



ATLANTIS[®]

infinite headwear

CUSTOM-MADE
GUIDE





CUSTOM HEADWEAR HOW TO



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2. What is the **minimum quantity** that can be ordered?
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1. What does **customising a cap** mean?

MASTER ITALIA S.p.A., an Italian company, is market leader through the ATLANTIS brand. For over twenty years, Master Italia has been developing its core business and vocation:

caps in all forms and expressions.

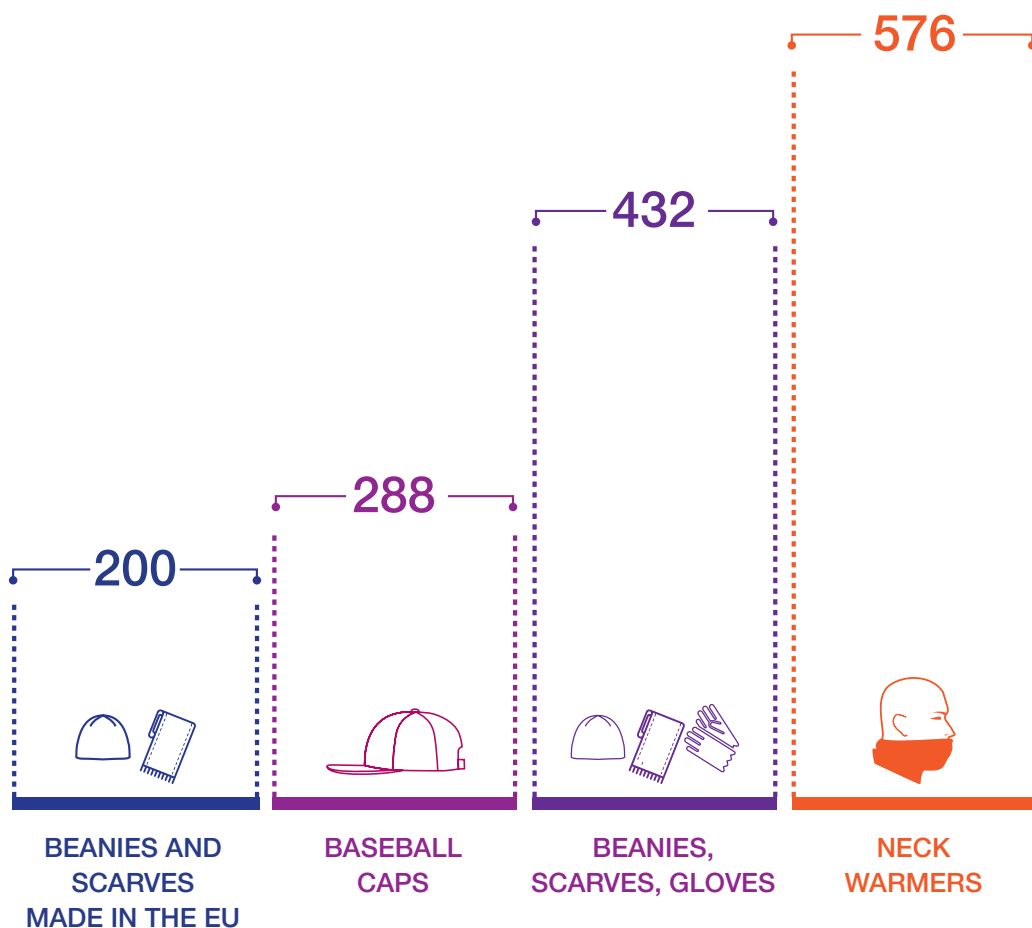
Caps are not just simple fashion accessories or banal promotional gifts. Caps mean far more. Caps express a clear corporate identity rather than a mere image or trend.

Customising a cap means making it unique in all ways, from own-brand labels to innovative technology, and from basic fabrics to advanced, high fashion textiles.



**ATLANTIS BRINGS YOUR IDEAS TO LIFE
BY CREATING
ORIGINAL, TAILOR MADE ACCESSORIES**

2. What is the **minimum quantity** that can be ordered?



AVAILABLE PRICE RANGES:

Made in China:

288 / 432 / 576 / 720 and up for all articles except neck warmers (multiples of 576 pieces).

Made in Europe:

200 / 300 / 400 / 500 and up.

Note:

If complex customisation processes require minimum quantities higher than normal, our sales office will inform you. Master Italia does not produce quantities below 200 pieces per model and colour.

3. Examples of **customisation**

The possibilities of customisation are INFINITE!

