

MARKETING AND SALES GUIDE FOR THE EMBROIDERY INDUSTRY

Niche Marketing
Sales Techniques
Advertising
Home Parties
Pricing your Embroidery
Business Forms
and More!



MARKETING GUIDE:

If you are new to the embroidery industry or are looking for ways to increase your profits, this guide will help with your marketing direction and give you ideas on how you can make more money.

Making Sales Calls:

There are several ways to approach marketing that are very easy. I will tell you about **five** different ways that will all bring results if you use them.

The first way is to use the telephone. Not always the easiest way to make sales but it can be productive if you really put some time into it.

Cold Calling:

Cold calls are calls you make to a company you have not had contact with in the past and have not contacted you. When making these kind of calls it is very important to know what you are going to say and what the purpose of the call is.

The purpose of the call should be to introduce your company and the services that you provide. A call might go something like this:

Hello, my name is Jennifer and I am calling you from ABC Embroidery Company. The reason for my call today is to tell you about our services. Is there someone in your company that handles logo or corporate wear for your company? You may be transferred to someone or told by the person that answered the phone that they handle that. Your conversation from there would be something like this: We provide quality embroidery services for corporate wear and this month we are offering a special. I wanted to share this special with you because of the wonderful value of it. This month we are offering a baker's dozen (13 shirts) for the price of 12. This offer will expire at the end of the month. Is that something that you might be interested in? If they respond with no not right now, ask them if they have purchased logo wear or embroidery services in the past. If they answer yes ask them if you may call them back in the next two or three months to tell them of current specials for that month. They will almost always say yes. Your final question should be, well Mr. Smith do you happen to know of anyone that does need our services. Pause and wait for the answer. This will often bring you new referrals. Thank you for their time and schedule a follow up call for the future, or an appointment to show them your work. (This will depend on the answer that you received from the person you called) Provide different monthly specials so that your calls are organized and you know what sales to promote and offer on the phone.

A Warm Call: This kind of call is a lot easier. This is a call placed to someone that you received their business card and have probably already talked with them. When you call remind them who you are and about the conversation you had. (For example) Mr. Smith, my name is Jennifer Andres and I spoke with you last week at the doctor's office, you had mentioned that you may need embroidery services. I am calling today to make an appointment to visit you at your office to show you samples of our work and to see what type of embroidery services we can provide for you.

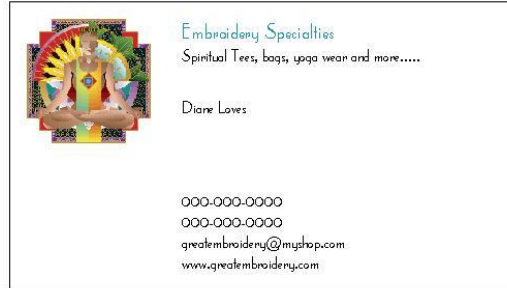
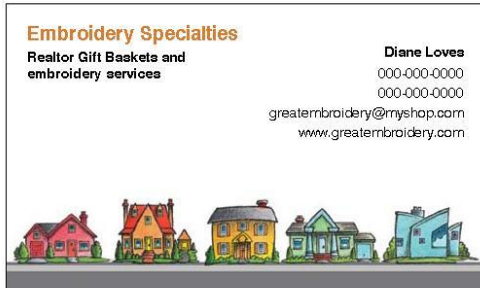
This will open the call up to discussion. Listen to your prospect and respond with "how can we help you" kind of responses. If you set an appointment, be sure to be on time and prepared to show samples of hats, shirts and other product that you offer. Bring a long a catalog of garments of all types. A good resource for this is Alpha Shirt Company or Sanmar. For resources you can find a good locator of products on the stitches magazine website. Know what your turn around time is. Be professional at all times.

Business Cards:

Ok, so here is where you can have some fun and wear many hats in this business. If you enjoy doing several different things and want to portray this as separate, here is how you can handle it. Order business cards from one of the online companies that provide cards that are very professional and inexpensive. Lets say out of the niche markets you want to focus on three of them very well. Create a card for all three of them.

For example, we do embroider for high end hotels so we tailor a card geared specifically to this market, as well as being connected to our church so we do a card for spiritual centers as well, and realtors bring us a lot of business for welcoming baskets so we do a card for them . Why, well when I go out and do sells calls this keeps me focused. I will grab a stack of cards and go and talk with realtors for the day. When they receive my card they have no doubt what I do.

