



MERCHANDISE GUIDELINES



In the realm of brand building, merchandise plays a crucial role in extending brand identity beyond fleeting interactions. Merchandise functions as a form of "walking advertisement," reaching new audiences through everyday use. This translates into measurable benefits, including increased brand awareness, potential customer acquisition, and a deeper connection with your existing customer base. By strategically leveraging merchandise, companies can significantly enhance brand image and achieve key marketing objectives.

EXPLORING ITS POTENTIAL TO:



**Build Brand
Recognition**



**Boost Customer
Loyalty**



**Drive Sales and
Revenue**



**Enhance Brand
Advocacy**

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PRINT TECHNIQUES

Custom metode



UV PRINT

UV printers use inks that cure instantly under ultraviolet light. This creates a durable, high-quality print that's resistant to scratches, fading, and moisture.



Material Option



UV printing works on a wide range of materials! stainless steel, leather, acrylic, metals, and cotton.



Color



UV printing is a full-color printing process. UV printing can achieve color accuracy except gold and silver.



Time



UV printing is known for its speed. Simple designs on small to medium-sized merchandise can be printed within a timeframe of minutes, depending on the factors

Overall, UV printing is an excellent choice for creating high-quality, eye-catching merchandise that reflects your brand's personality. For a professional finish and a long-lasting product, UV printing is a strong contender.

UV PRINT

UV printing offers a significant advantage in terms of durability for your merchandise. Additionally, its lower VOC emissions and energy efficiency compared to some traditional methods make it a more eco-friendly printing choice.



Durability



UV cured inks are generally resistant to sunlight, water, and mild chemicals, making them suitable for outdoor applications or products exposed to the elements.



Eco-Friendly



UV printing's ability to adhere to various materials, including some sustainable options like bamboo, opens doors for eco-conscious merchandise creation.



Price



The cost of UV printing on merchandise can vary depending on several factors. Estimated Cost somewhere between *Rp15.000 - Rp25.000

*This is a base cost and doesn't include factors like quantity, material costs, or setup charges.

UV PRINT

Item & material example



Pen
(Metal)



Tumbler
(Stainless steel)



Notebook
(Carton)



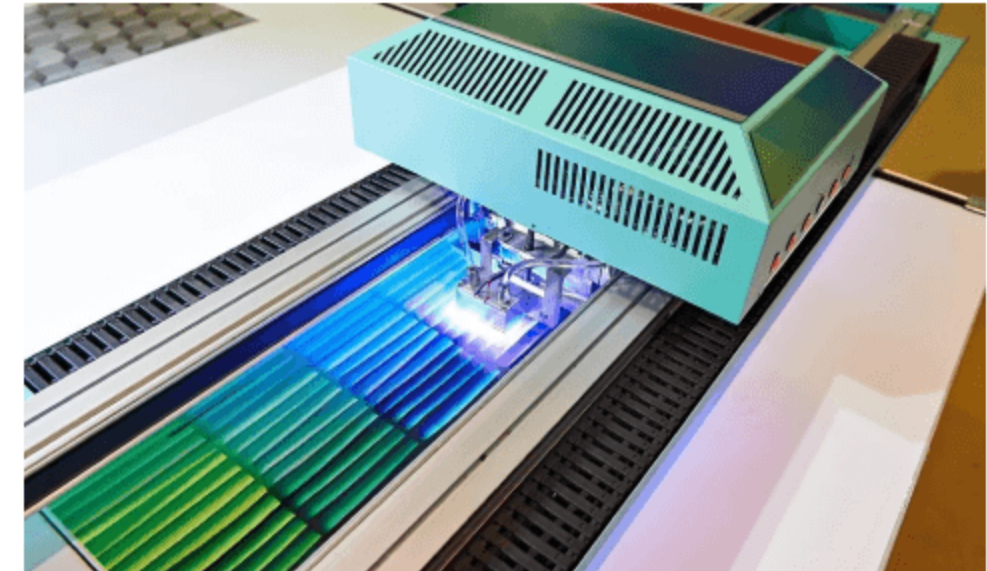
Laptop Sleeve
(Leather)



Placard
(Acrylic)



Coaster
(MFG)



[See how UV Print works](#)

While UV printing offers great versatility, it's not suitable for all materials.

LASER PRINT

Laser printing for merchandise has its own niche and can be a suitable choice in specific situations.



