



# *The Diamond Line*

Glassware & Ceramics

ASI 51759  
PPAI 155839  
SAGE 50761



1991

20

YEARS

2011

## ANNIVERSARY ISSUE

Catalog 2011/12





2040



2875



2086



4060



5303



1055



2084



2083



2032



1445



2265



2750



2093



2038



3340



2308











SPRAY COLORS AVAILABLE: RED, PURPLE, GREEN, YELLOW, ORANGE, BLUE, PINK  
NOT DISHWASHER SAFE



ALL GLASSWARE IN OUR CATALOG CAN BE LUSTERED



ALL GLASSWARE IN OUR CATALOG CAN BE SPRAYED



LUSTER COLORS AVAILABLE: BLUE, AMBER, PINK, GREEN, PURPLE  
NOT DISHWASHER SAFE





9120

9121

9128



8348

8348RS

8348PS

8378



22999



77912

ALL MARTINI, WINE AND CHAMPAGNE STEMS CAN BE SPRAYED



8690



7113



8400



9216

9228

9006

9008



8508



8391



8394

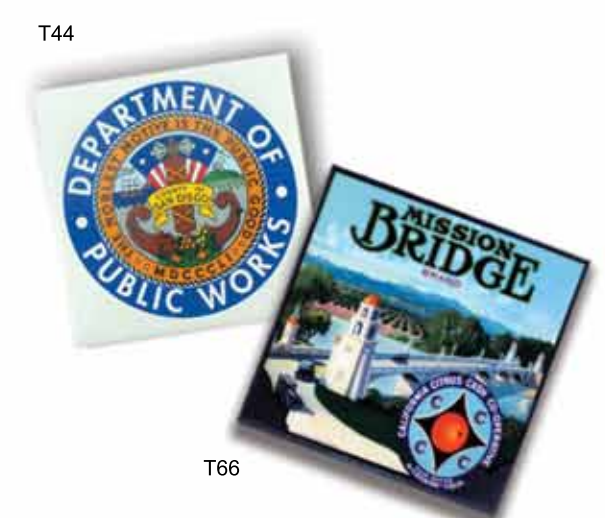


8505





SUBLIMATED MUGS DO NOT REQUIRE A CALIFORNIA PROPOSITION 65 WARNING



The inherent properties of sublimation may result in slight color variations from the original art. Hand washing is recommended.

The inherent properties of sublimation may result in slight color variations from the original art. Hand washing is recommended.