If I bring them a generic card that says I do embroidery, they may not make the connection to order gift baskets for their clients that are monogrammed with the new home owner's Initials. Now I would not go off and make 50 different cards but I will tell you it is much clearer when you are doing sales calls when your focus is obvious. Just announcing you do embroidery on shirts, hats, bags, and so on is not always clear that you do other things as well. When you create a niche market or more than one focus very clearly on them and you will do very well. www.vistaprint.com (Use this web address to price business cards, brochures, post cards and more)



Post Cards or Brochures:

This can be done very inexpensively as well. Choose a dollar amount that you can afford to spend in postage a month and mail out a brochure that shows your work and services that you provide. Mail these out to businesses in your local area. If you are a niche market embroiderer and only do horse products then you should be targeting that market with your mail outs. If you only do baby and children's products of course target that market and so on. This type of marketing is good but it usually requires a little bit more time and effort. (Remember time and effort is directly related to the amount of business you will do). Follow up with a second and third post card. As marketing goes, many times a prospect needs to see your name several times before feeling comfortable using your services. Custom Postcards can be purchased from www.vistaprint.com



Word of mouth: Travels fast, the negative things people say are heard three times as much as the positive.

The number one method of advertising is a happy customer telling everyone about your services. Now this works in reverse as well. Unhappy customers will spread the word like fire. To keep your word of mouth advertising working well for you here are a few rules to live by:

1. Always send out top quality products
2. Keep your promises. If you told your customer he can pick up his shirts on Friday, have them ready for pick up. If you deliver, always delivery on time.
3. Provide your customer with the very best customer service. If the customer is not



- happy for some reason try to find a solution that will satisfy your customer.
4. Never give away embroidery garments that you made mistakes on, throw them away.
 5. Add value to every order placed by adding something extra to the order. Example: If they ordered a dozen shirts with their logo on it put a hat in the order as a sample for free. If you provide other services besides embroidery, i.e....screen printing offer a screen printed hat.
 6. Follow up with your customer from time to time.
 7. Know your customers needs, always talk with them about their business and listen well.
 8. If you would like to be a full service provider for your customer and do not offer screen printing or engraving you may want to contract with a provider of these and other services to provide your customer with a one stop solution. Be sure to choose vendors that offer the high quality your customers get from your business.

Now here is one of my favorite sales styles:

Face to face. I enjoy going out and talking with people face to face. This is how I do it. I have a wonderful sales bag that I put together with many different types of samples so that I am prepared for different types of sales calls: Here is a list of what I carry. Keep this in your car so when you are out and about you always are prepared. Of course when on a sales call your bag will not be in your car it will be with you while you do a presentation with the contents inside.

- Polo with beautiful left chest logo
- Hat with matching logo
- Jacket with elegant embroidery on the back (a Club jacket)
- Order forms
- Sample book with embroidered logos you have done.
- Sanmar garment book for taking orders from
- Otto Caps book for selling caps.
- Items that represent your business and what your services can provide for them.
- Business cards (embroidered and paper cards)
- Brochures of our services



Look at making outside sales calls as being a professional visitor. You get to go and meet new people, greet them with great products and services and provide solutions for them.

Stop at local doctor's offices, dentist, and corporate offices. See it as visiting for the day. Be cheerful and happy. Brighten others day while you are out prospecting for embroidery work. It really is a lot of fun. Churches are a good source as well. Take samples that are appropriate for whatever market you are planning on visiting with that day.

Follow up with people you spoke with. Remember above the warm calls. You may need to follow up to actually get the work. The answer is no if you don't ask.

Website advertising:



This is a modern day business card form of advertising in my opinion. All businesses should have a web presence even if it's a small site of just samples of your work. This can be used as an electronic brochure. Or you can go all the way and sell garments and services on line. If you want to attempt one on your own it's pretty easy today to do that. There are also many companies that will provide you with a tailor made embroidery site or you can even buy templates that you just pop your product into and away you go. To see what web templates are available visit <http://www.templatemonster.com/>

For really inexpensive web space contact 1hourhosting.com

You will also need to register a name for your business and this can be done at www.registerit.com

Cost for space and registering is less than 200.00 for a whole year. To market your site you will need to submit your site to search engines. To find out more about this go to http://www.wpromote.com/ses/index.php?utm_source=google&utm_medium=ppc&utm_term=submit+to+search+engines+Phrase&utm_campaign=ses

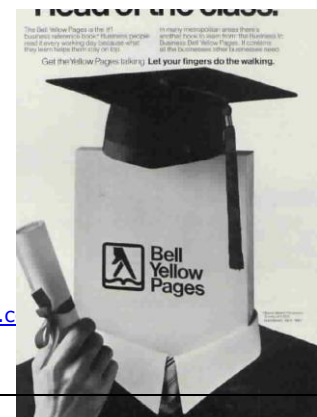
And of course there is the obvious using a yellow page ad: This can be a very beneficial tool but can also be very expensive. Call your local phone company to get cost and sizes of ads.



