POPCORN
CUSTOM PRODUCTS

Custom Products Catalog
Who We Are
Popcorn is a reliable Design & Manufacturing Partner for the Museum Store Marketplace. Popcorn is driven by a small team of Craftsmen and Skilled Designers who specialize in Product Development and Turn-Key Museum Programs. Popcorn is skilled in the Vanishing Art of Manufacturing—our Premium Products are all Made in America.

Five Core Museum Products
We specialize in 5 core products:
- Magnets / Matted Prints / Note Cards / Phone Covers / Mugs
From beginning to end, Popcorn delivers a perfectly designed and color matched merchandise program.

Program Basics
- Minimums: Most products are 24 pc minimum
- Discounts*: 10% off 144 pc orders 15% off 288 pc orders
*some products have different discounts
- Lead Time: Designed, manufactured and shipped within 3 weeks. Reorders generally ship within 3 days!

Mission Specific Merchandise / Award Winning Design
We fulfill your museum store mission by developing product that provides your visitors a range of customized, educational products. Our award winning packaging translates into more sales per visitor and provides great branding opportunities for your museum. We assign a team of graphic designers and writers to help tell your story—they bring a wide range of creativity and experience to every project.

Popcorn’s Museum Program: Simple & Exceptional
1. Made on Demand / Made in America
2. Quality Materials and State of the Art Equipment
3. Rapid Turnaround
4. Low Minimums / China-Like Pricing
5. Experienced Staff

The opposite page details how easy it is to start building a Merchandise Program around your Museum’s Collection or for an Upcoming Exhibition. I look forward to working with you.

Sincerely,
David Graveen
Ringmaster
Custom Product Development

1. Choose Products
Pictured in this Catalog or Online (most up-to-date)
   a. www.popcornposters.com/custom

2. Send Hi Res Images
   a. Artwork
   b. Museum / Institution Logo
   c. Exhibition Logo
   d. Credit Lines

3. Image Requirements
   a. Resolution: 300 dpi (minimum)
   b. Size: 10” Smallest Dimension
   c. Format: Tif or Jpg
   *Large files for small products like magnets insure great quality

4. Upload Art
   www.popcornposters.com/upload

5. Color Proofing
Matchprints are required to insure a perfect color match.
No proofing fees are charged if client provides matchprint.
Send Matchprints to Popcorn’s Art Department.
Popcorn Art Department, 1 Cherry Street, East Hartford, CT 06108
Physical Proofs: $25 per item

6. DIY Design       Your Products / Our Templates
   *No set up fees charged when client supplies “Production Ready” artwork.
   Templates are accessible at www.popcornposters.com/templates

7. Popcorn Design Services   Fast & Reliable!
   a. An Award Winning Design Team can be assigned to your project.
   $75 fee per image will be charged to design a “custom program.”
   b. An “Idea Book” will be created for each image that will picture your custom products.
   c. Samples are shipped at client’s expense unless order exceeds $250.

8. Questions?
   David Graveen / Museum Program Manager / david@popcornposters.com
   Thy Hoang / Design Lead / thy@popcornposters.com
   Karen Crawford / Orders - Traffic Manager / karen@popcornposters.com
   Steve Santangelo / In-House Sales / steve@popcornposters.com

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Steve Santangelo
Sales Manager
DISCOUNTS
10% OFF 144 PC. ORDERS
15% OFF 288 PC. ORDERS

Rigid Plastic Sleeve with Hang Tab
12/style minimum
$5.00

Bag + Board
12/style minimum
$4.50

Premium Crystal Packed with Foam Core Backer Board
12/style minimum
$6.50

Front w/ Round Label

Back w/ Descriptive Label
**Rigid Plastic Sleeve (no backing board)**
- 12/style minimum
- $5.00
- Best Suited for "Pop Culture"
- No Stickers Included