Material Option



Laser printing isn't ideal for most traditional merchandise like t-shirts, hats, or bags due to limitations in ink adhesion and material compatibility. Laser printing works on silicon/rubber, acrylic and leather.



Color



Laser printing offers a limited color range. The color output of laser printing does depend on the material being printed on. Like background color influences perceived final color.



Time



Laser printers offer fast printing speeds, allowing you to create merchandise quickly, with speeds ranging from 10 to 1000 pages per minute depending on the printer and quality settings.

Overall, laser printing might be a good option for simple designs on flat, heat-resistant merchandise. Small batches or prototypes where affordability and speed are priorities. Creating packaging materials with logos or simple branding elements

LASER PRINT

Remember, the best printing technique for your merchandise depends on your specific needs and priorities. Consider factors like material, design complexity, budget, and desired turnaround time when making your decision.



Durability



Laser marking creates a permanent alteration of the material's surface, rather than simply applying a layer of ink or coating. This makes the markings highly resistant to fading, scratching, and abrasion.



Eco-Friendly



Laser printing can be somewhat eco-friendly compared to inkjets in terms of energy consumption and toner cartridge efficiency. However, toner production, disposal, and paper usage remain environmental concerns.



Price



Laser printing is generally a budget-friendly option, especially for smaller quantities
Estimated Cost somewhere between
*Rp10.000 - Rp25.000

*This is a base cost and doesn't include factors like quantity, material costs, or setup charges.

LASER PRINT

Item & material example



Pen
(Metal)



Tumbler
(Stainless steel)



Notebook
(Wooden)



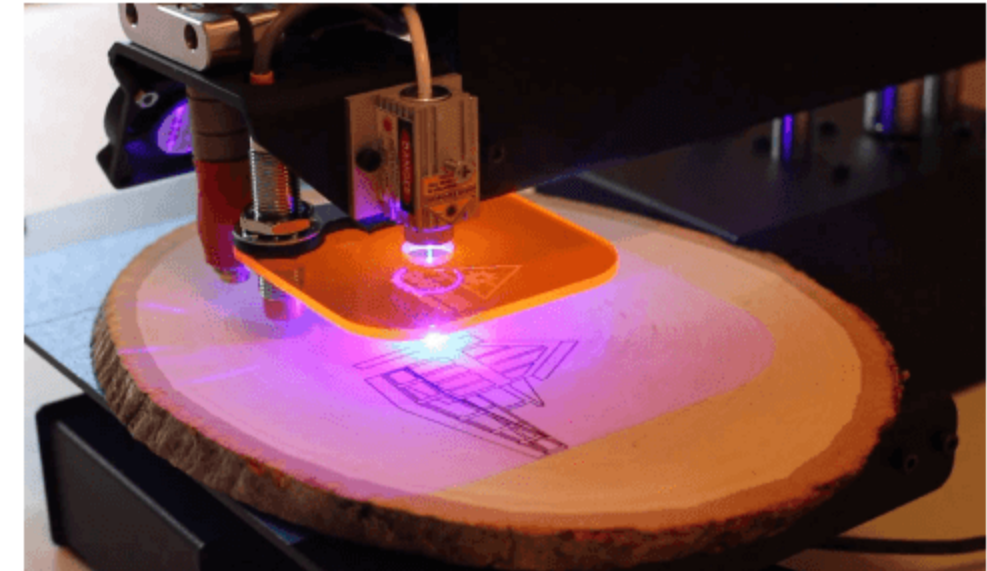
Mug
(Wooden)



Cutlery Set
(Wooden)



Watch
(Wooden)



[See how Laser Print works](#)

However, it's important to consider the limitations of laser printing for merchandise

EMBOSS PRINT

Emboss printing adds a unique three-dimensional effect to your merchandise, making it stand out from flat prints. Emboss printing creates a raised design on the material by pressing it from the back using a mold or die. This adding depth and texture to the design.



Material Option



Emboss printing can be used on a leather, material. eather is a popular choice due to its flexibility and ability to hold a shape.



Color



Limited Color Options, emboss printing itself is typically monochromatic, relying on the raised effect for visual impact.



Time



Embossing Relatively slow. The speed depends on the size and complexity of the design and the machine used. It can take anywhere from seconds to minutes per impression.

Emboss printing can be a valuable tool for adding a touch of class and elegance to your merchandise. It's particularly well-suited for applications where a unique, three-dimensional effect is desired.

