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Home of Entertaining and Educational Board and Card Games for all ages.

Presents

## Go An Ah Make a Board or Card Game

Follow the Tutorial to Create your very own Board Games and Card Games.  
From Invention to Marketing.

Use our Easy to Follow 4 Step Process.

- Step 1. Invent
- Step 2. Protect
- Step 3. Make
- Step 4. Market

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## Introduction

### We're Go An Ah Bring Your Game to Life



So you have decided to make your very own Board or Card Games. It is time to consider your manufacture options. Mass producing your games will take up much of your time and a considerable expense. So be sure you understand this before committing to more than you can manage.

I suggest you first read Step 2 of this tutorial before proceeding. At least consider protection before you commit to turning your creation into a physical product. Legally you need to have done most or all of the following first.

You have chosen a suitable business or company name with a matching logo. You have registered this business or company to allow trade. You have registered this business or company logo as a Trademark. You have selected an appropriate name and logo for your game. You have registered a Trademark for your game's name and logo. You have filed a Patent Application with the appropriate authority.

The next step is design. The cards and board, the box, the rules etc. You need a theme to your artwork that flows and is unique to your game and company. To do this you can pay an artist or designer or you can use your own PC. Chapter 1. Design, Software and graphics will explain some ideas on how the latter can be achieved.

In "Step 1. Invent" of this tutorial we demonstrated the development of a Board Game to a playable stage. Hopefully you have tested yours on friends and relatives for valuable feedback.

The first decision we need to explore is whether to "make or have made".

Here is an article from the Australian Toy Association:

[http://www.goanahplaygames.com/ebook/guide\\_for\\_budding\\_inventors.pdf](http://www.goanahplaygames.com/ebook/guide_for_budding_inventors.pdf)

This section of the tutorial will cover the equipment and methods needed to self publish. After establishing the cost effectiveness and viability of self publishing, we compare the alternatives. Do we send our project to a game board manufacturer? We will explore the advantages and disadvantages of employing a Printing Company to manufacture for you. Our games will need packaging, bar codes, pawns etc. We will cover Import/Export/Shipping and Tariffs. The product arrives and we have the inventory safely in our possession.

So let's begin.

## Chapter 1. Software

### Disclaimer:

This tutorial contains opinions and ideas of the author.

This tutorial is published with the understanding that the author is not engaged in rendering professional services. The author is not a qualified Lawyer, Patent Attorney or Advisor and therefore disclaims any responsibility for any liability, loss or risk, personal or otherwise, that may arise as a consequence, directly or indirectly of the use and application of any of the contents of this tutorial.

In this tutorial the author explains the process used to write his own patent and is not intended to be legal advice.

Links to relevant websites are provided to help Board Game Designers and Inventors locate information and the author does not guarantee the validity of this information and recommends professional advice should be sought where appropriate.

*Having the correct software is essential in the design, quality and finish of your game.*



*For all you Windows people:*

*You will find Adobe Writer, Microsoft Word, Adobe Photo-shop and Adobe Illustrator essential. These all cost money. I prefer to use free software.*

*The following are equivalent quality programs for free download that will replace all of the said programs.*



*OpenOffice.org will replace Adobe Writer and Microsoft Word. It can be downloaded and installed on your Windows operating system: <http://www.openoffice.org/>*



*GIMP will replace Adobe Photo-shop and Adobe Illustrator. GIMP can be downloaded and installed on your Windows operating system.*

Get it here: <http://gimp.en.softonic.com/>  
or here: <http://www.gimp.org/windows/>

*However I am not a Microsoft person. I run my entire business, create my own board games and create my website without Microsoft. I am writing this tutorial using KompoZer in Ubuntu.*

*For an operating system I use "Linux-Ubuntu" on my PC.*



*I have used other distributions of Linux such as Linux Mint, Fedora, Open Suse, Mandrake and Mandriva. Ubuntu is my favourite so far. There are many more..*

<http://www.linux.org/dist/list.html>

*I use GIMP Image Editor, KolourPaint and OpenOffice.org Drawing for graphics. For Text I use OpenOffice.org Word Processor which is ideal as I can export as PDF. All of the programs I just mentioned and the operating system are free. If you decide to install Ubuntu, you can keep Windows on your PC also.*

*The following guide is included to help those that choose to use Free Software. If you prefer spending money, feel free to skip this section.*

*First BACKUP EVERYTHING!!*

*Copy your personal files you cannot afford to lose onto a portable hard drive, DVD or CD.*

*You don't need to backup programs that you have the original disc to reinstall.*

*Disclaimer: I take no responsibility for the outcome of you following this tutorial.*

