



# CUSTOM DEVELOPMENT

TODAY IS  
**ART**  
DAY





Today is Art Day is thrilled to offer custom product development for your cultural organization.

Let your visitor bring a little piece of your institution home with our selection of tailor-made products.

Don't know where to start? Let's break it down together.

**What we do**

- Illustration
- Graphic design
- Prototyping
- Production
- Provide barcode
- Quality assurance
- Shipping to your institution

**What you do**

- Select images
- Share image credits
- Provide your logo
- Approve the designs we create

*Let us do the hard work for you.*



BUTTONS



Size	3.2 cm
Quantity	3 designs
Illustration fee	€50/design (total of €150)
MOQ per style	100 units (total of 300)
Cost per unit	€1.25
MSRP	€2.50-3.50
Lead time	1-2 months
Total cost	€525
Potential revenue	€750 - €1,050



VINYL STICKERS



Size	7.5 cm
Quantity	3 designs
Illustration fee	€50/design (total of €150)
MOQ per style	250 units (total of 750)
Cost per unit	€2.50
MSRP	€5-6
Lead time	1-2 months
Total cost	€2,025
Potential revenue	€3,750 - €4,500





# ENAMEL PINS



Size	3.2 cm
Quantity	3 designs
Illustration fee	€5/design (total of €150)
Mold cost	€50/design (total of €150)
MOQ per style	50 units (total of 150)
Cost per unit	€5
MSRP	€10 - €15
Lead time	3-4 months
Total cost	€1,050
Potential revenue	€1,500 - €2,250



# IRON ON PATCHES

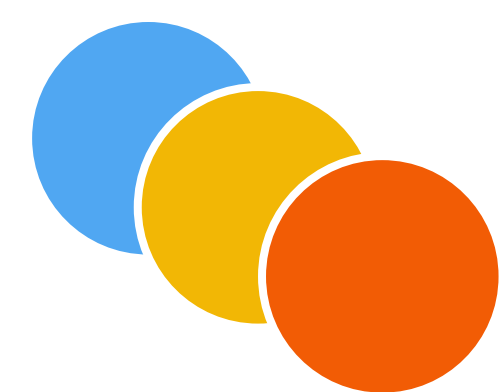


Size	7.5 cm
Quantity	3 designs
Illustration fee	€50/design (total of €150)
MOQ per style	50 units (total of 150)
Cost per unit	€5
MSRP	€10 - €15
Lead time	2-3 months
Total cost	€900
Potential revenue	€1,500 - €2,250



# IMPULSE BUY COLLECTION

## STARTER BUNDLE (3 DESIGNS)



**3x Buttons**  
3 x 250 units



**3 Stickers**  
3 x 250 units



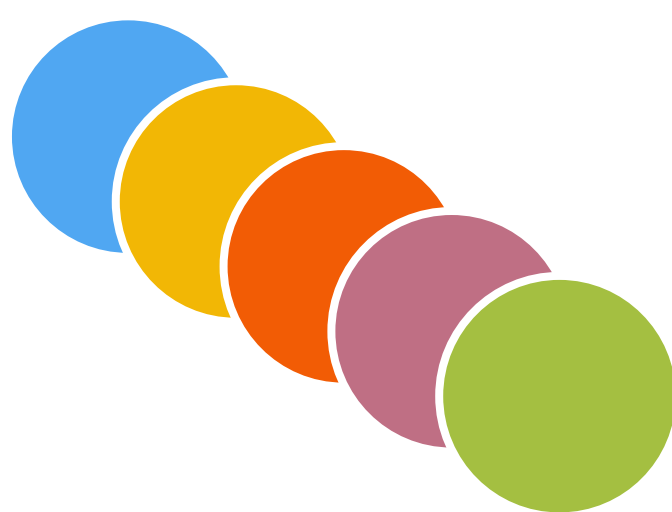
**3 Pins**  
3 x 250 units

- ✓ No illustration fee
- ✓ No mold fee (*pins*)
- ✓ 5% volume discount
- ✓ Smaller quantity
- ✓ Ideal for a test

Illustration fee	Free
Bundle discount	5% off
Total cost	€5,665
Potential revenue	€11,963 - €17,213

# IMPULSE BUY COLLECTION

## PREMIUM BUNDLE (5 DESIGNS)



**5x Buttons**  
5 x 250 units



**5 Stickers**  
5 x 250 units



**5 Pins**  
5 x 250 units

- ✓ No illustration fee
- ✓ No mold fee (*pins*)
- ✓ 10% volume discount
- ✓ Wider assortment
- ✓ Best value

Illustration fee	Free
Bundle discount	10% off
Total cost	€8,944
Potential revenue	€19,938 - €28,688



# COLORING BOOK



**Professional premium**  
180 g paper  
for pencil, marker,  
ink and watercolor

	Size	25 cm x 34 cm
		12 illustrations
	Illustration fee	€1,000 for 12 designs
	MOQ	250 units
	Cost per unit	€9.95
	MSRP	€19.95 - €24.95
	Lead time	4-5 months
	Total cost	€3,488
	Potential revenue	€4,988 - €6,238

# PAINT BY NUMBERS






**Included with canvas**  
8 acrylic paint pots,  
3 paint brushes,  
1 hanging kit,  
1 color reference card

	Size	20 cm x 25 cm
		1 preprinted canvas mounted on wooden frame
	Illustration fee	€100
	MOQ	500 units
	Cost per unit	€14.95
	MSRP	€29.95 - €34.95
	Lead time	4-5 months
	Total cost	€7,575
	Potential revenue	€14,975 - €17,475



PUZZLE







	500 pieces	61 cm x 46 cm		
	1,000 pieces	70 cm x 50 cm		
	<b>Quantity</b>	<b>Cost/unit</b>	<b>Total cost</b>	<b>Potential revenue</b>
	250 units	€11.50	€2,875	€5,738 - €6,238
	500 units	€10.75	€5,375	€11,475 - €12,475
	MSRP	€22.95 - €24.95		
	Lead time	3-4 months		

MEMORY GAME



**20 images from your collection**  
1 instruction sheet,  
1 list of artists and artworks

	Content	40 pieces
	Setup fee	€250
	MOQ	500 units
	Cost per unit	€8.95
	MSRP	€17.95 - €22.95
	Lead time	3-4 months
	Total cost	€4,725
	Potential revenue	€8,975 - €11,475



# TOTE BAG



**Colorful and vivid**  
sublimation print  
on canvas



Size	34 cm x 45 cm
	Artwork on front, full color on back



MOQ	100 units
Cost per unit	€9
MSRP	€18 - €22



Lead time	2-3 months
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Total cost	€900
Potential revenue	€1,800 - €2,200

# JOURNAL



**Hardcover**  
with bookmark ribbon  
and elastic band



Size	14 cm x 21 cm
	188 pages (lined, dotted or blank)



MOQ	500 units, assorted (2 or 3 designs)
Cost per unit	€7.50
MSRP	€15 - €18



Lead time	2-3 months
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Total cost	€3,750
Potential revenue	€7,500 - €9,000





*Let's put the pieces together!*

## CONTACT

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Montreal, Canada 🇨🇦

## PROUD MEMBER



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