EMBOSS PRINT

Embossing can be a cost-effective way to add a touch of luxury and elegance to your project. However, for high-volume printing with simple designs, other techniques might be more affordable



Durability



Raised areas are resistant to scratching and fading. Can last for years on sturdy material like leather.



Eco-Friendly



Embossing itself is a fairly eco-friendly process because it doesn't involve additional inks or chemicals. The main consumable is the die, which can't be reused for many projects.



Price



The cost of embossing depends on several factors. Estimated Cost somewhere between *Rp7.000 - Rp15.000

*This is a base cost and doesn't include factors like quantity, material costs, or setup charges.

EMBOSS PRINT

Item & material example



Pouch
(Leather)



Toiletries
(Fabric)



Pouch
(Canvas)



Laptop Bag
(Leather)



Agenda notebook
(Leather)



Notebook
(Leather)



[See how Emboss Print works](#)

Deep embossing on thin materials can be prone to tearing or cracking with rough handling.

EMBROIDERY



Material Option



Embroidery can be used on various fabrics, including cotton, polyester, fleece, and denim. It's suitable for decorating a wide range of merchandise like t-shirts, hats, bags, towels and blankets



Color



While embroidery can use a wide range of thread colors, it's generally limited to fewer colors compared to some printing techniques. Complex, multi-colored designs might be challenging to achieve. It's not applied on gradient color



Time



Embroidery can be a time-consuming process, especially for large or intricate designs. This can affect production speed and potentially increase costs for larger orders.

EMBROIDERY

Embossing can be a cost-effective way to add a touch of luxury and elegance to your project. However, for high-volume printing with simple designs, other techniques might be more affordable



Durability



Embroidered designs are incredibly durable and can withstand washing and wear for extended periods. They won't fade or crack like printed designs can over time.



Eco-Friendly



No harmful chemicals, unlike some printing techniques, embroidery doesn't involve harsh chemicals or dyes that can pollute waterways.



Price



Embroidery requires creating a digital embroidery file and potentially setting up specific machines. This can be more expensive for small batches compared to some printing methods. Estimated Cost somewhere between *Rp15.000 - Rp25.000

*This is a base cost and doesn't include factors like quantity, material costs, or any other charges.



EMBROIDERY

Item & material example



Sport Towel
(Fiber)



Keychain
(Fabric)



Apron
(Cotton)



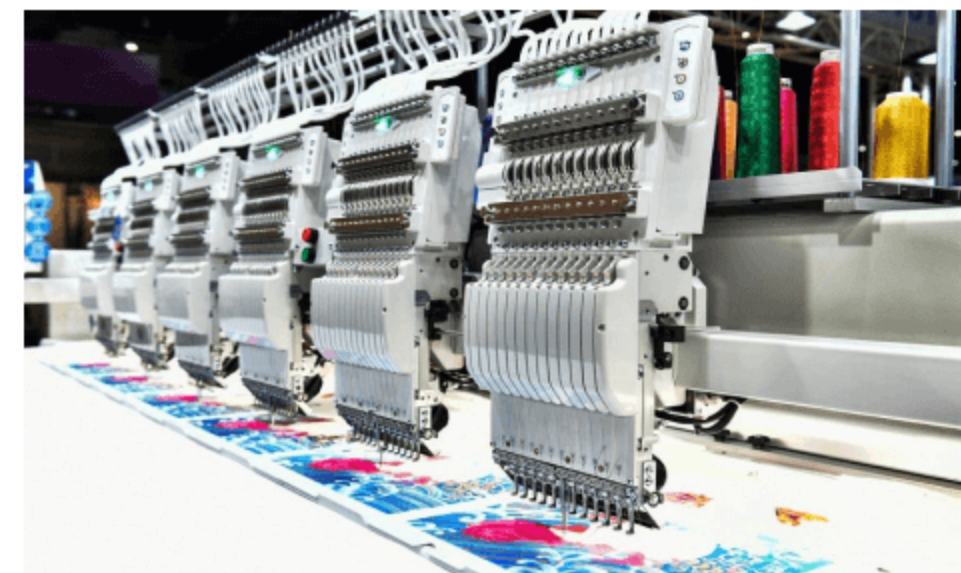
Bomber Jacket
(Cotton fleece)



Totebag
(Canvas)



Bucket Hat
(Cotton)



[See how Embroidery works](#)

Intricate designs with fine details might not translate well with embroidery due to limitations in stitching techniques. Simpler designs with bold outlines work best.