**Bag + Board**
- 12/style minimum
- $4.50
- Branded with Round Label on Front
  and Descriptive Label on Back

**Crystal Packed with Mat**
- 12/style minimum
- Thin Board: $6.00 - Foam Core: $6.50

**Discounts**
- 10% OFF 144 PC. ORDERS
- 15% OFF 288 PC. ORDERS
3D Lenticular

11 x 17
in Rigid Plastic Sleeve
250 pc: $7 ea.
500 pc: $6 ea.
$50 set up fee

Archival Giclées

16 x 20
6/style minimum
$12.50

18 x 24
6/style minimum
$15.00

Posters

Digital 12 x 18 / 13 x 19
12/style minimum
Rolled in Poster Sleeve w/ Label: $5.00
Rolled in Shipping Tube w/ Label: $6.50
Bagged w/ Foam Core: $6.50

4-Color 24 x 36 Poster
500/style minimum
$3.50

DISCOUNTS
10% OFF 36 PC. ORDERS
15% OFF 72 PC. ORDERS

Foam Core Backing Board
Front Round Label and Descriptive Label on Back
Wood Frames

Prints Sold Separately

11 x 14 Black Wood
6 min. - Item # BWF14
$12.50

11 x 17 Black Wood
6 min. - Item # BWF17
$14.00

16 x 20 Black Wood
3 min. - Item # BWF20
$20.00

18 x 24 Black Wood
3 min. - Item # BWF24
$24.00

24 x 36 Black Wood
3 min. - Item # BWF36
$35.00
## Stickers

- Kiss-cut any shape
- Gloss or matte
- Full color & UV coated
- Includes design & setup

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
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<tr>
<td>125</td>
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<td>1000</td>
<td>$0.62</td>
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<tr>
<td>1500</td>
<td>$0.57</td>
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**Turnaround**: 3 weeks or less

## Patches

Pricing valid for up to 12 colors. Please request a quote for 12+.

Overall size is determined by width + height divided by 2.

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
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<tbody>
<tr>
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<table>
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<tr>
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<td>$2.08</td>
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<tr>
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<td>$1.92</td>
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<tr>
<td>500</td>
<td>$2.50</td>
</tr>
<tr>
<td>1000</td>
<td>$2.17</td>
</tr>
</tbody>
</table>
## Enamel Pins

### 1.25” or smaller

<table>
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<th>Quantity</th>
<th>Price</th>
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<tbody>
<tr>
<td>250</td>
<td>$2.85</td>
</tr>
<tr>
<td>500</td>
<td>$2.70</td>
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<tr>
<td>1000</td>
<td>$2.50</td>
</tr>
<tr>
<td>2500</td>
<td>$2.35</td>
</tr>
<tr>
<td>5000</td>
<td>$2.00</td>
</tr>
</tbody>
</table>

### Options (per piece)

- Additional Colors (6 included): $0.03/color
- Increase to 1.5” Size: $0.15
- Increase to 2” Size: $0.25
- Deluxe Metal Stopper: $0.15
- Adding a Keychain: $0.15
- Smooth Finish (Hard Enamel): $0.15
- Extra Polishing: $0.05
- Glitter: $0.15

### Mold Fee*

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>1.25” or less</td>
<td>$125</td>
</tr>
<tr>
<td>1.5”</td>
<td>$150</td>
</tr>
<tr>
<td>2”</td>
<td>$175</td>
</tr>
</tbody>
</table>

*one time only, includes delivered pin sample

### Turnaround

- Design Time: 1 week
- Sampling: 20-30 days
- Production: 30 days

### Shipping

- Ocean Freight: 30–45 days
  - Included in unit cost
  - Tariff quoted at time of order
- Airmail: 5–7 days
  - 250 pieces: $90.00 (estimate)
  - 500 pieces: $150.00 (estimate)
  - No tariff with airmail

### Full Color Packaging

$100 (flat fee regardless of quantity)