3286

3286

3286



81910

84598

81912

81376



1985

1985

1985



84007

84005

81909

81907

82862

82860



1821

1821

1821



1298

1299

1299

1298

1299





1376CO

1376

1376B



7840



1776

1776

1777OR

1777RED



2860CO

2861CO

2860W

2860B

2861B

2862



3476

5176



1276W

1277CO

1277TC

1277OC

1277RED



1276

1276

1378





6112W/B

6112B/W



6112CO/W

6112W/CO



1215W

1215



1209

1209

1210OR

1209



6113

6113W



6114R/W



8030W

8030CO

8030B



1950

1950

1950W



2120W

2120

2121

2122



4289



4289W



4289



4289





4590W



4594B



4594CO



4594FG



4594AL



4596PNK



4594OC



4596TL



4005W



4005B



4005



4009



4009RED



4591W/XX



4592XX/W



3414



4015



4015



4015



4015



3092C



3092W



3092



4598R/G



4598G/R



4810R/G



3051W



3051



4209W



4209









3201WCS



3201MCS



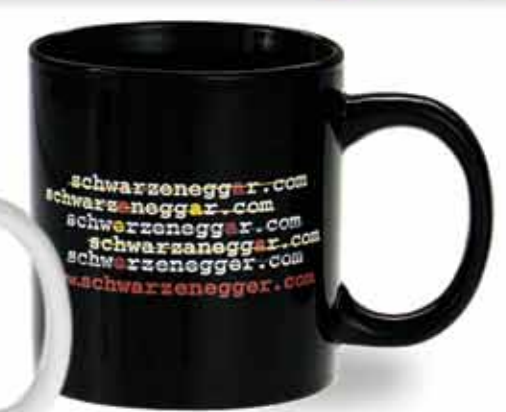
3201BCS



3201FG



4620W



4620



4630W



3200BCS



3200W



83200YEL



83200OC



83202RED



1665W

1665S



1666 COLORS

1667TCM



1666

1666S



3929W



39389M



3989S



82352B



82352CO



82307HG



82307OC



82307YEL





7408



2608E



7010E



7651E

6497E



7552E



6493E

9495E

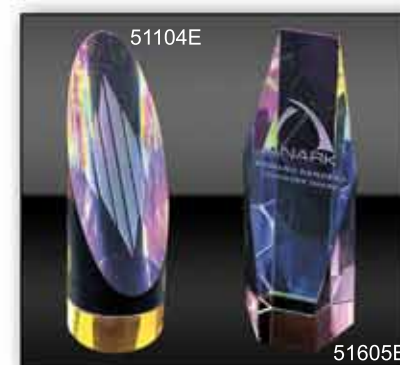


5068E

5057E



7052E



51104E

51605E



50207E



55426E



2613E



2507E



3361E



50203E



69170E



60783E



50202E

PAPERWEIGHTS





1019



1019F



1019LB



1019LBF



1098



1320



1323



1320



1195



1166



5120BF



1651BF



1019FG



1019CO



1019B



1125



1122W



1122B



1128



1734



1282



1282F



1650LB



1650LBF



1650LBO



1572



1715



1132



16929



1548





5140N



5144B



5050N



6393



6151



6161



6161F



5180NG



5CSI



6255



6965



66925



86973



5594W



5594N



5596B



6981



6162



6162F



6218



6331





7653



7874



7645



7086



7089



7441



2102



2573



2919



2912



2102CO



2102FG



7492



7494



7409



7521



7522



10941



10713



94075



97143

White votive candles available. Shipped in separate boxes



7680



7192



7192F



7784



7431

7110



7111



10854



10854F



10652



10950



10446





93760



99245



99246



92981



92983



10748



10736



10723



99886



99884



99885



99590



9610



99349



99832





11028



4229



4218



4222



11424



11807



11495



11374



11919



11705



607



6131



6712



6693



6509



11390



11296



11200



11023



11703



11497



6792



11392



6381



7113



7111



7110



11806





DISAPPEARING INK

DISAPPEARING INK IS HEAT SENSITIVE AND CAUSES THE IMPRINT TO CHANGE WHEN ADDING HOT LIQUID. SEE BEFORE & AFTER PICTURES. SUITABLE FOR ANY CERAMIC ITEM IN OUR CATALOG. NOT DISHWASHER SAFE.

DOUBLE GOLD PROCESS

ALL STRAIGHT SIDED MUGS OR GLASSWARE CAN BE DECORATED WITH "DOUBLE GOLD" GLASSWARE CAN BE PLAIN OR FROSTED. NOT DISHWASHER SAFE.

6981F



6162F



2040 (Page 2)



9219 (Page 4)



5505 (Page 4)

COMPLIANT LEAD & CADMIUM FREE MULTICOLOR IMPRINTS.



6113CO (Page 18)



11028 (Page 36)



4090 (Page 12)

AVAILABLE ON MOST ITEMS. NOT DISHWASHER SAFE.



5180NG (Page 30)



6151 (Page 31)



5596B (Page 30)





2001



2017



10522



10514



10521



10902



10525



10523



10529



10491



10922

### COLOR MATCHING

We try to match PMS colors as closely as possible. Since PMS colors are ink formulas for printing on paper an exact color match cannot be guaranteed. PMS colors apply to white mugs only. PMS colors will change on colored mugs or if applied over another color. We will adjust as best we can. Production run may vary slightly from pre-production samples, and on repeat orders. STOCK INK COLORS. These are for reference only and may not be the exact color, but will be close to the following PMS colors

Yellow PMS 109	Orange PMS 165	Teal PMS 323	Dark Brown PMS 4625
Yellow PMS 123	Red PMS 186	Light Green PMS 355	Beige PMS 466
Yel./Gold PMS 132	Light Blue PMS 542	Forest Green PMS 343	Brown PMS 499
Yel./Orange PMS 136	Reflex Blue PMS 280	Light Green PMS 377	Maroon PMS 202
Orange PMS 173	Blue PMS 293	Dark Green PMS 357	Pink PMS 487
Orange PMS 179	Blue PMS 295	Grey PMS 430	Purple PMS 261

**MOST ITEMS IN OUR CATALOG CAN BE PRINTED WITH LEAD AND CADMIUM FREE INKS.**

### PROPOSITION 65

The Diamond Line decorates glassware & ceramics using materials that comply with current U.S Food & Drug Administration (FDA) guidelines. However California does not recognize the Federal standards, and has chosen to enforce its own additional standards as defined in Proposition 65. Proposition 65 requires warning notices on products that may contain any amount of any one of over 700 substances. This legislation does not ban any product, but requires either COMPLIANCE WITH LAW, or THE USE OF INDIVIDUAL WARNING LABELS.

### COMPLIANCE WITH THE LAW (No labels required)

The Diamond Line has alternative ink processes that do NOT require Proposition 65 warning labels.