SLEEVE PRINT

Sleeve are a versatile and cost-effective way to add branding, personality, or information to your merchandise.



Material Option



common Sleeve Materials: Paper, Vinyl, Polypropylene, Polyester and Biodegradable Materials. Basically, Sticker's material is pretty common.



Color



Can be printed in a wide range of colours, with minimal difference between digital and print.



Time



Printing time depends on order quantity, and the printing method used. Generally, simpler designs with fewer colors will print faster.

SLEEVE PRINT

By understanding the different Sleeve materials and their properties, you can make an informed decision that best suits your merchandise and branding needs.



Durability



Sleeve are Least durable, susceptible to tears, fading, and moisture damage.



Eco-Friendly



Can be eco-friendly if made from recycled paper. However, the adhesive and liner might not be biodegradable.



Price



Most affordable option. Estimated Cost somewhere between *Rp2.000 - Rp5.000

*This is a base cost and doesn't include factors like quantity, material costs, or any other charges.



SLEEVE PRINT

Item & material example



Earphone
(Hard Paper)



Powerbank
(Hard Plastic)



Earphone bluetooth
(Hard Plastic)



Gadget Organizer
(Fabric)



Umbrella
(Polyester)



Foldable Cup
(Plastic)



[See how Sticker works](#)

The best material for your merchandise Sleeve depends on your specific needs. Consider factors like durability, color requirements, eco-friendliness, and budget.

DRY DECALS (DTF) PRINTING

DTF (Direct-to-Film) printing is a relatively new and versatile method for transferring designs onto various materials, particularly textiles.



Material Option



DTF printing is highly versatile and can be applied to a variety of materials, including Textiles: Cotton, polyester, blends, and other fabrics. Plastic: Some plastics can be suitable substrates for DTF transfers.



Color



Full Vibrant Colors, Produces high-quality prints with vibrant colors and sharp details.



Time



Overall, the entire DTF process (from printing to cured transfer) can be completed in less than 15 minutes for most designs.

DRY DECALS (DTF) PRINTING

DTF printing is a versatile and efficient method for creating high-quality prints on various materials. Its advantages include vibrant colors, durability, and versatility, while potential drawbacks include initial setup costs and potential stiffness.



Durability



DTF prints usually fading and washing. The adhesive powder can sometimes make the fabric feel slightly stiff, especially in larger print areas.



Eco-Friendly



While water-based inks are used, the adhesive powder and film might not be entirely eco-friendly.



Price



DTF printing can be more cost-effective than some other methods, especially for small to medium-sized production runs.

*This is a base cost and doesn't include factors like quantity, material costs, or any other charges.

DRY DECALS (DTF) PRINTING

Item & material example



Backpack
(Polyester)



T-shirt
(Cotton)



Earphone bluetooth
(Hard Plastic)



Gadget Organizer
(Fabric)



Umbrella
(Polyester)



Foldable Cup
(Plastic)



[See how DTF works](#)

The best material for your merchandise dry decals depends on your specific needs. Consider factors like durability, color requirements, eco-friendliness, and budget.

SCREEN PRINTING

Screen printing, also known as silkscreen printing or sablon, is a traditional technique that has been used for centuries to transfer designs onto various materials. It's particularly popular for creating merchandise like t-shirts, bags.



Material Option



Textiles: Cotton, polyester, nylon, and blends.
Plastic: Some plastics can be suitable substrates for screen printing.



Color



Limited Color Options, While screen printing can produce vibrant colors, it's generally best suited for designs with a limited color palette.



Time



Setup Time: Creating the screens for each color in the design can be time-consuming, making it less suitable for small quantities or complex designs.

SCREEN PRINTING

screen printing is a popular and durable method for creating merchandise with vibrant colors. It's particularly well-suited for large quantities and designs with a limited color palette. However, the setup time and material compatibility might need to be considered for specific projects.



Durability



Screen-printed can be durable but depends on the ink quality. Good ink can be embedded into the fibers of the material, making it resistant to fading, cracking, and peeling.



Eco-Friendly



Screen printing can be relatively eco-friendly, especially when using water-based inks and proper waste management practices. However, the process involves chemicals, so it's essential to choose environmentally friendly options whenever possible.