*This is only a guide. If everything important is backed up then you shouldn't have anything to lose.*

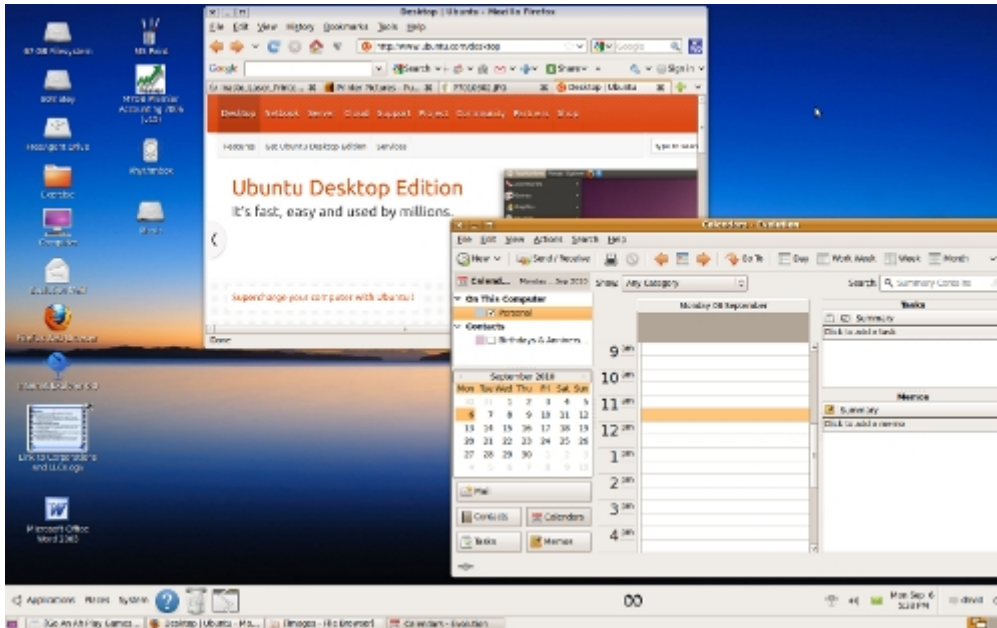
*Please read some Ubuntu sites to familiarise yourself with the process before you begin.*

<http://www.thebuzzmedia.com/a-manual-for-the-ubuntu-linux-beginner/>

<http://paulstamatiou.com/how-to-ubuntu-linux-for-novices>

## Go An Ah Make a Board Game or Card Game – Step 3. Make

*(Tip: Microsoft needs to be installed on the PC first. If you put Linux Ubuntu on first and then try to add Microsoft; Microsoft will not recognise Linux and will probably format over the top of it.)*



*My Desktop Screen shot*

Get Ubuntu here: <http://www.ubuntu.com/desktop/get-ubuntu/download>

*Download or FTP it to your hard drive.*

*It will take long time to download, so let it download overnight and install it in the morning. Usually the downloaded file will be an ISO Image. Use Nero or something similar to burn the image to disc. Don't burn the image inside a folder on the CD.*



*When burnt to disc, put the Ubuntu disc back into the CD drive and restart the PC. The setup will ask if you want to install Ubuntu beside Windows on a separate partition or install it instead of Windows. Put it beside Windows for now until you find you no longer need Windows.*

*You will need to give Ubuntu at least 5 gig of hard drive, but more would be better if you have it. You will need a fast PC suitable to run XP. I.e. 1 GB CPU with 512MB Ram.*

*Unless you have previously installed Windows yourself, I suggest you read the Ubuntu site thoroughly first.*

*Ubuntu setup is much the same as Windows setup and asks the usual questions.*

*What country is your location?*

*What is the current Time zone?*

*Do you use a US Keyboard?*

*Create a User Name and Password etc.*

## Go An Ah Make a Board Game or Card Game – Step 3. Make

After install your PC will restart. You will be prompted to choose which operating system to start. Use the up down arrows to select Ubuntu.

If you try to play mp3's, WMA, WMV etc. You will be prompted to download and install restricted extras. The legalities depends on your country.

You may be used to using Internet Explorer to browse the Internet, in Ubuntu you will use firefox webbrowser. In Ubuntu you will use OpenOffice.org to do the tasks you previously used Word, PowerPoint, Access, Excel and Publisher. You may use Evolution Mail or Mozilla Thunderbird for your email.

You will have to download some programs that you didn't get with the install. Click on Applications and then Ubuntu Software Centre. Search for and install the following or similar programs.

