to you. If you need the latter, please call for a price quote.

## 12. Can I use an existing illustration on any type of product, even if it doesn't currently exist?

Yes. As stated above, some changes are simple...others may involve hours. If you are unsure, please contact our customer service team to inquire. Tip: Giving our designers "carte blanche" in the design albeit blue frogs in argyle will help to minimize the design fees as we may be able to use the design for a future line.

## 13. Can I cancel an order once submitted?

We have enjoyed many benefits thanks to our new fulfillment processes; however, there are some limitations when amending an order once it has been submitted. Therefore, it is imperative that you make all final decisions on quantity, envelope color, additional items, etc., prior to submitting your order. Although orders are not subject to cancellation, we understand that a customer's needs may change. We will do our best to work with you, however, depending where an order is in the process, it may be too late. You will only be billed for any processes that have been completed at the time of your request or a minimum \$30 (retail) change/cancellation fee will apply.

## Submitting an order

### 14. What is the best way to submit an order to dinky designs?

The best way to submit orders to dinky designs is online at [www.dinkydesigns.com](http://www.dinkydesigns.com). Click on the icon stating "Attention Dealers...Order Online". When you use our order form it streamlines our fulfillment process and improves accuracy and efficiency. You may also fax your orders using the order forms from the back of your album. Download additional forms by visiting [www.dinkydesignshelp.com](http://www.dinkydesignshelp.com).

### 15. How do I submit photos to dinky designs?

For the best reproduction quality we ask that all photos be emailed to us as an attachment to [photos@dinkydesigns.com](mailto:photos@dinkydesigns.com), minimum size = 1200 x 1200 pixels. Please include your company name and order P.O. Proofs are recommended for all photo related items to ensure the photo size and placements are just as you would like them.

## Shipping/delivery

### 16. What will my shipping charges be? Is there a drop-ship fee?

Currently, dinky offers flat rate shipping regardless of weight and zone. See details on [www.dinkydesignshelp.com](http://www.dinkydesignshelp.com). Given the overwhelmingly positive feedback from dealers like you, most likely the flat rate shipping methods will become standard. Otherwise, when "Ground Delivery" is selected, dinky will shop for the best rate among the following providers: UPS, FedEx and the U.S. Postal Service to ship your package. To calculate approximate shipping charges for UPS, visit [www.ups.com](http://www.ups.com), guesstimate the weight of your package (most sticker orders are 2lbs. or less), enter the zip code (our fulfillment center is 46970) for each location and the estimated cost will be displayed. We use the actual cost of UPS shipping plus a \$1.50 for packaging and handling. There is no additional drop ship fee.

### 17. What does a dinky package look like upon arrival?

Whether shipping to your store or drop-shipping directly to your customer, dinky packages arrive garnished with just the right touch of whimsy. Each order is wrapped in a self-seal bag, tied up with a colorful raffia ribbon and surrounded with matching tissue paper.

### 18. Does dinky ship internationally?

No. At this time dinky designs ships only within the United States, Hawaii and Alaska included.

### 19. Do you offer Saturday delivery?

No. At this time Saturday delivery is not available.



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## Selling dinky designs

### 20. How do I become a dealer?

Visit our dealer site: [www.dinkydesignshelp.com](http://www.dinkydesignshelp.com) and download the dealer application. Complete the form and submit as instructed. All fields must be filled in for the approval process to commence; missing information will only delay the process. Please allow 7-10 business days for approval. Thereafter, you will be notified by one of our account managers so that you may begin selling a ton of dinky items!

### 21. What is my commission as a dinky designs dealer?

Dinky offers the industry standard commission to its dealers, 50% of Manufacturer's Suggested Retail Pricing (MSRP) as listed on our current price sheet, plus Shipping and Handling. Your payment for these items is collected using your credit card on file when your product is shipped. Retail prices, S & H and applicable sales tax should be billed to, and collected from, your customers according to your own company terms and policies.

### 22. How long will it take to receive albums once purchased?

If you ordered your first album as part of your dealer application, please allow 10-15 business days to receive your album. If you are a current dinky dealer, our goal is to ship your album within (4) business days. New albums have projected ship dates, e.g. Spring 2009. We do our best to adhere to that promise since we are all excited to get new items into the marketplace. If we encounter unexpected delays in the production of a new album, we will notify you. Your album(s) will be shipped via ground delivery unless specified from either of our locations, San Diego, CA or Peru, Indiana. Therefore please allow additional days for shipping according to your location. If you need your albums quicker than outlined above, please contact customer service and we will be happy to try to work with you.