Yellow Page ads range in price and can be very costly.

But you could loose a lot of business if you can not be found in the yellow pages. A small ad is better than no ad.

631-858-0114 sales@embroiderytrainingvideos.com



Consider your advertising budget carefully. There are many ways to advertise without spending a lot of money. Focus your money where you will get the best results. Do your homework well here.

Home parties

HOME SHOW: PERSONALIZED GIFTS AND HOME DÉCOR PARTIES

A home party Story:

When we began a small single head embroidery business, we decided to get the most out of our machine we would offer home parties. When we started we had no idea how successful this would be.

Putting together a product line for home parties will take a little time and some consideration. Most Embroidery home parties offer, home décor items, baby items, wedding, corporate wear and more. You can decide the mix that will work best for you.

My daughter in law Jen set out to make a few extra bucks to help her with her new baby. This is how she did it.

First we organized products that we thought would be successful at a home party. Next we embroidered them as samples and put together a nice little catalog to share at parties. The next thing we did was put together the order forms and made list of everyone we new that might want to host a personalized gift party. We began with friends and family.

The very first home party we did was a home party for her mom and her friends from church. There were 11 people in attendance. The hostess was told she we get 10% of the party total to use on her own personal gifts for a party 0- 500.00. We never dreamed of it being a party total of 1162.90 not bad for a two hour fun party. So we told the hostess she did so well at her home party we gave her 20%. She received 232.58 to spend any way she chooses. Of the 11 people at the party 3 booked parties of their own. This was great now the home party business took on a life of its own. (Simple right) Right!!

Following in this booklet we have the forms you need for ordering, the hostess plan available for you to determine how much to pay your hostess and the gift ideas for you to use at a show. It doesn't get easier than that. We have now been doing home parties for two very successful years. We recently decided to share these ideas with our fellow embroiderers because we love the business.

Finding your Hostess/Host for a Home Show:

This is so much easier than anything we have ever done before. Today people are very busy and stressed in their lives it seems. Home Parties seemed like a thing of the past. Not true. People hear of a personalization party and get real excited about it. They can actually come together with friends over tea/ coffee and snacks in a very relaxing atmosphere and enjoy ordering custom gifts. This is sweet success and a lot of fun too. So get started talking with your family and friends first. Make it your goal to set 3 parties and from those three parties you will average getting 6 more. The home shows will take on a life of their own from there. I know I am making this sound really simple because it is.

Here are some more suggestions for gaining home parties if you are real ambitious and want to make this a Hugh money making business.

Setting up a craft table at a craft show with excellent samples from your shows is a great way to get hostesses/ host to do shows for you. You are making money selling personalized items and booking future revenue talking with people that would love to have you in their home to sell beautiful personalized product to their family and friends.

Run a small classified ad in your local paper: One might look like this:

Would you like to entertain friends while earning personalized gifts and extra income? Elegant baby gifts, home décor and much more... 888-888-8888 ask for Debra.

Or

Offer your friends a family a wonderful time while having the opportunity to order personalized gifts, home décor and more. Call 888-888-8888 ask for Jen

Planning your show with your hostess

Once you have a hostess and a date for a show the rest is even easier. Sit down with your hostess and share the products with her so she can tell her guest a head of time what wonderful products they will be viewing when they arrive.

Next, talk to your hostess about her guest list. Make suggestions to help her figure out who she would like to invite. (On page 19 you will find a list builder for your hostess) Make copies of the list builder and allow her to fill it out and get it back to you with names addresses and phone numbers on it. When you receive this list you will mail out invitation postcards to each invited guest. This step is very important. You will also let your hostess know that each guest is welcome to bring someone with them. The post cards should be mailed the week before the Home show is scheduled. This will ensure your party will be successful and help everyone remember the time, date, the hostess name and address of where the home show will be.

Ask your Hostess to provide light snacks only. This way the hostess will not feel obligated to go all out for the party. Keeping it simple is best.

Let your hostess know you will entertain her guest with wonderful products and a few really fun games.

Now that your hostess is ready you can begin preparing for the home show yourself.

Preparing for the home show: You will need a nice Bag filled with personalized Products. Be sure to have a good variety to show so you have something of interest for everyone. Also be sure to include hats, jackets and other corporate wear as well.

Also if you play games at your home shows you will want to put together a goody bag with delightful simple fun gifts to hand out as prizes for the games you play.