- KolourPaint to save and edit images
  - KompoZer to create a website
  - GnomeBaker to burn CD, DVD's
- Rhythmbox to play music on PC or add music to iPod or MP3 player
  - AcidRip to rip DVD's
  - Asunder to rip audio CD's
- Wine to run some Windows programs
- (Not all software written for Microsoft will run on Wine, but some will)
  - KlamAV for virus protection
- (Ubuntu does not need virus protection. However if you Internet Bank you still need virus protection to satisfy the banks requirements)
  - KTorrent for torrent downloads
    - XSane for your scanner
    - KGet for a download manager
- Totem Movie Player or VLC to watch movies
  - FileZilla to FTP
- Download some games also if you like

### ***Congratulations!***

Now the fun part - Learn Linux!

Practice manipulating images. Get to know your way around GIMP. Get some photos or clipart and practice giving a transparent background. Save a document in OpenOffice Writer as a .doc and then as an .odt Export it as a .pdf Play in KolourPaint. Rip some CD's to a music folder. Open Rhythmbox and add the music folder to the library.

## Go An Ah Make a Board Game or Card Game – Step 3. Make

It will seem unfamiliar at first, but if you give Linux a chance you may get to like using free software. Like many others you may even leave the windows sheeple for good. This will be a day of celebration indeed.

Ubuntu seems to run faster and more securely and you will notice the difference.

If you need help or just want to read a tutorial, go to:

<http://ubuntuforums.org/>

To help you understand which programs in Linux I use for each task I have included the following example. This is how I made the image at the top of the page.



### *Creating the Rectangle*

I made the rectangle with a pink/purple gradient in OpenOffice.org Drawing. I double clicked the centre of it to add the text.

I then gave the text a clear background and changed the font to dark red Comic Sans MS. I then saved it. I copied and pasted it into KolourPaint

### *Creating the Oval Go An Ah Play Games Logo*

I made the oval with a gradient background in OpenOffice.org Word Processor.

I thickened and coloured the border and pasted the images and text boxes onto the oval. I saved the document as .odt and exported it as a .pdf file.

I opened the .pdf version in GIMP Image Editor at 300dpi.

I selected a rectangle around the oval image.

I copied and pasted it as a new image.

I saved this image as a .png and didn't save the background.

I made the background transparent and adjusted the size and dots per inch to suit the rectangle.

### *Putting Oval Logo onto Rectangle*

I selected oval in GIMP and copied and pasted onto the pink rectangle in KolourPaint.

I saved it as header.png in a folder with my other web page images.

### *Adding Finished Header Logo to the Internet*

I opened a New Page in KompoZer.

I inserted the header.png logo and wrote the page body text in KompoZer.

I uploaded the page using Firefox.

I hope this gives you more of an idea on which programs and how to use them in Ubuntu. Explore - Play - Have Fun!

## Chapter 2. Printers and Self Publishing

To self publish your game, you will need to purchase a printer.



<http://www.openclipart.org/detail/18375>

A Colour Laser A3 Printer capable of printing card size of up to 250 gsm (card thickness) would be the *minimum* requirement.

(Note: My spelling is Australian so for US readers it is Color Lazer I think)

Here are Some examples of A3 Colour Laser Printers 220gsm and up. Do your own search as products change often.

Konica *magicolor* 8650DN to 256gsm

<http://www.konicaminolta.eu/business-solutions/products/laser-printers/colour/magicolor-8650dn/introduction.html>

Kyocera FS-C8100DN with Multi-Purpose Tray to 220gsm

<http://kyoceramita.com.au/fsc8100dn.asp>

Oki C9800 with Multi-Purpose Tray to 268gsm

Oki C9800GA with Multi-Purpose Tray to 268gsm

Oki C9850 with Multi-Purpose Tray to 300gsm

Oki C9850N with Multi-Purpose Tray to 300gsm

<http://www.okiprintingsolutions.com/>

InfoPrint Colour 1767 to 220 gsm

InfoPrint with Large Capacity Tray to 300 gsm

[http://www.infoprint.com/internet/wwsites.nsf/vwwebpublished/print\\_ipproc900home\\_us](http://www.infoprint.com/internet/wwsites.nsf/vwwebpublished/print_ipproc900home_us)

Fuji Xerox DocuPrint C3055DX to 216 gsm

Phaser 7760 to 220 gsm

DocuPrint C2255 to 256 gsm

<http://www.fujixeroxprinters.com/>

After you have printed your own cards, you will need to round the corners, make a box, locate pawns (game tokens) and perhaps shrink wrap the final product. I was considering this option until I found it was cheaper to have the entire game manufactured than it was to purchase the printer.

So in the next chapter I will share with you how I went about having my invention manufactured.

## Chapter 3. Manufacturers

Board game manufacturers and suppliers of parts.