Price



Screen printing is generally cost-effective for large quantities due to the lower cost per print once the screens are created. However, the setup costs for creating the screens can be higher for small orders. Rp2.000 - Rp7.000

*This is a base cost and doesn't include factors like quantity, material costs, or any other charges.

SCREEN PRINTING

Item & material example



Spunbond
(polyester)



Umbrella
(polyester)



Dumping Bag
(Cotton)



Plastic Tumbler
(Plastic)



Plastic Pen
(Plastic)



Raincoat
(Polyester)



[See how Screen printing works](#)

The best material for your merchandise screen printing depends on your specific needs. Consider factors like durability, color requirements, eco-friendliness, and budget.



MATERIAL KNOWLEDGE

Custom metode



CANVAS

Canvas is a popular and versatile material used for a wide range of merchandise, from tote bags and backpacks to wall art and even shoes.



Durability

Canvas is renowned for its strength and sturdiness. A tightly woven fabric that resists tearing and wear and tear, making it ideal for long-lasting merchandise.



Eco-Friendly

Natural cotton canvas offers a more sustainable option compared to some synthetic materials. perfect for brands seeking an organic or earthy feel.



Versatility

Canvas comes in a variety of weights and weaves, allowing for customization. Lighter weight canvas is ideal for tote bags and apparel, while heavier canvas is perfect for bags and items requiring extra support.



Price

Depending on weight and source, canvas can be a cost-effective option compared to some other materials.

CANVAS

Overall, canvas is a fantastic choice for creating long-lasting, versatile merchandise with a natural aesthetic. It offers a great canvas (pun intended) for showcasing your brand logo or designs, and its eco-friendly potential makes it an attractive option for environmentally conscious brands.

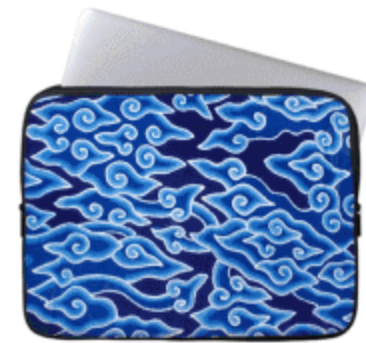
Item's Material



String Bag



Waist Bag



Laptop Sleeve



Totebag

The most common printing techniques used for merchandise on canvas material are UV Print, Embroidery, and Sticker

SILICON/RUBBER



Durability

Rubber is naturally resilient and can withstand everyday wear and tear well. This makes it suitable for merchandise like phone cases, bags, watch bands, and footwear that might experience frequent use.



Eco-Friendly

Some newer types of rubber are made from biodegradable materials, offering a more sustainable option. However, their availability and use in merchandise might be limited currently.



Versatility

Rubber can be molded into various shapes and sizes, allowing for creative and unique designs. Surface Treatments: Rubber can be treated to achieve different textures, finishes, and even printed designs, offering customization possibilities.



Price

The budget-friendliness of rubber for merchandise depends on several factors like natural rubber is generally less expensive than some synthetic rubbers with specialized properties.

SILICON/RUBBER

rubber can be a budget-friendly option for merchandise, especially for simple designs and when using natural rubber. However, the cost can increase with the complexity of the product and the type of rubber used.

Item's Material



Coaster



Wristband



Flashdisk



Keychain

The most common printing techniques used for merchandise on silicon/rubber material are Engrave/Laser, and Sticker

COTTON

Cotton is one of the most widely used natural fibers in the textile industry, making it a staple for a variety of merchandise. Here's a detailed look at its properties and applications



Durability

Cotton is relatively durable and can withstand frequent washing and wear. However, its strength can vary depending on the cotton quality and weave.



Eco-Friendly

Cotton, as a natural fiber, has the potential to be eco-friendly. It's biodegradable and can be recycled. However, the way it's cultivated and processed significantly impacts its environmental footprint.



Versatility

cotton is incredibly versatile. Its ability to be transformed into a wide range of fabrics and products makes it a staple in the textile industry.



Price

Cotton is more affordable compared to many other natural fibers like silk, cashmere, or linen. It's widely cultivated and processed, making it accessible to a broader market.

COTTON

While the price of cotton can vary based on factors like Cotton type, Fabric weight and weave, Finishing processes.