A cap is customised when one or all of its component parts are customer-specified:

SHAPE

5, 6 or 7 panels, flat or pre-curved peak, trucker, fisherman, beret or military styles.

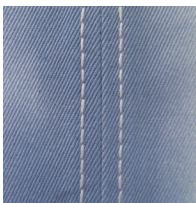
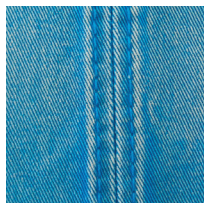
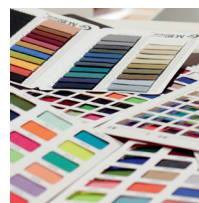
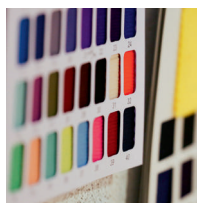


COLOUR

You can choose different colours for the panels, peak, closure, stitching, eyelets, buttons etc.

FABRICS/COLOURS

See POINT 5 for details.



WASHING

Garment washing, enzyme washing, vintage washing etc.

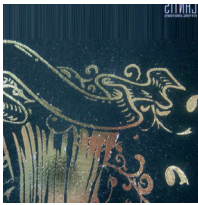
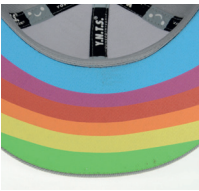
EMBROIDERY

Flat, 3D, chain stitch, metal thread embroidery, etc.



PRINTING

Screen printing, flocking, transfers, all-over printing, sublimation etc.



APPLICATIONS

Fabric, eco-leather, metal applications, etc.



LABELS

Fabric labels, printed labels, etc.



MICROINJECTION

High frequency, rubber prints, rubber patches, etc.



CLOSURE

Plastic, Velcro, metal buckle closures, etc.



ACCESSORIES

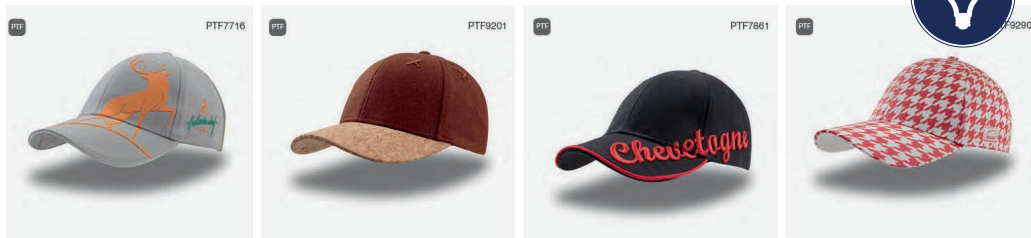
Personalised stickers and tags, individual poly bags, etc.



4. Want some ideas?

WHERE CAN I FIND INSPIRATION FOR MY CUSTOMISED CAP?

MASTER ITALIA has created an IDEAS section on the **ATLANTIS-CAPS.COM** website. This contains a gallery of customised caps, beanies and accessories you can look at if you want inspiration for your own special design.

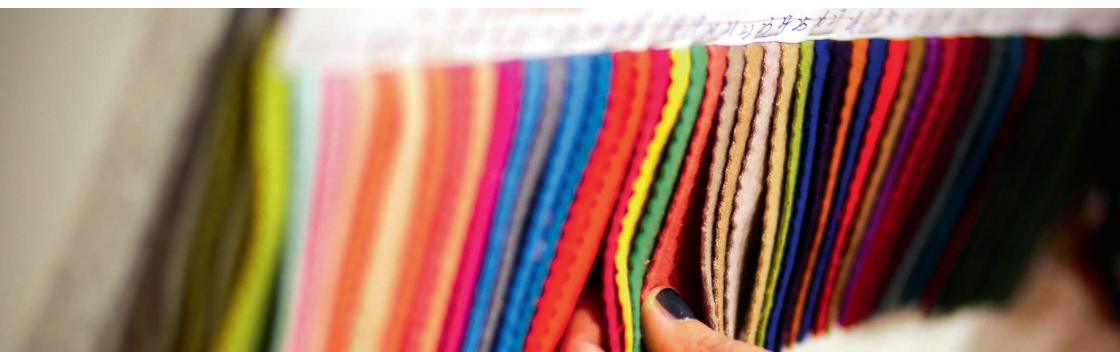


5. Fabrics and Colours

You can choose from various fabrics available in the **ATLANTIS** collection, such as:

- **COTTONS:** twill, canvas, brushed, Jersey, velvet; available in a range of weights and washes.
- **POLYESTERS:** microfibre, different weights of twill, fleece, acrylic.
- **MIXED FABRICS:** Melton wool (felt), polyester & cotton.
- **MESH:** soft, rigid, sandwich.
- **ECO LEATHER:** PU, various types and patterns.
- **TECHNICAL / SPECIAL FABRICS:** Cork, nylon.
- **BEANIE YARNS:** wool, acrylic, polyester, fleece, etc.