I wish to include in this Tutorial only the manufacturers I have dealt with personally. If you are a manufacturer or wish to add a manufacturer's details, please visit the Go An Ah Play Games Blog and leave a comment, [Here...](#)

I was unable to find a manufacturer of board games in Australia, so I needed to look overseas.

### Print Masters India

Atul Sehgal, Print Masters India  
C-178, Electronic City. Sector 63,  
Noida-201301, (U.P) India  
PH: 0091-120-4237449 / 450  
FAX: 0091-120-4237451 / 452  
[www.playingcardsindia.com](http://www.playingcardsindia.com)  
[www.eplayingcards.com](http://www.eplayingcards.com)  
[sales@playingcardsindia.com](mailto:sales@playingcardsindia.com)

Atul Sehgal is willing to match quotes from China. However I chose China as I could not get a sample of the finished product from Print Masters India before mass production.

### LongPack

This is the manufacturer of choice for my needs. Joseph Zhou is extremely friendly, careful to get all details correct, responds quickly to emails.

The game box's are hand made to a very high quality.

I receive a sample (at a cost of \$450) of the complete finished product before mass production commences. After I have given approval and paid the 50% first payment, mass production begins. Another sample of the finished product is sent for approval and then 50% final payment is paid.

Included: shrink-wrapped boxes, pawns, platform, cards, soft boxes, outer box etc. They do the lot (except the artwork, which you ftp to them). Minimum order 1,000 is a good starting point and there are savings for larger orders.

Joseph Zhou: Sales Manager, Longpack Co., Ltd.  
805A, No.8-9, Max Mall  
1500 Lane Lianhua South Rd.  
Shanghai 201108 PR China  
Tel: +86 21 5169 6158  
Fax: +86 21 5169 6156  
Mobile: +86 139 1796 5275  
Email: [joseph@longpack.com](mailto:joseph@longpack.com)  
[www.longpack.com](http://www.longpack.com)  
[www.printedinchina.com](http://www.printedinchina.com)

## Chapter 4. Import/Export

This is a big learning curve if you have not imported before.

You will learn new terms like FOB, CIF, Tariff's, Import Duty, Freight Forwarding, Bill of Lading and Consignee. For this reason I have begun this chapter with a list of shipping terms and a link to a website that provides a good understanding. Because the terms are so similar to each other and yet so different, I suggest you make sure you are clear on the shipping terms with your Manufacturer and Freight Forwarder.

### SHIPPING TERMS

**CFR:** Cost and Freight (... named port of destination)

**CIF:** Cost, Insurance and Freight (... named port of destination)

**CIP:** Carriage and Insurance Paid To (... named place of destination)

**CPT:** Carriage Paid To (... named place of destination)

**DAF:** Delivered At Frontier (... named place)

**DDP:** Delivered Duty Paid (... named place of destination)

**DDU:** Delivered Duty Unpaid (... named place of destination)

**DEQ:** Delivered Ex Quay (... named port of destination)

**DES:** Delivered Ex Ship (... named port of destination)

**EXW:** EX Works (... named place)

**FAS:** Free Alongside Ship (... named port of shipment)

**FCA:** Free Carrier (...named place)

**FOB:** FREE ON BOARD (... named port of shipment)

Visit this site for more details:

<http://www.searates.com/reference/incoterms/fca/>

I use LongPack in Shanghai and the shipment terms are CIF so the insurance of the shipment covered **Toxin Drop**® from the Shanghai Port in China to the Fremantle Port in Australia. As soon as it left the ship it was no longer covered by the CIF insurance Joseph had purchased.

## Tariffs

I live in Australia and so I can only comment on my own experiences with Customs in this country. Tariffs are tax levied on imports and exports and are like a penalty for having overseas manufacturers produce the product if it was possible to have it made in Australia.

There is a concession available on the Tariffs for the importing of board games in Australia. This is because, at the time of writing this, there is not a board game manufacturer in Australia and therefore as a board game importer, I am not required to pay the tariffs.

There are board game companies in Australia that produce their own games, however, after contacting them I discovered they have their games manufactured in Taiwan and China. If there is not a concession already in place for your product and you have conducted your own search and believe there is not a manufacturer in Australia, then you could apply for a concession which is usually more expensive than the tariff required to be paid.

Therefore you would only make an application to create a new concession if you were importing on a regular basis and would save in the long run.

Once this concession has been approved, it would remain available for others to use, without them having to pay the expensive application fees you had paid. This was the case in my shipment. I used an existing concession.

