

STUBBYZ

Keep It Cool

TRADE CATALOGUE
Custom and bulk stubby holders



10

DAY TURNAROUND
Express Avail.

FOR BREWERIES, PUBS AND VENUES

Trade Catalogue

Your label on a stubby holder, printed **full colour, edge to edge**. Standard, Slim and Tall Boy to fit your cans and bottles. **Made in Melbourne.**



Australian Made licence 16404

AS MADE FOR

Kaiju! / Little Bang / King Road / Sunday Road / Lord Dudley / Quantum

Working Title / New England Brewing Co. / Banks Brewing / Green Cheek / and many more

stubbyz.com.au

The stubby holder your customers take home.

A beer gets finished in one sitting. A stubby holder with your label on it lives in the esky, the ute and the back shed for years. It is the low cost piece of merch that keeps working.



1

Cellar door merch that pays

Your cost is a few dollars a unit. Sell them at the bar or the cellar door for \$10 to \$15, or bundle one with a four-pack.

2

Match your can

We print your actual can artwork edge to edge, so the holder looks like the beer. Release a new can, run a matching holder.

3

Your logo at every barbecue

Every holder carries your brand well beyond the venue. Long after the can is gone, your name is still on the table.

4

Gift with purchase and giveaways

Give a free stubby holder with every slab, run it as a gift with purchase, or hand them out at launch nights, footy finals and festival stalls.

5

Australian Made in Melbourne

Every holder is cut, sewn and finished in Melbourne, and Stubbyz is certified Australian Made. Your customers notice.

55+

low MOQs

10

day turnaround
Express Avail.*

16

tape and stitching colours

\$2.95

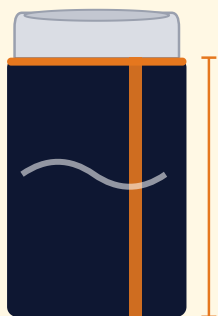
a unit at 2,000

*Express adds \$0.50 a unit.



Three sizes cover almost everything you pour.

Every size is printed full colour by dye sublimation, so your artwork runs edge to edge with no print area to work around. Pick the size that fits your pack, then choose your tape, stitching and base.

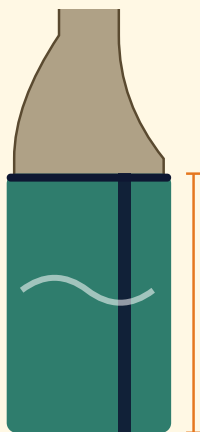


Standard

375mL cans and stubbies. The classic Aussie stubby holder and our most popular style.

Print size **216 x 117mm**
Minimum **55 units**

STANDARD PRICING



Slim

Euro-style bottles. A snug fit for 330mL imported and craft bottles.

Print size **200 x 117mm**
Minimum **55 units**

STANDARD PRICING



Tall Boy

OUR ORIGINAL

440mL to 500mL cans. We were first to market, and Banks, Working Title and Green Cheek love them.

Print size **216 x 147mm**
Minimum **36 units**

TALL BOY PRICING

Also made to order: Craft-Cut, Slim Highcut and Skinny Highcut (seltzer) for less common cans.

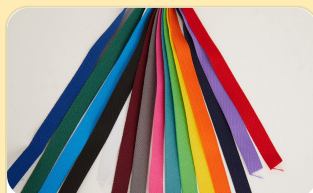
Artwork templates: scan the code for templates for every size and to start your quote.



Illustrations show approximate proportions. Print sizes are the flat artwork size including bleed. Artwork templates are supplied with your quote.

Make it yours

Options are the same for every size



Binding tape

16 colours to match your brand. Black is standard.



Overlocking

Top edge overlocked as standard, in a thread colour to suit. Add the bottom edge for \$0.20 a unit.



Base or baseless

A neoprene base keeps the can sitting proud. Go baseless for a lighter, flatter pack.



Edge to edge print

Full colour artwork wraps the whole holder. Add a solid background colour if you like.

From flat print to finished stubby holder.

Your artwork is printed flat on neoprene in full colour, then cut, bound, overlocked and sewn into shape in Melbourne. What you approve on the proof is what wraps the can.



Kaiju! Beer: the printed panel and branded base before sewing.



King Road Brewing Co.: panel, base and the finished holder.

1

Pick size and quantity

Standard, Slim or Tall Boy. Tell us how many and when you need them.

2

Send your artwork

We send the template for your size. Your can art or logo goes straight on it.

3

Approve two proofs

You see exactly how it will look before anything is printed.

4

Print and sew

Dye sublimation print, then cut, bind, overlock and sew in Melbourne.

5

Dispatched

10 working days from proof approval. Express available.* Freight quoted separately.

Artwork files

- Vector preferred: AI, EPS, PDF or SVG
- Also fine: PSD, PNG or JPG at 300dpi
- Use our template so nothing important lands on the seam
- No artwork? Send your logo and we will lay it out

Good to know

- Full colour dye sublimation, so gradients and photos print well
- Colours are matched by eye, not PMS
- Minimums apply per size
- Pay online or by invoice

NEED IT SOONER?