(Suggestions for goody bag gifts) Keep the cost of hand out gifts to around 5.00 or less

Embroidered Book marks

Beaded jewelry (bought from a local Wal-Mart, Kmart or similar store)

Pretty Ink Pens

A journal book

Small Teddy / with shirt on it that says. You're the best.

How the show is arranged:

Arrive at your hostess / host home 30 minutes a head of the other guest so that you can set up a small table with an elegant scarf or table cloth on it. Arrange your products for easy viewing and present well. Place a folded card in front of each one with a simple description of the item.

Once you are set up and ready assure your hostess that the home show will only take between 1.5 hours to two hours depending on how many guest arrive.

As guests arrive introduce yourself and let each guest know how delighted you are to see them. Give each guest one of your business cards and a brochure if you have one with an order form. Assure everyone of a great. Once everyone has arrived, stand behind your table of products and prepare for your presentation.

(Sample Introduction)

Hi my name is Jen Vanderstoep and today (tonight) I have brought with me many wonderful items for you to see. Each of our products can be personalized for you so that the gifts you give are true treasures and delights to give and receive.

I am going to get started tonight (today) by asking each guest to introduce themselves. Go around the room and wait for the introductions. Listen well here to the introductions, have each guest give their name and what they do. Make a mental note. Many of these guest will become great contacts for you.

Once the introductions are done here are some suggestions for games you may want to use at your home shows. We have included 10 of them. We suggest 1 or 2 at each show. So pick and choose as you go or create your own fun games.

GAMES TO PLAY: (Choose one or two for each home show)

How well do you know your hostess?

Give a piece of paper to your guest and have them number it from 1-10 then ask them the following questions.

- 1) What is your **hostess's middle name**?
- 2) If she could go any where on vacation where would it be?
- 3) How many kids does she have?
- 4) How does she like her current job?
- 5) What is a favorite dream of hers?
- 6) What is her favorite item on the table?
- 7) What cologne or perfume does she wear?
- 8) What is her color?
- 9) Who is her favorite actor/actress?
- 10) If you were in need of something would your hostess give it to you if she can?

After everyone answers the questions then I read the question again to the hostess and she will reply out loud what her answer is, and they would mark on the paper if they got it right or wrong. Then they total up their score.

Score the first game and determine your winner. The way to do this is to read each question and allow the guest to correct there own answers. Once finished ask your guest who got 3 right, 4 right, 5 right until you have eliminated everyone but one. If you have two that have the same amount choose those two as your winners and provide them the opportunity to choose a gift out of the goody bag.

Game suggestion # 2

The Hand Bag Game

Start with each person taking **3 items from their handbag** and placing them in separate paper bags.

They are then given to a nominated person who **opens each bag in turn.**

The rest of the party has to **guess who they belong to.**

Who ever can guess the most wins the opportunity to choose from the goody bag for a prize.

Return all the items to which they belong to and move on with your home show.

Game suggestion # 3

The Points Game

I wonder who came here from afar; Give yourself 5 if you came by car.

Were you on time? Not one minute late? Punctuality pays, so give yourself an 8.

A watch is 6 and each ring is 2, 10 more points if your eyes are not blue.

Score yourself 5 if you show any pink, but take away 10 if you left dishes in the sink.

Count all of your buttons... each gives you 1

Except if they are white and then you get none.

For each bow that you have add on 2

But safety pins are taboo, so for each one you're wearing you must subtract 2.

1 point for each year that you have been wed, But, take away 5 if your purse is red.

Now sons are neat, on that we agree, so for each one you have you may now add 3.

But when adding up points, girls are worth more, so for each one that you have you may now add 4.

If you kissed your husband or boyfriend today, add 12

If you kissed them both you must subtract 20

Because you're in trouble and trouble a plenty!

Now, that's all there is so total your score

Except if you're a special friend, there IS one more.

It's 50 points bonus for VIP

If you'll be a Party hostess for me!

After scoring the game allow your winner(s) to choose from the goody bag.

Game suggestion # 4

Do you game?

Be honest, and answer yes to the questions that fit.

1. Do you have on earrings?
2. Do you have blue eyes?
3. Do you have red hair?
4. Are you over 5'6" Tall?
5. Are you wearing fingernail polish?
6. Are you wearing a necklace?
7. Are you wearing a pink dress?
8. Do you have on blue shoes?
9. Are you wearing a watch?
10. Are you over 35 years old?
11. Are you a former hostess or would you like to be one?
12. Are you wearing glasses?
13. Do you need extra money?
14. Do you have a green car?
15. Do you love your job?

Score the game and allow your winner(s) to choose from the goody bag.