### 23. Will new designs be added to albums? If so, what is the cost?

Yes, all albums are updated annually for approximately two years after its introduction. All stores carrying an album will automatically receive the updates to any album/marketing piece they possess. There is a small fee of \$25-30 plus S & H when an update is sent via mail carrier or \$10-15 when an update is downloaded directly from our site, either fee is passed along with each update to offset the production costs. Note: The dinky designs True Blue (original) Album and Mem-o-Ring will no longer be updated.

### 24. I bought my album several years ago, is anything discontinued?

Never. Thanks to our print-on-demand processes none of our products will ever be discontinued! Found a favorite circa 2002? Bring it on! We will print it.

### 25. Do I print or will dinky designs print?

We will print 100% your personalized dinky items. We print all items on demand; blank stock is no longer an option.

### 26. Do I have permission to add dinky designs images to my website?

Yes. Once you have become a dinky designs dealer, we invite you to add any dinky images to your site. A copyright/permission reference must appear on all pages containing our images. If you are a new dinky e-tailer, we request a preview of your first few dinky items before it launches to ensure accurate representation. For ease of uploading our images to your site, we have created a CD set of J.P.E.G.S., which stands for Just Preparing Everyone for Great Sales...since great sales is the result of adding dinky to your site! This set contains 1000s of jpeg images to save you 100s of hours! Every design has a printed image and a blank image should you offer online proofing. For albums introduced summer 2008 and later, those jpegs are available to download from our site with the use of a pre-purchased password. All of our jpeg collections include an itemized spreadsheet for each item with every specification (size, typestyle, best envelope color, ink color, etc.) including the keyword description to spare you that tedious task!

### 27. Does dinky offer any marketing support?

A collection of stationery albums and jpeg images/web tools are available for purchase. Dinky offers product promotions throughout the year. Dealers are encouraged to visit the help site above to learn about current and discover upcoming promotions. In addition, dinky designers will post web-friendly artwork on the help site above in advance to allow dealers to create their own dinky promotions. This low-resolution artwork can be downloaded FREE! If you need further assistance, please contact customer service.

### 28. What are dinky's payment terms?

All dealers are required to keep a current credit card on file, all orders are pre-paid when shipped from our fulfillment center. Accepted forms of payment are Visa, Mastercard, American Express and Discover.



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# 2009 Frequently Asked Questions

## Proofs

### 29. How long does it take to receive a proof?

Proofs are sent within 24 business hours.

### 30. Once approved when can I expect my order to be shipped?

Once approved, your order will follow our normal 4-business day production schedule. See the answer to #1 on this list. For example, if you approve your proof by 10:00am EST on Tuesday, your order will ship no later than Monday of the following week. If you approve your proof on Tuesday after 10:00am EST your order will ship no later than Tuesday of the following week. If the order is for a "Next Day Rush" processing order, the proof will still arrive within 24 business hours and the processing time begins once the proof is approved.

### 31. If I approve a proof with changes, do you require a 2nd proof? Is there another \$5 charge?

#### How long does it take to generate the 2nd proof?

We do not require a 2nd proof when small, simple changes are made. However, to ensure perfection we do suggest a 2nd proof if changes are numerous or lengthy. An additional \$5 fee will be charged when there are many changes. Revised proofs are typically sent upon receipt of changes, but are always sent within 24 hours.

## Other

### 32. What are my customer service options and hours of operation?

Reach a customer service agent Monday thru Friday, 8:00am to 4:30pm EST at the contact number below or access your account 24/7 using the "check order status..." link on [www.dinkydesignshelp.com](http://www.dinkydesignshelp.com).

### 33. Does dinky send out samples?

Yes, but there is a catch. Although we are happy to send you a few samples, we are limited as to what we can send. All of our items are print-on-demand; therefore we do not have any inventory of blank items on hand. Your order is printed on oversized parent sheets of card stock or sticker stock with the illustration and the text simultaneously, therefore to print one sample; we must print an entire parent sheet. We do have some printed samples of some products on hand that we can send you, however, it may not be the exact design you need, e.g. we may have a bridal shower invitation or a kids note card sample on hand but not the baby note that you plan to order. Therefore, if you are happy to receive a sample of what we have on hand to inspect print quality, stock or the like, then we are happy to send you a sample.

### 34. Why do you have two locations?

After eight years of all-under-one-roof, we realized that it's smarter to focus on what we do best and let others do the same. Therefore, all order fulfillment (receipt/printing/shipping/billing/customer service) is hosted at our satellite location in Peru, Indiana. Our San Diego location is dedicated to marketing, design and business development. Everybody wins, especially our customers! Need a custom illustration of a purple frog on a birthday cake or want to suggest a dealer promotion, contact San Diego. For nearly everything else, you will call the customer service hotline in Indiana. For your convenience:

San Diego dinky's toll free is 1-866-66-dinky (34659)

Indiana dinky's toll free is 1-866-44-dinky (34659) or visit [www.dinkydesignshelp.com](http://www.dinkydesignshelp.com).