### *How much are Tariffs?*

As an example, if the cost to have 1,000 games manufactured was \$10,000, (to make the mathematics easy), the Tariffs on the shipment would be about 5%. So you would pay about \$500 if you did not have a concession. So the concession would have saved you 50 cents per game.

### *Import Costs*

It cost me just under \$2,000 import fees to get the shipment into Australia and just over \$500 to forward to Katanning. So as you can see \$2.50 needed to be added to each game's wholesale price to cover these costs.

### *Freight Forwarding*

The manufacturer has a document called the "Bill of Lading".

He/She fills this out when the product is ready to be shipped to you the customer (consignee).

The Bill of Lading has to include the "Notify Party" on the document.

The Notify Party can be your business if you have access to the wharf (port, jetty).

Generally a "Freight Forwarding Company" is the Notify Party.

This is to indicate who is responsible for the shipment when it arrives.

My Freight Forwarder also organised road transport from the coast to my town 3 hours inland.

**Manufacturer to Freight Forwarder to Courier to Consignee**  
[LongPack](#) to [Universal Custom Brokers](#) to [Katanning Logistics](#) to [Go An Ah Play Games](#)

I asked Joseph Zhou of LongPack (manufacturer) to put Universal Custom Brokers as the Notify Party on the Bill of Lading, but Joseph forgot and wrote on the Bill of Lading the Notify Party as "Same as Consignee" and the consignee is Go An Ah Play Games. Therefore I got the "Arrival Notice" and paperwork and emailed them to the Freight Forwarder (UCB). So it still worked out ok.

### ***Establishing the Wholesale Amount.***

In Australia, our government charges GST. This stands for Goods and Services Tax. If for example I were to have an Australian Company manufacture 1,000 games for \$10,000, that company would be required to charge me 10% GST. So the product would cost \$11,000.00.

The product may now need to be shipped to me.  
If the shipping cost was \$500.00, I would be charged \$50 GST by the freight company.  
The product has now cost me \$11,550.00.

So to cover my costs and allow myself to make a profit, I might decide to double the amount it has cost and charge a wholesale amount of \$23.10 per game. I am now required to charge the retailer GST, so the wholesale amount is now \$25.41.

If the retailer decides to sell the product at \$40.00 to cover costs and allow for a profit, the retailer is required to charge the customer \$4.00 GST. The product is now \$44.00.  
The retailer may now ship the product to a customer and will pay GST on the Postage.

In the above example, the Australian government has received tax *5 times* from the manufacturer to the customer. This is why Australian businesses have difficulty competing internationally. Other countries can deliver the same product or service at a lower cost. Australian board game designers unfortunately cannot avoid GST and need to consider this when establishing a wholesale price.

Our example above is not realistic.  
Australian companies could not produce 1,000 board games for \$10,000.  
This is why board and card games are manufactured overseas.  
America is similar to Australia. The cheapest quote I was able to find in the US was \$30,000 USD.

To manufacture in China, India or a similar country, you will pay an amount like \$7,000 USD for 1,000 games and pay no GST. If you order more than 1,000 you can save even more money. Add to the \$7,000 manufacture cost, \$2,500 to get the games into the country and delivered to your town. Using China to manufacture, it will have cost \$9.50 per game to manufacture and ship.

## Go An Ah Make a Board Game or Card Game – Step 3. Make

You can now charge \$20.00 wholesale plus GST making the product \$22.00. Remember to add to this your expenses in designing the game and marketing it. Software, Stationary, Telephone, Internet, Petrol (gas) etc. So you may perhaps charge \$25 wholesale. Remember, the higher the wholesale amount, the less willing retailers will be to take on your game.

If the Australian government removed the crippling GST, Australian manufacturers would be able to compete with overseas companies. Until then we will continue to see "Made in China" on games displayed on our shelves. Perhaps the US is also expensive for similar reasons.

### How *Big* is 1,000 Games?

The [Toxin Drop](#)<sup>®</sup> shipment contained 72 cardboard boxes on three pallets.

Each box contained 14 board games.

Total weight: 1,200 kgs (2,640 lbs).

Total Volume: 4,500 m<sup>3</sup> (Cubic Metres) 158,915 ft<sup>3</sup> (cubic feet).

It was great being an Aussie dealing with China because we both use the metric system of measurement. I only included the imperial measurements above for the US readers.

For those not be able to imagine the size of 1,000 games, I have included some photos. As you can see two pallets were stacked 4 rows high and the third was only 1 row high.



Like any new process, the thought of importing for the first time was a bit scary. But LongPack, Universal Customs Brokers and Katanning Logistics do this everyday. So use the experts and all should work out ok.

When you have a product to market, you can move onto Step 4 of the tutorial.

<http://www.goanahplaygames.com/index.html>