1. We have lead free ceramic inks. These can be used for direct screen printing or decal application. Please note lead free based colors lack the gloss and durability of standard ink colors, and if used in repeat orders the colors may not match exactly.
2. We have organic based colors that are fired at a lower temperature. Items decorated with organic inks are less resistant to scratches and are not as durable as high fired ceramic inks.
3. New Sublimation full color process. (See pages 10 & 11). Sublimation has less durability and is more susceptible to scratches than traditionally fired inks.

### USE OF WARNING LABELS

The Diamond Line continues to offer low lead, high gloss ceramic enamels for those who require them, which will require warning labels on all products shipping into California. It is the distributor's responsibility to notify the Diamond Line in advance of shipments to California or eventual indirect shipments to California. If any distributor or end customer knowingly or unknowingly sells product distributed into the California and does not notify the Diamond Line in advance, the distributor and/or the end customer will hold the Diamond Line harmless for all liability for alleged Proposition 65 violations, including any & all costs associated with defending any legal claims due to Proposition 65 violations.

### SAMPLE OF WARNING LABEL

STATE OF CALIFORNIA  
**PROP 65**  
THIS PRODUCT MAY CONTAIN  
ONE OR MORE SUBSTANCES OR  
CHEMICALS KNOWN TO THE STATE  
OF CALIFORNIA TO CAUSE BIRTH DEFECTS  
AND OTHER REPRODUCTIVE HARM



This catalog shows our most popular lines, but we have the ability to supply and decorate items not illustrated here. Please contact factory for availability.

**ARTWORK.** Prices in this catalog are based on receipt of camera ready artwork. If artwork is required, this will be billed after confirmation that art charges will apply. NO CHARGE IS MADE FOR CAMERA SIZING OR PAPER PROOFS. We accept electronic & computer generated artwork.

**CANCELLATIONS.** All charges incurred before cancellation will be billed.

**CLAIMS.** All claims must be submitted within 10 days of receipt of goods. Federal Express & UPS will not pay for claims for breakages submitted after 15 days from pickup. No charge backs will be allowed for claims that are not honored by common freight carriers. Any visible damage must be reported to the delivering carrier at the time of delivery. Unless otherwise requested we insure at a release value not to exceed 0.90¢ per lb.

**COLOR & COPY CHANGE.** For charges see price list or website.

**DECALS.** Tight registration may require the use of a decal. There is an up charge to our normal pricing and additional lead time is required. The minimum order for decals is 144 on one side or 72 on 2 sides. For decal pricing, determine the multicolor pricing in the normal manner (all the colors from both sides, plus the up charge for gold or platinum), then add the up charge for decals per the price list or call for bids.

**HIGHER QUANTITY PRICING.** Contact Diamond Line for quotation.

**LESS THAN MINIMUM.** We do run less than minimums listed in the catalog. See price list.

**METALLIC IMPRINTS.** 22K Gold & Platinum  
Due to the fluctuating price of precious metals we reserve the right to change the price at any time.

- 22K Metallic Gold: Bright, not microwaveable, not dishwasher safe.
- Microwaveable Metallic Gold: Less bright, microwaveable, not dishwasher safe. (Specify if you want microwaveable gold.)
- Platinum. Bright, not dishwasher safe
- Microwaveable Platinum: Less bright, microwaveable, not dishwasher safe. (Specify if you want microwaveable platinum.)
- Imitation Gold & Silver: Has a matte, grainy finish, is microwaveable & dishwasher safe. NO surcharge

Metallic Halos/Bands are available. See price list.

**OVER AND UNDER RUNS** We normally come as close to the number ordered as possible. However, please allow for 5%, if there is a definite minimum required.

**PERSONALIZATIONS.** Individual names limited to 28 spaces per line. A minimum of 25 names are required per run. When less than 25 names are required, the charge will be for a run of 25. There is a charge for typesetting names. If the personalization color is not black, the personalization color may not match the imprint color exactly. There is an upcharge for metallic personalizations. See price list or website.

**MUG RELEASE PROGRAM.** Mugs can be held at factory without personalization for release at customer's request. All mugs (excluding personalization) will be billed in advance. Less than 25 names for subsequent personalizations will be charged as above.

**PRODUCTION TIME.** Normally 8-10 working days from date of receipt of artwork and Purchase Order. Allow extra time during holiday season. WE CAN GIVE YOU A 5 DAY SERVICE AT NO EXTRA CHARGE IF OUR PRODUCTION SCHEDULE ALLOWS. A Rush Charge may apply to orders placed after Mid-November.

**RUSH ORDERS.** Rush orders are accepted if production schedule

allows, except where art or product dictates a Decal. Rush Charges may apply. Call factory for details.