Fabric availability depends on quantity ordered. You can check the **PANTONE™** codes of colour available in stock from the technical data sheets of the various articles in the **ATLANTIS** collection.

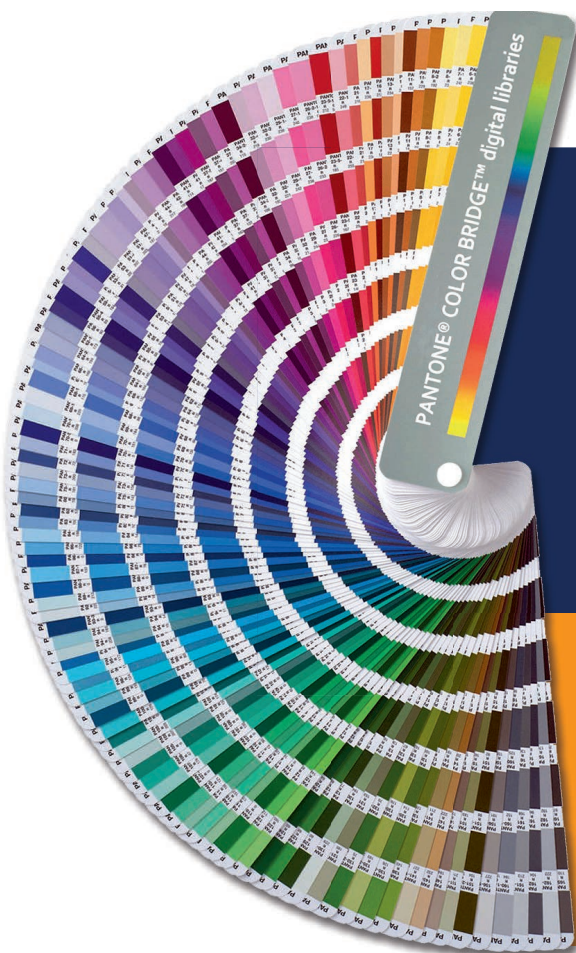


SEARCH FOR COLOURS: Our showroom contains a vast number of fabric samples and expert advisers are on hand to help you identify the right fabric and colour for your own design. If you can't find what you need among our in-house samples, you can search for the fabric with the nearest Pantone™ colour to that provided by the customer directly on the Local Fabric Market.

Fabric searches cost €50 for minimum quantity orders of 288 pieces.

The identification of a colour from our range of over 100 EU made and readily available yarns is free. Quality is certified for all **ATLANTIS** stock fabrics and standard Pantone™ colours. In the case of fabrics selected from the Local Fabric Market, complete conformity to the requirements of REACH regulations can only be verified at the search stage.

YOUR OWN FABRICS: On request, customers can supply their own fabrics for use in the creation of customised caps.



PANTONE™ COLOURS

Minimum quantities for colours and colour search costs

STANDARD PANTONE™ COLOURS

COTTON AND TECHNICAL FABRICS
orders starting from 7,000 pieces

POLYESTERS, MIXED AND MESH
orders starting from 10,000 pieces

CHINESE YARNS
orders starting from 576 pieces

EU YARNS
orders starting from 500 pieces

SPECIAL PANTONE™ COLOURS
supplement of € 150

only available for:
COTTON
orders starting from 3,000 pieces

POLYESTERS, MIXED AND MESH
orders starting from 5,000 pieces

6. Logos and Artwork

Our graphic design office will be happy to assist you and suggest different graphic solutions and the most suitable customisation techniques for your logo.

All artwork activities are carried out in close collaboration with our team of experts:



HERE ARE OUR FOUR GRAPHIC ASSISTANCE SERVICES:

BASIC DESIGN SIMPLE PRESENTATION



Basic design work performed using ADS - Atlantis Design Software

Free service

FULL DESIGN OPTIMISED PRESENTATION



4-view design complete with sample photos of the techniques involved

Free with order

€ 50 without order

ADVANCED DESIGN COMMERCIAL PRESENTATION



A design presented in context with images of the commercial sector (sport, outdoor, automotive etc.)