Express available*

Tight deadline for a launch or event? We can fast-track production.

*Express adds \$0.50 a unit.

Simple tiers. The more you order, the less you pay.

Prices are per unit in Australian dollars, ex GST. Each price includes full colour print, binding tape and top overlocking. Freight is quoted separately.

Standard and Slim						
Also Craft-Cut, Slim Highcut and Skinny Highcut						
Quantity	55+	110+	200+	500+	1,000+	2,000+
Unit price	\$5.89	\$4.80	\$4.10	\$3.71	\$3.22	\$2.95
Setup	\$50	\$50	\$50	\$35	\$35	\$35

Tall Boy						
440mL to 500mL cans						
Quantity	36+	110+	200+	500+	1,000+	2,000+
Unit price	\$6.12	\$4.89	\$4.12	\$3.81	\$3.52	\$3.32
Setup	\$50	\$50	\$35	\$35	\$35	\$35

Bottom overlock

Add \$0.20 a unit to stitch the bottom edge too.

Setup

Charged once per design, per size. No setup charge on reorders.

Mix sizes

Each size is priced on its own tier.

Express*

Need it faster? *Express production adds \$0.50 a unit.

Example: 200 Standard for a brewery

200 units at \$4.10 **\$820.00**

Setup **\$50.00**

Total ex GST (plus freight) \$870.00

Cost per holder **\$4.35**

Sold at \$12 inc GST, you keep about **\$6.56 each**

That is about a 60% margin at the cellar door, or a \$4.35 giveaway that stays in the esky for years.



Poured in pubs and breweries around Australia.

A few of the breweries and venues we have made stubby holders for. Every one started with the brewery's own can art or logo.



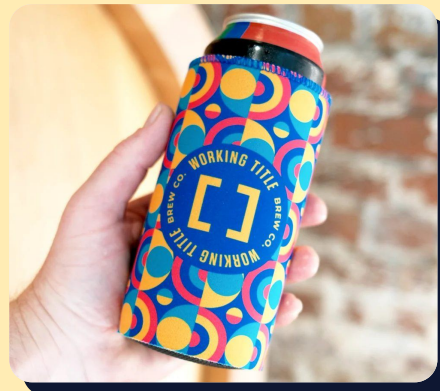
New England Brewing Co.

Matched to the Pale Ale can



Banks Brewing

Cake Eater, Tall Boy for 500mL



Working Title Brew Co.

All-over pattern, edge to edge



Lord Dudley

Pub holders in two colourways



Little Bang Brewing Co.

Brand colours plus collab releases



Quantum Brewery

Logo front, beer list and QR code



Green Cheek Beer Co.

Tall Boy, full wrap artwork



King Road Brewing Co.

Gold print on brown



Sunday Road Brewing

Poured at the brewery bar

ALSO MADE FOR

Kaiju! Beer / Vikings Rugby / Sludgebeast / Bonditony's / Beer Footy Food Festival / Surfebruary / SXY EXY / and many more



Artists, events and brands love a stubby holder.

Our own artist collab ranges sit in surf shops and gift stores around the country. The same printing that makes them pop will make your brewery, event or band stand out.



Paul McNeil

Hand drawn sharks, waves and palms with a big dose of humour.



Mulga the Artist

Bright, loud and full of characters, straight from Mulga's sketchbook.



Aidan Howes

Sydney Harbour and city scenes, illustrated to wrap the whole can.

Got an artist on your cans?

We can turn your can artist's work into a limited run for the bar, a festival release or a members' pack.



Surf shops & retail

Your shop's own label or a local artist range, from 55 units.

Brands and events

Surf, sport, food, music and festivals



Surfebruary



SXY EXY



Bonditony's



Beer Footy Food



Vikings Rugby



Sludgebeast

Kit out the whole team.

Stubbyz is part of the inksie group. Add staff tees, merch and caps to your stubby holder order and deal with one team.

Printwear

Custom printed apparel and merch

Tees, hoodies, polos and workwear, printed or embroidered with your logo. Staff uniforms for the bar and brewery floor, or merch for the cellar door shelf.

printwear.com.au

Headwear Co.

Headwear worth keeping

Custom decorated caps, beanies and bucket hats for brands, venues and teams. Embroidered, printed or patched, ordered in bulk.

headwearco.com.au

Recent merch from the inksie group

By Printwear and Headwear Co.



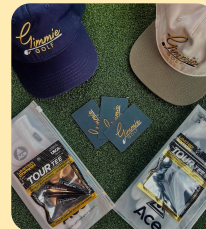
Del Mar Supply



FLOW Athletic



Life Uncut



Gimmie Golf



Swift Car Wash



Homesafe



Lord Dudley



Pilgrims Cronulla



Qantas

Let's make **your** stubby holders.

EMAIL

info@stubbyz.com.au

PHONE

+61 3 7500 5111

GET A QUOTE

stubbyz.com.au/pages/bulk-orders

POST

PO Box 783
Mornington VIC 3931

SCAN TO VISIT