### Digital Conversion

Fees may be applicable for orders under 1000 pins/style
Magnets

DISCOUNTS
10% off 144 pc. orders
15% off 288 pc. orders

Most Popular Sizes

- **2 × 3**
  - 24/style minimum
  - $1.50

- **2 ½ × 3 ½**
  - 25/style minimum
  - $1.75

- **3 × 3**
  - 24/style minimum
  - $1.75

Add 25¢ for Packaging

- **2 × 3 Packaged (Front)**

- **2 ½ × 3 ½ Packaged**

- **3 × 3 Packaged**
Unique Sizes

**Magnets & Pins**

**1 Round Pin**
- 105/style minimum
- $0.35

**Enamel Pin**
- 250/style minimum
- $3.20

**1.5 Round Pin**
- 100/style minimum
- $0.45

**2 x 2 Magnet/Pin**
- 24/style minimum
- Magnet: $1.25 - Pin: $0.55

Add 25¢ for Packaging

**2.25 Round**
- 24/style minimum
- Magnet: $1.25 - Pin: $0.55
- Also available with mirror back!

**1.5 × 4.5**
- 24/style minimum
- $1.75

**Packaged**

**DISCOUNTS**
- 10% OFF 144 PC. ORDERS
- 15% OFF 288 PC. ORDERS
Magnets

DISCOUNTS
10% OFF 144 PC. ORDERS
15% OFF 288 PC. ORDERS

Custom Package Design: $100 Art Charge
No Art Charge for Orders over 144/style

Packaged Sets

4 Pack
24/style minimum
$6.00
(pricing for 2 x 3 magnets)

2 Pack
24/style minimum
$3.00
(pricing for 2 x 3 magnets)
Magnets

Packaged Sets

DISCOUNTS
10% OFF 144 PC. ORDERS
15% OFF 288 PC. ORDERS

NEW YORK CITY MAGNET SET
TIMES SQUARE
CENTRAL PARK
BROOKLYN BRIDGE
PENN STATION
WALL ST
GRAND CENTRAL
CONKEY ISLAND
YANKEE STADIUM
HELL’S KITCHEN
GREENWICH VILLAGE
MTA MetroCard

Subway
Times Square
42 Street Station

$4.50
(pricing for 2 x 3 magnets)

HECTIC PINK
APPLE GREEN
SKY BLUE

Wadsworth Atheneum
Museum of Art

3 Packs
24/style minimum
Cards

Greeting Cards

DISCOUNTS
10% OFF 144 PC. ORDERS
15% OFF 288 PC. ORDERS

5 x 7
24/style minimum
$1.50

4 x 9
24/style minimum
$1.75
Boxed Set Available

5 x 7 Boxed Set of 8
24/style minimum
$8.00
Available in White or Kraft with Clear Lid
All Clear option also available (not shown)
Post Cards

4 ¼ × 6
100/style minimum
$0.35
20% OFF 1,000 PC. ORDERS

6 × 11
100/style minimum
$1.00
20% OFF 1,000 PC. ORDERS

4 ¼ × 6 Perforated Postcard Booklet
250/style minimum
$4.00 - 8 Card Set
$5.00 - 10 Card Set
$6.00 - 12 Card Set
$8.00 - 20 Card Set
$200 Set-up Charge

Pricing includes front & back cover

4 ¼ × 6 Postcard Pack of 8
72/style minimum
$3.00
10% OFF 144 PC. ORDERS
20% OFF 288 PC. ORDERS
Housewares

Coasters

Hard Board
24/style minimum
$2.50
3 ½" Square

Wood with Cork Back
24/style minimum
$3.00
3 ¾" Square or Round

Neoprene
24/style minimum
$2.50
3.5" Square / 4" Round
10% OFF 144 PC. ORDERS - 15% OFF 288 PC. ORDERS
*neoprene not ideal for detailed images

4 Pack
12/style minimum
Wood w/ Cork Back: $12.50
Coaster Puzzle
12/style minimum
$12.50
7 ½" Square

60pc Wood Puzzle
12/style minimum
$15.00
7" × 10"

Glass Cutting Board
12/style minimum
$15.00
11 ¼" × 15 ¼" - Hand Wash Only!