Free with order

€ 100 without order

3D JAQUARD DESIGN REALISTIC RENDERING




Virtual


Free with order

€ 100 without order

ADDITIONAL INFORMATION:

FILES ACCEPTED	vectorial .ai, .eps, PDF	VECTORISATION OF LOGOS	service free for simple logos
EMBROIDERY SETUP	service free	PRINT SETUP	service free
TRANSFER SETUP	service free for over 576 pieces		

 ATLANTIS infinite headwear	DESCRIPTION ACE CAP VELCRO CLOSURE	PG N° 2929
DATA: 18/05/2017		DESIGNER: LISA



FLAT EMBROIDERY

INSIDE PRINTED LABEL

7. ATLANTIS Design Software

Master Italia provides **ATLANTIS DESIGN SOFTWARE** for customers to use. This INNOVATIVE, RAPID and AUTOMATIC on-line software dialogues directly with our PRODUCTION system.

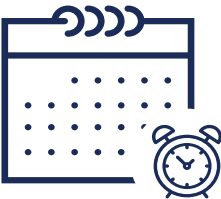
L'**ATLANTIS** DESIGN SOFTWARE lets you:

- search for articles by shape, fabric or colour;
- select the article most suitable to your needs;
- select whatever optionals you need, such as closures, sandwiches, piping etc;
- choose the colour of your cap and customise it with your own logo;
- order production, view quantity, price and delivery in real time and even download the graphic design created for the product.

This is a **free service** reserved for **ATLANTIS** customers, and is only activated after completion of the **CAP ACADEMY** course.



8. Prototyping services



SAMPLE MADE IN EUROPE

2-5 days from approval of
graphic design

SAMPLE MADE IN P.R.C.

2-3 weeks from approval of
graphic design

Before ordering:

ORDER ATLANTIS STOCK SAMPLE

As reference for material
and shape



You pay only for
transport

Free

ORDER CUSTOMISED SAMPLE

You receive the prototype
with your logo before
confirming the order



Transport included
for up to 3 pieces

From € 100
*depending on complexity of
design*

On placement of order:

VERIFICATION OF SAMPLE PHOTOS

Despatch of photos of
the prototype



No extra cost

Free

APPROVAL OF PHYSICAL SAMPLE

You receive the prototype
with your logo before the
start of production



Transport included
for up to 3 pieces

€ 80
*for orders of fewer than 576
pieces*



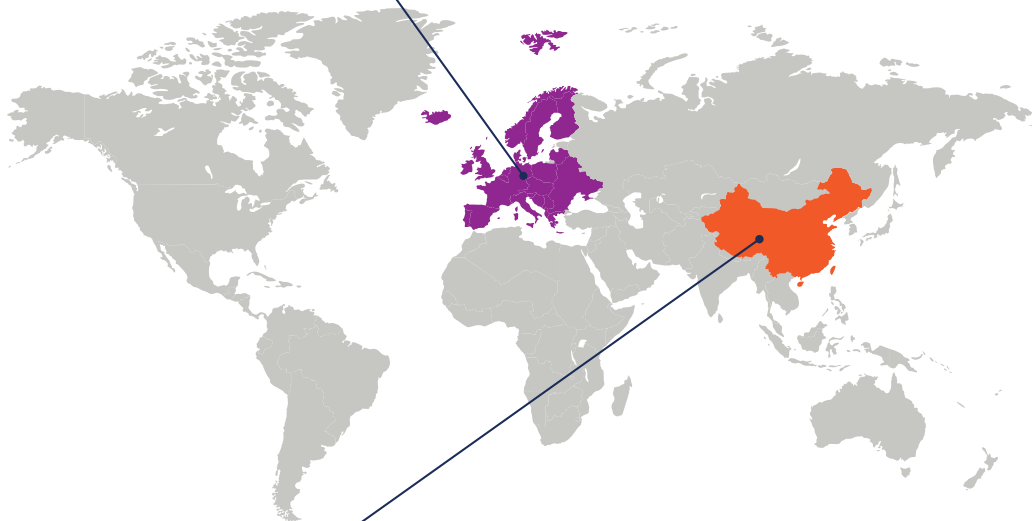
*Requests to modify the prototype may
involve added costs and delays in
production.*

9. Production Times

PRODUCTION IN EUROPE

STARTING FROM

10 days



PRODUCTION IN P.R.C.

STARTING FROM

30-40 days



GREEN LINE (RAPID PRODUCTION)

For URGENT orders, you can use our “Fast Production Line”.

Contact us for further details.

10. Transport

We ship door to door all over Europe (EEC). We offer various solutions for direct deliveries from the Far East.

