

## Artwork, Attachments, Images

### Artwork

1.) Whether it's a logo or packaging print, suppliers prefer **Adobe Illustrator**. They will call it an "ai file". Which is synonymous with "artwork". They may not know their version of Illustrator, so whatever version you send, **confirm they are able to open the file**.

2.) Along with the Illustrator or artwork file, **provide a PDF version of the exact same contents**. The PDF version should display EXACTLY WHAT THE ARTWORK AND MOCKED UP ITEM SHOULD LOOK LIKE.

**Why do this?** In case the supplier is not properly viewing the artwork, the file is corrupted or their software is outdated, the PDF VERSION IS TO BE A GUIDE.

**Therefore:** Not only should you ask the supplier if THEY ARE ABLE TO OPEN THE ARTWORK FILE, but DOES IT LOOK EXACTLY LIKE THE PDF? Tell the supplier to use the PDF as a guide and if anything is different from PDF, than it's wrong. You need to press this point. Remember, the factory is like a big machine and they will ride right over small details without stopping to check it out.

**Lastly:** Since you send that PDF as a guide, tell the supplier:

**"DO NOT USE THE PDF FOR THE ARTWORK.** Only use the Illustrator file for artwork.

CONFIRM this point." Related resource: [5 Printed Logo Item China Sourcing Reminders](#)

### Attachments

1.) **Label all attachments sent.** Whether document, image or artwork, each little icon should have a precise name. This is for organization's sake for both you and your supplier. Labeling the attachment makes it easier to refer to the attachment in your written communication.

2.) **How many attachments are in your email?** You need to have an obvious, simple line in your email such as "this email has 5 attachments, please confirm you are able to open, read and understand each one". Unfortunately, suppliers are not known for their organization skills. If you do not specifically inform the supplier you sent a certain attachment, they may not know it, and you lose much time or risk quality before you find out.

3.) **Is it more the merrier?** No, send attachments **PURPOSEFULLY**. Many customers seem to attach a multitude of files and expect their supplier sales contact to sort through the mess. (related post: [5 Tips for Sending Artwork to Chinese Suppliers](#))

**Therefore:** Whenever you label your attachments and inform the supplier, in the email, the # of attachments, also let your supplier know the **PURPOSE** of the attachment. If there is no specific purpose of the attachment, do not send it.

4.) **Does the attachment require an explanation?** Whether it is complicated artwork, a detailed spec sheet or very comprehensive requirements. Ask yourself after you send this file, should you only put the burden on your sales contact to ask your questions or should you set up a specific time to **EXPLAIN THE ATTACHMENT**.

**Scenario:** A brand requires specific packing requirements, the importer does not bother to read and understand the requirements. The importer just passes the information along, thus expecting the China factory sales person to sort it all out. If you do not read and understand your own buyer's requirements...guess who else will not?

### Images

1.) **Image size:** You are sending a photo for reference. If the photo is tiny resolution of 60kb, for example, it serves no purpose. Confirm that your images are properly sized to view the point of focus.

2.) **Image conundrum:** Many suppliers cannot receive large images via email because of China's internet. Many suppliers cannot access Dropbox or file sharing sites for the same reason. **Solution?** Use Skype, QQ or Wechat for passing images.

3.) **Sending a weblink a good substitute?** No. Typically the image on the website is also low resolution and also you risk the supplier not being able to access the webpage. My advice is to avoid, as much as possible, sending links. Whatever you can send, attach and explain yourself, leads to fewer errors and less time loss.

3.) **Whenever possible, mock it up:** If the image is for reference of color, size, or showing something to avoid, as much as possible, mock it up with arrows and appropriate text, directly on the image. When possible, avoid having to type long descriptions in an email body, whenever a few red arrows or a red circle could save 200 words.

"Attached are images that show the problems in the samples. We've circled the problem areas and their is a brief description beside it".

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