Ceramic Tile
12/style minimum
$10.00 w/ packaging
6" Square
11 oz. Colored Mugs: $5.70

- Lt. Blue Deco: PMS 299C
- Lt. Blue Deco/Handle: Lt. Blue Deco
- Lt. Green Deco: PMS 367C
- Lt. Green Deco/Handle: Lt. Green Deco
- Red Deco: PMS 200C
- Red Deco/Handle: Red Deco
- Orange Deco: PMS 1665C
- Orange Deco/Handle: Orange Deco
- Yellow Deco: PMS 106C
- Yel. Rim/Handle: Yellow Deco
- Blue Deco: PMS 2755C
- Blue Rim/Handle: Blue Deco
- Pink Deco: PMS 508C
- Pink Deco/Handle: Pink Deco
- Maroon Deco: PMS 195C
- Mar. Rim/Handle: Maroon Deco
- Green Deco: PMS 316C
- Green Rim/Handle: Green Deco

PMS colors are for reference only; please specify if matching is required.

- Microwave Safe - Dishwasher Safe but not recommended for optimum color retention - Prop 65 Compliant

DISCOUNTS
5% OFF 144 PC. ORDERS
8% OFF 288 PC. ORDERS
10% OFF 576+ PC. ORDERS
Drinkware
36/style minimum

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.5 oz. Shot Glass</td>
<td>$3.50</td>
</tr>
<tr>
<td>10 oz. Camp Mug</td>
<td>$6.00</td>
</tr>
<tr>
<td>12 oz. Latte Mug</td>
<td>$6.00</td>
</tr>
<tr>
<td>15 oz. Black Rim/Handle</td>
<td>$7.50</td>
</tr>
<tr>
<td>15 oz. White Rim/Handle</td>
<td>$6.50</td>
</tr>
<tr>
<td>11 oz. Black Deco</td>
<td>$5.70</td>
</tr>
<tr>
<td>11 oz. Black Deco/Handle also available</td>
<td>$5.70</td>
</tr>
<tr>
<td>15 oz. Black Deco/Handle also available</td>
<td>$5.70</td>
</tr>
<tr>
<td>20 oz. Aluminum Water Bottle</td>
<td>$10.00</td>
</tr>
<tr>
<td>Gift Box with Label for 11/15 oz. Mugs</td>
<td>$0.50</td>
</tr>
</tbody>
</table>

DISCOUNTS
5% OFF 144 PC. ORDERS
8% OFF 288 PC. ORDERS
10% OFF 576+ PC. ORDERS
**Bookmarks + Houseware**

**Aluminum Bookmarks**
- Individual: $4.00
- 24/style minimum
- 1 ¼" x 5"
- Neoprene not ideal for detailed images

**Paper Bookmarks**
- Individual: $0.35 - 100 min.
- 8-pack: $3.00 - 144 min.
- 2 ¼" x 7 ¼" - 12 pt glossy card stock

**Pet Bowls**
- 12/style minimum
- Large: $12.00 - Small: $10.00
- Large: 7" x 3 ⅜" - Small: 6" x 2 ⅜"

**Neoprene Mouse Pad**
- 12/style minimum
- $5.00
- 7 ¾" x 9 ¼"
- 10% OFF 144 PC. ORDERS - 15% OFF 288 PC. ORDERS
- *neoprene not ideal for detailed images*
**Journals + Notebooks**

**Perfect Bound Journals**
- 24/style minimum
- Small: 4 x 5.5 - $4.00 ea.
- Medium: 5.5 x 7.75 - $5.00 ea.
- Large: 8 x 10 - $7.00 ea.
- Small: 50 unlined pages, lined add $0.70
- Medium: 70 unlined pages, lined add $1.00
- Large: 70 unlined pages, lined add $1.75

**2 x 3 Jotter**
- 144/style minimum
- $1.50

**4.5 x 6.25 Tyvek Notebook (A6)**
- 100/style minimum
- $12.50 ea. for $100+ order
- $11.00 ea. for $250+ order
- $10.00 ea. for $500+ order
- 75 unlined pages