Item's Material



Hoodie



Keychain



Tshirt



Nursing Cover

The most common printing techniques used for merchandise on canvas material are UV Print, Embroidery, and Sticker

HARD PLASTIC

Hard plastic is a versatile material often used for merchandise due to its durability and affordability. However, its environmental impact and specific properties can vary depending on the type of plastic used.



Durability

Hard plastic is generally resistant to breakage and deformation, making it suitable for products that require durability, like phone cases, action figures, and storage containers.



Eco-Friendly

Traditional Hard Plastics often derived from petroleum, making them non-biodegradable and contributing to plastic pollution. While recyclable, the recycling infrastructure for hard plastics can vary depending on the type of plastic and local recycling facilities



Versatility

Hard plastic can be easily molded into various shapes and sizes, allowing for creative product designs, Can be printed, painted, or textured to enhance the product's appearance



Price

Generally Affordable, Hard plastic is often a cost-effective material, especially for mass-produced merchandise

HARD PLASTIC

Hard plastic is a versatile and durable material for merchandise. However, it's essential to consider the specific type of plastic, its environmental impact, and the desired properties of the product when making a choice.

Item's Material



Mug



Tumblr



Pen



Stand Phone

The most common printing techniques used for merchandise on silicon/rubber material are Dry Decals (DTF), and Sticker

GLASS

Glass is a material known for its elegance and transparency, but its suitability for merchandise depends on several factors.



Durability

Glass is inherently fragile and susceptible to breakage, limiting its use in merchandise subjected to impact or rough handling. While some types of glass are more scratch-resistant than others, glass is generally more prone to scratches compared to other materials.



Eco-Friendly

Glass is infinitely recyclable without loss of quality, making it an environmentally friendly choice. Glass manufacturing can be energy-intensive, but advancements in technology have led to more energy-efficient production processes.



Versatility

Glass offers excellent transparency, making it ideal for showcasing products or displaying information. Glass can be molded into various shapes and sizes, allowing for creative product designs.



Price

The cost of glass merchandise can vary significantly based on the type of glass, production process, and design complexity. Glass products can be cost-effective when produced in large quantities.

GLASS

glass can be a beautiful and elegant material for merchandise, but its fragility and potential for breakage should be carefully considered. When used appropriately, glass can enhance the aesthetic appeal of a product.

Item's Material



Bottle Cup



Glass Tumbler



Glass



Ashtray

The most common printing techniques used for merchandise on glass material are Dry Decals (DTF), and Sticker

CERAMIC

Ceramic is a versatile material known for its durability, aesthetic appeal, and functionality. It's often used in merchandise due to its unique properties.



Durability

Ceramic is highly resistant to scratches, making it ideal for products that require a long-lasting finish, like mugs, plates, and figurines.



Eco-Friendly

Ceramic is derived from clay, a natural resource. Ceramic can be recycled and repurposed, reducing waste.



Versatility

Ceramic can be molded and shaped into a wide variety of products, from functional items like mugs and plates to decorative pieces like figurines and vases.



Price

The cost of ceramic merchandise can vary significantly based on the type of clay, production process, and design complexity.

CERAMIC

Ceramic offers a balance of durability, aesthetic appeal, and functionality, making it a popular choice for merchandise. However, its fragility and potential weight should be considered when selecting ceramic for specific products.

Item's Material



Cup



Mug



Lunch Box



Bowl

The most common printing techniques used for merchandise on ceramic material are Dry Decals (DTF), and Sticker

ACRYLIC

Acrylic is a synthetic polymer known for its versatility and affordability. It's widely used in the merchandise industry for various products.



Durability

Acrylic is generally resistant to scratches, making it suitable for products that require a durable finish. While not as impact-resistant as some other materials, acrylic can withstand moderate impacts.



Eco-Friendly

Acrylic is derived from petroleum, making it a non-biodegradable material. While acrylic can be recycled, the recycling infrastructure for acrylic is not as developed as for some other plastics.



Versatility

Acrylic can be easily molded and shaped into various products, from phone cases and keychains to display stands and signage. Acrylic offers transparency, allowing for clear visibility of products or information.



Price

Thicker sheets are generally more expensive. Rp80.000 - Rp320.000

ACRYLIC

acrylic is a versatile and budget-friendly material for merchandise, offering a good balance of durability, aesthetics, and affordability depends on the type of the acrylic. However, its environmental impact and potential for breakage should be considered when selecting acrylic for specific products.

