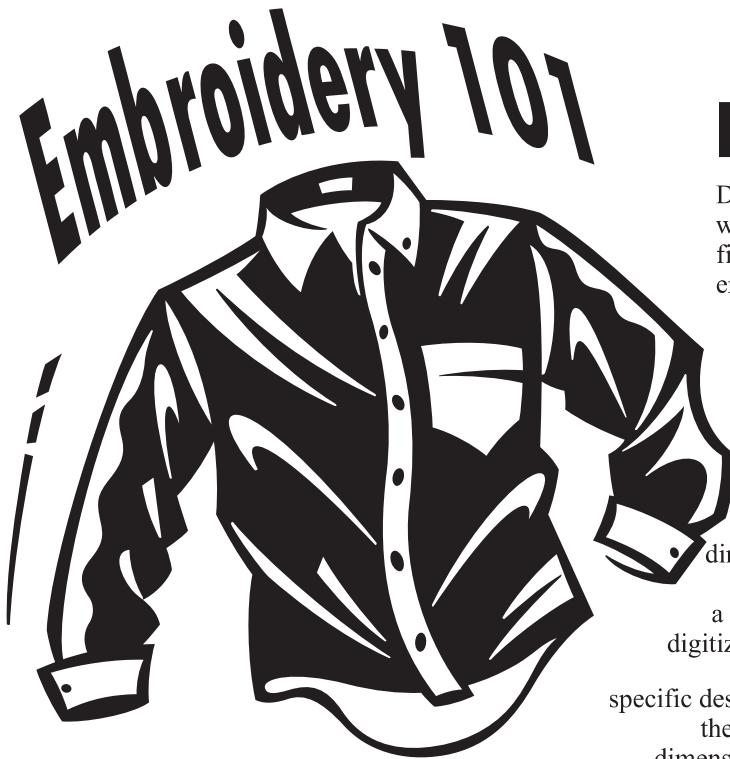


Embroidery adds the professional look you need to project in today's competitive marketplace. The following are various steps taken in the embroidery process:



1. The Artwork Stage

During this stage of the embroidery process, the artist goes to work sizing the artwork to fit the desired garment. Once finalized and approved by the client, the design is sent to the embroidery department.

2. Digitizing

The embroidery process begins with an idea or a piece of artwork. That artwork then has to be “digitized” which is the specialized process of converting 2 dimensional artwork into stitches or thread. Contrary to public opinion, you cannot take a particular format of art such as a JPEG, EPS, BMP, and convert it to an embroidery tape. The digitizer has to actually recreate the art using stitches, meaning the digitizer is programming the sewing machine to sew a specific design, in a specific color, with a specific type of stitch. This is the process known as digitizing. Also, because embroidery is 3 dimensional, some exciting effects can be included to “spruce up” a normally flat piece of artwork.

3. Production

Once the artwork has been digitized, it is then ready to be put into production. Production embroidery is a very hands-on process. Before the sewing can begin, specific thread colors must be loaded by hand into the machines. A spool of thread for each color for each sewing head must be loaded. The machine itself is programmed by the operator to sew the design in a particular color sequence and a particular sewing speed. The garments must then be “hooped” individually, again by hand, and then loaded into the machine. Once the design has completed sewing, the garment is taken off the machine, unhooped, and then sent to the next step in the production process.

4. Finishing

After the garments have been sewn, they go through a finishing process. During this step, the garments are inspected for quality, individually trimmed of excess backing material and excess threads, then folded and packaged ready for shipping.

- Embroidery is a three-dimensional art form. Embroidered logos create a statement like no other. A traditional method of decorating products, embroidery stands the test of time, due to its effectiveness in enhancing logos. Embroidery adds value to any promotions. Design is transferred from an image to the needles, threads and stitch types, and transitions needed to embroider it into the garment.
- Embroidery lettering should be no smaller than 4mm most embroidery companies won't go below (1/4 inch). The greatest influence on the desired outcome of embroidery is the digitizing remember you get what you pay for. Not everyone with an artistic background can be a digitizer. Digitizing, like other services, should be chosen for quality (artistic rendition), service (in a timely manner and sampled on the appropriate fabric) and lastly some consideration to price.
- Every design is unique. Five thousand stitches of small lettering takes much longer to sew than a 2-inch circle of full stitch; 7,000 stitches on a left chest takes less handling than a full-front sweatshirt with the same number of stitches. A left chest placement is less time consuming than a collar or cuff location. Expect to pay more for metallic, variegated, cotton or polyester threads. Additional services such as folding, bagging, steaming, tagging, etc. will be priced accordingly ask up front.