**4 x 6.5 Field Notebooks**
- 144/style minimum
- $2.50 each, $7.75 for 3-pack
- 4 x 6.5 with 24 blank pages
Screen Printing & Direct to Garment

Screened items subject to $25 setup fee

Screened Canvas Tote
24/style minimum
2 Colors (shown): $10.00
Each additional color (4 max): +$1.00
10% off 144 - 15% off 288
15” x 15”

White DTG Canvas Tote
24-50: $12.00
51-100: $11.50
101-150: $11.25
151-300: $11.00

Black/Natural DTG Canvas Tote
24-50: $17.00
51-100: $16.00
101-150: $15.25
151-300: $14.25

Screened Tea Towel
24/style minimum
Single Color: $7.50
Two Color: $8.50

Belly band adds $1.50

Unfolded size: 18 x 22 in.
Max screenable area: 16 x 16 in.
Max DTG area: 12 x 12 in.

Screened T-shirts
60 unisex shirt minimum
$12.50 per unit
5% off 72

DTG T-shirts: Please e-mail for quote

Sizes divided based on order quantity
Recommended size breakdown for 60 pc. order:
12 small, 12 med, 18 large, 18 xl
**Vinyl Tote**
- 50/style minimum
- 2 Colors: $17.50
- Each additional color: +$0.75
- $50 Screen Charge (one time)
- 12” x 12” x 5” - 4–6 week delivery

**iPhone Cases**
- 12/style minimum
- $10.00 including packaging
  - All latest models available in black or white

**Beverage Koozies**
- 24/style minimum
- 16 oz - $3.00 ea
- 12 oz - $2.50 ea
- Standard Discounts apply
Accessories

Luggage Tags and Key Chains
Aluminum or Plastic - 24/style minimum
$4.00

Dog Tags
24/style minimum
1-sided: $4.00
Add 50¢ for packaging
Jewelry & Ornaments

Cuff Bracelets
12/style minimum
Small: $6.00 - Large: $7.50

3.5" Round Glass Ornament
25/style minimum
$7.50

50% OFF WHILE SUPPLIES LAST
Pendant Necklaces
3/style minimum
Rubber Chain: $18.50
Silver Chain: $21.00
Add $1.50 for custom gift box

3 x 3.75" Oval Glass Ornament
24/style minimum
$7.50

50% OFF WHILE SUPPLIES LAST
Deluxe Key Chains
6/style minimum
$8.50
Add $1.50 for custom gift box
Packaging includes Gift Box, mylar sleeve and info sticker on the reverse that can include a UPC and retail price. We typically recommend foil-stamping text directly on the box.

500 MOQ - $200 Setup Fee - 50% Deposit required on all custom orders – Turnaround: 70-90 Days

Magnet imagery can be divided to meet minimum if box style remains the same

**Magnet Sets**

<table>
<thead>
<tr>
<th>Magnet Size: 1.375&quot; × 0.5&quot;</th>
<th>Unit Cost: $6.00 (Delivered)</th>
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<table>
<thead>
<tr>
<th>Magnet Size: 1.375&quot; × 0.5&quot;</th>
<th>Unit Cost: $7.90 (Delivered)</th>
</tr>
</thead>
</table>

**Paperweight**

| Paperweight Size: 3" × 1.5" | Unit Cost: $5.85 (Delivered) |
**Museum Tote with Pouch**

- 1000/style moq - $50 setup
  - 1000+: $6.50
  - 2000+: $5.90

Size: 19.7” W x 16.5” H (w/o handles)
- Pocket - 4.3” x 4.5”
- Handle - 10.6” H
- Carry Weight - 40 lbs

**Umbrella with Cover**

- 200/style moq - $150 setup
- $12.75

**Water Globe**

- 65-80mm: 1000 moq
- 100-120mm: 500 moq
- Price quoted per design

**Eyeglass Case with Cloth**

- 500/style moq - $50 setup
- $5.50
Good design makes a product understandable.

—Dieter Rams