Item's Material



Air humidifier



Id card



Keychain



Refrigerator Magnet

The most common printing techniques used for merchandise on acrylic material are UV Print, Engrave Laser, Dry Decals (DTF), and Sticker

LEATHER

Leather is a natural material derived from animal hides, renowned for its durability, aesthetic appeal, and versatility. However, its environmental impact and cost can vary significantly.



Durability

Leather is exceptionally durable, able to withstand frequent use and maintain its shape and appearance over time. Leather offers a good balance of strength and flexibility, making it suitable for a wide range of products.



Eco-Friendly

Leather is a natural material, but its environmental impact depends on the tanning process and the sourcing of the hides. While leather is biodegradable, the tanning process can introduce chemicals that might affect the rate of decomposition.



Versatility

Leather can be cut, stitched, and molded into various shapes and designs, making it suitable for a wide range of products.



Budget-Friendly

The cost of leather can vary significantly based on the type of leather, the animal, the tanning process, and the desired finish. High-quality leather is often considered a luxury material, with a corresponding price tag.

LEATHER

Leather is a highly desirable material for merchandise due to its durability, aesthetic appeal, and versatility. However, its environmental impact, cost, and the need for proper care should be considered before choosing leather for a product.

Item's Material



Keychain



Cardholder



Card Holder



Flashdisk

The most common printing techniques used for merchandise on acrylic material are Emboss, Engrave Laser, Dry Decals (DTF), and Sticker

PAPER

Paper is a widely used material for merchandise, offering a balance of affordability, versatility, and eco-friendliness



Durability

Generally Delicate, Paper is susceptible to tears, water damage, and fading, limiting its durability for products exposed to harsh conditions.



Eco-Friendly

Paper is derived from wood, a renewable resource.
Recyclability: Paper is highly recyclable, making it an environmentally friendly choice.



Versatility

Paper can be used for a variety of merchandise, including notebooks, cards, bags, gift wrap, and packaging.



Budget-Friendly

here's a general estimate for raw paper costs (without processing):
Rp500 - Rp10.000

PAPER

paper is a versatile and eco-friendly material for merchandise, offering a good balance of affordability and customization options. However, its durability limitations should be considered for products exposed to harsh conditions.

Item's Material



Brochure



Paperbag



Greeting card



Bookmark

The most common printing techniques used for merchandise on acrylic material are UV Print, Emboss, Dry Decals (DTF), and Sticker



PACKAGING KNOWLEDGE

Merchandise Packaging

HARD BOX

Hard boxes, also known as rigid boxes or set-up boxes, are a popular packaging choice for merchandise. They offer several advantages over standard cardboard boxes.

Cost

Hard boxes are generally more expensive than cardboard boxes, especially for custom options. Many manufacturers require minimum order quantities, which might not be ideal for small businesses.

Branding

You can print your logo and branding information on the box, making it a The premium feel of hard boxes elevates your brand image and customer perception.



Premium Presentation

They elevate the perceived value of your product with a more sophisticated and luxurious look.

Durability

Made from rigid cardboard covered with material like paper or fabric, hard boxes provide excellent protection for your merchandise during storage and transportation.

CUSTOMIZED



Die-cut insert

A die-cut insert is a custom-shaped piece of paper, cardboard, or foam that fits perfectly inside a box to protect and hold products in place.



Shredded Paper

Shredded paper's material made from recycled or new paper that has been cut into small pieces. It's used to fill empty spaces in boxes, providing cushioning and protection for fragile items during shipping.



Bubble Wrap

Bubble wrap is a flexible plastic material filled with tiny air-filled pockets. It's used to protect fragile items during shipping and handling by absorbing shock and preventing damage.



Bow

A bow typically made of ribbon or other flexible material, tied into a looped shape for an aesthetically pleasing finish.



Design

Design is the process of creating the visual and functional aspects of a product's container. It involves selecting colors, graphics, and typography to create a design that attracts consumers, and conveys the brand message effectively.



We understand that merchandise is more than just products; it's an extension of your brand story. Our team of experts collaborates closely with you to conceptualize, design, and produce merchandise that aligns with your brand's vision and values.

From concept to creation, Yippy provides comprehensive merchandise solutions. Whether you need custom apparel, accessories, or promotional items, we offer a wide range of products and customization options to suit your needs.