**SCREEN CHARGES.** Charged on initial order only. Screens are retained for 3 years.

**SHIPPING.** We will ship under your label, and with the carrier of your choice. However, we do have discount arrangements with several freight companies, and can ship at reasonable prices. All freight quotes are approximate. We reserve the right to forward additional freight billing from carrier within 45 days after original invoice, where additional freight charges may be incurred e.g. inside delivery charges, residential delivery, interline points. There is a charge of \$10.00(X) for palletizing and shrink wrapping.

**SHIPPING BY UPS, FEDEX.** and overnight airline carriers require additional packaging for which there is a charge. See price list

**SPLIT (DROP) SHIPMENTS.** We offer split or release shipment. There is a charge for master cartons, in addition to normal freight charges.

SPECIAL TECHNIQUES

**SUBLIMATION.** Full color process that allows almost complete coverage of mug. (See pages 10 & 11) Sublimated mugs do not require a California Proposition 65 warning label. Sublimation is only available on certain ceramic items and is not available on glassware.

**MULTICOLOR ORGANIC PAINT DECALS.** (See Page 39). Enables us to achieve vibrant colors on almost any item in our catalog, is lead and cadmium free, and does not require Prop 65 warning labels.

**ICE.** Gives a unique raised effect. Available in any color.

**EMBOSSSED GOLD & PLATINUM IMPRINTS.** (See Page 38) Available on most items. Priced as two color imprint, plus metallic surcharge per side plus an additional screen.

**FROSTED GLASS.** We have the ability to frost any glass product in our catalog. Charges vary according to size of article.

**FOUR COLOR PROCESS.** Available on most items in catalog. Turnaround time 3 - 6 weeks. Minimum Order 144 pieces.

**ETCHING.** Sand carved onto product for elegant upscale finish.

**SATIN ETCH.** Simulates surface etching in look but is screen printed at normal one color price regardless of imprint area.

**SPECULATIVE SAMPLES.** Speculative samples are available. See price list. Slight variances in imprint color, appearance and registration between sample & final production must be considered acceptable. NO CHARGE IS MADE FOR PAPER PROOFS.

**VIRTUAL SAMPLES.** We offer virtual samples on the understanding that they are a visual guide, but are not an accurate rendition of the final product.

**WARE QUALITY & WARRANTY.** Slight variations & imperfections in glassware & ceramics are not considered flaws. Size and color may vary slightly and these are considered acceptable industry standards. We guarantee our products for workmanship and materials. Defective merchandise will be replaced or credited at our discretion, but our liability is limited to the invoiced cost of the item.

**WRAPAROUND OR SECOND SIDE IMPRINTS.** There is no additional charge for one color imprints on round items. This applies to screen printing, but not decals.

We comply with FDA guidelines regarding imprint area restrictions. Prices are subject to change without notice.

Electronic Art & E-mail  
general information

Diamond Line uses Macintosh computers for all design, artwork and artwork e-mail processing. The main software used for artwork is Adobe Illustrator.

ALL FILES SHOULD BE PRODUCED IN VECTOR FORMAT FOR BEST RESULTS.

FONTS(TEXT) SHOULD BE IN OUTLINED FORMAT (TEXT-AS-CURVES) OR FONT FILE SHOULD BE PROVIDED AS WELL.

We can accept the following files.....

\*Adobe Illustrator.

Save as Illustrator or Illustrator EPS. Type as outlines or be sure to include the font file. This is the best type of file for us to use. Be sure to call out all colors in PMS numbers to avoid confusion.

\*Photoshop FILES.

TIFF (.TIF) files with a minimum resolution of 300 dpi. Lower resolution will print rough or incur art charges to clean up. .jpg & .gif Images copied from the web, usually do not have the detail required. Photoshop files that are over 1MB are requested on disk only to avoid e-mail errors.

\*Quark Express

Please be sure to include all font files and linked images. Save as EPS.

\*Corel Draw

Must be exported as .AI file with text converted to curves.

\*FREEHAND

Save as EPS, with text converted to paths.

\*PC COMPUTERS

When using a PC, please be sure to save files as either.AI, .EPS or .TIF so we may open them easily.

\*MEDIA

We can accept your files on a floppy disk, Zip disk or CD. If your disk must be returned, please include return label.

\*Other Files

Please call when you have a file not mentioned above. Files that may require art charges are .JPG, .GIF, .DOC, Microsoft Word, Powerpoint etc. This is usually because these files are either too low in resolution (image quality) or do not contain usable art. We have methods of extracting something from most files sent, but results may vary.

\*File compression for disk or e-mail.

We recommend using compression software whenever possible for disk and e-mail files. This helps files arrive without errors. Use Stuff-it, Disk Doubler, .SIT, .SEA or PKZIP.

Christmas Ornaments

		
45105	Heart	
45110	Star	
42104	Round	

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# New This Year



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Check out our vivid full color printing on page 39. **NOW AVAILABLE!**