TRANSPORT TIMES:

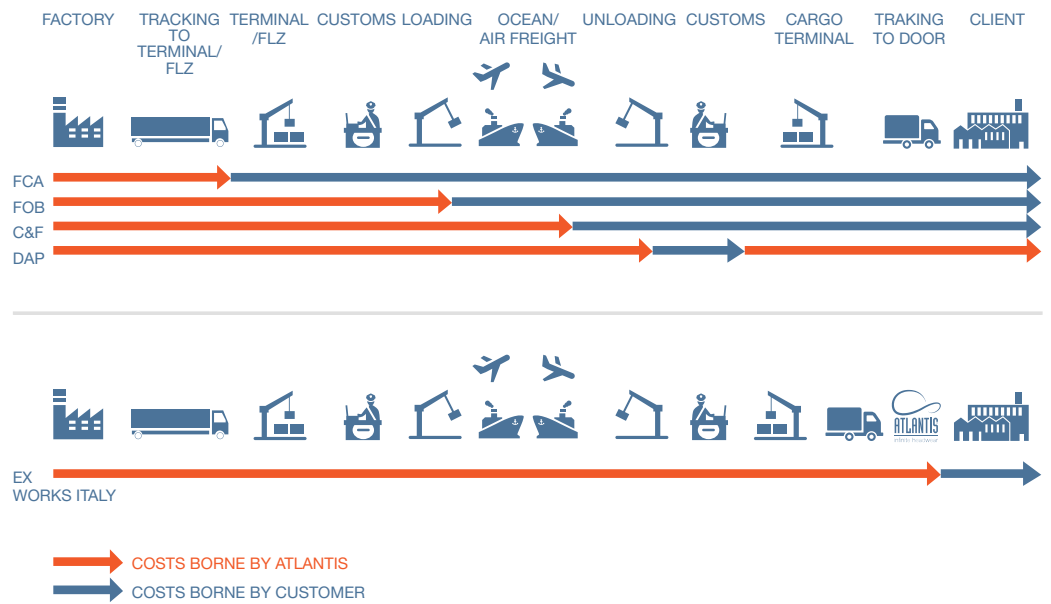


BY SEA: 35/45 days
depending on the ports of
departure and arrival



BY AIR: 3/7 days
depending on transit time

SOLUTIONS FROM THE FAR EAST:

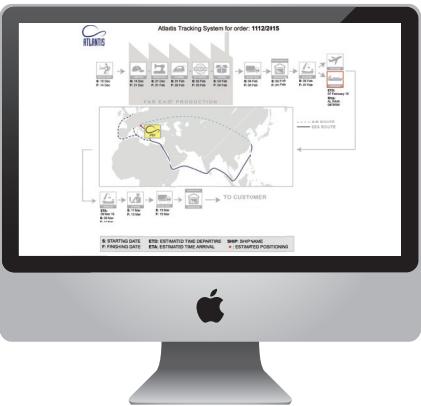


OUR CARRIER AND SHIPPERS:



11. **ATS - Tracking Production and Transport**

You can consult the **ATLANTIS TRACKING SYSTEM** to monitor the progress of your orders. A practical animated infographic keeps you up to to date in real time. With the **ATLANTIS TRACKING SYSTEM**, you can monitor a project through all phases of design, production and delivery.



12. **Certification and Guarantees**

Business ethics, quality, safety and the sustainability of products and processes are essential values for **ATLANTIS**.

Our customised products are **CERTIFIED AND GUARANTEED** from an ethical viewpoint and in terms of product quality and safety.

PRODUCT QUALITY CERTIFICATION:

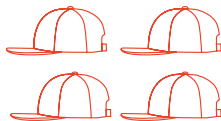


ETHICAL CERTIFICATION:



13. Prices

HOW MUCH WOULD A CUSTOMISED CAP COST ME? The cost of a customised cap or beanie hat depends on a number of variables:



1.

the quantity
you want to
order



2.

the type of
fabric/material



3.

the number and
complexity of the
customisation techniques
you want to specify



4.

the size of the
logos



5.

the urgency of
delivery dates,
etc.



6.

transport
methods



7.

payment methods

This is why the final price can only be determined by means of a quote prepared to cover your specific requests.

14. Payments

SAMPLE: payment on delivery of the sample (only for new customers), otherwise payment according to agreed conditions.

- **PRODUCTION:** 30% before the start of production

For new customers and direct deliveries from China: settlement of the remaining 70% of production costs, inclusive of transport costs, before delivery by sea or by air.

For **ATLANTIS** customers: settlement according to agreed conditions.

PERMITTED PAYMENT METHODS:

- **For down payments and pre-payments:** Bank transfer or credit card
- **Settlements:** *to be agreed*





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