Game suggestion # 5

Pass around a basket. Have each guest drop a piece of paper with their phone number on it. Have the hostess collect the basket and pull out one piece of paper at a time. Ask her whose phone number it is. If she guesses the right phone to the right person that person wins a prize. Do this several times until you have selected at least two winners.

Game suggestion # 6

This game requires a bag with several items in it. Like a pencil eraser, paperclip, rubber band, string or yard tied in a knot, an old earring, a spoon, a plastic soda lid.

Now hand this bag to each guest one at a time. Give them a couple of minutes each to feel in the bag each item. Then ask them to list on their piece of paper everything in the bag. The one with the most correct answers wins the game and earns a gift out of the goody bag.

Game suggestion # 7

This is the doodle walk game. You tell each guest they have to walk like a doodle. One at a time having the hostess is the judge. Whoever has the best or funniest doodle walk wins? This game is a lot of fun because everyone enjoys creating a silly walk. Enjoy this one.

Allow your winner to choose a prize for the goody bag.

Game suggestion # 8

The Name game

Have each guest write out their names scrambled. Put into a basket that you pass around. Mix these up and have each guest choose one name. See how many end up with their own name? They get a prize first; next give a prize to each person that guesses the name that they pulled out of the basket.

Game suggestion # 9

The ribbon game.

Have 5 pieces of ribbon all a different color. Show them to the guest briefly talking about the pretty colored ribbon. Put them away. Now ask the guest to name the 5 colors that they just saw. The one that remembers the most colors chooses a gift.

Game suggestion # 10

Icebreaker Game

Let each guest pick out a balloon from a bowl. Then explain, the first person to blow up their balloon, tie it, sit on it & pop it will win a free gift. This is a great ice breaker for any group; it gets everyone up and laughing

Once games are complete everyone will settle in to seeing your presentation.

Choose each product you would like to talk about and describe to your guest what it is and how it can be used. Example: If you show a baby gund teddy bear that can have a Childs name added to it. You would say.....This is a baby Gund Teddy bear and they come in two sizes. This bear also can be personalized for you with a Childs name on it. Tell them the price of each size and move on to your next item. Answer questions as they arise through out your presentation. Show about 10-15 items per show while describing and talking about other items as well. Our suggestions are as follows.

1. Corporate shirt with logo and hat discuss that you can provide corporate wear for the company needs
2. Baby Rompers, onsies, hat and blankets. (We bring a beautiful silk baby blanket with a new babies birth info embroidered on it with a doodle baby.
3. We also bring an elegant gift basket already put together with monogrammed towels, soaps and lotions
4. Place Mats monogrammed or Silk Napkins
5. Two or three different type hand bags monogrammed
6. Napkins
7. Aprons
8. Hand Bag (Alan Stewart) w/ monogram
9. Hand Bag (Quilted) colorful w/monogram
10. Baby Bibs with expressions or monogram
11. Elegant Wedding Throw
12. Baby Throw

Making other suggestions:

Be sure your guest knows you can customize any gift for them. Make other suggestions of items that may interest them. Also pass around your catalog to include all products available. This is in your binder and each item as a number have them include that on the order. This way they can order from the many products that are carried. Baby gund and custom teddy bears and such.

Taking orders:

After your presentation allow your guest a few moments with an order form and a clip board to fill out their orders. When they are done, total each one individually and take payment for the order. Let all guest know they will receive their orders in two weeks. Thank your guest as they are leaving and be sure to book parties with those that are interested as you are totaling your orders.

If your hostess would like to leave her show open for a couple of days while she gets outside orders you can call her to take the rest of the orders.

Total your show and give your hostess the dollar amount of her show. Also total the shows that were booked from her show. Give her credit for the show and let her place her order with her credit.

Rewarding your hostess

Always bring your hostess a gift and give this to her/him when you arrive and all guests are present. Start your presentation out with this. We like to bring a nice monogrammed hand bag for her. For a man we monogram a cell phone cover.

With Sales of:

For a show with sells of 200.00-400.00	10% of sales totals
For a show with sells of 401.00-549.00	15%
For a show with sells of 550.00 or more	20%

It's that easy. Give your hostess the total and allow her to go through the catalog and the items presented and place her order:

Filling your orders:

If you are providing home parties using your own supplies, provide your order within two weeks or sooner. Turn around time will be very important.

Deliver all party orders to your hostess and allow her to distribute them to her guest.

LIST BUILDER:

Invite twice as many people as you would actually like at your party this way you will get the amount of people you want to attend.

FRIENDS:

NAME _____ PHONE # _____
ADDRESS _____
ADDRESS _____
CITY _____ STATE: _____ ZIP _____

NAME _____ PHONE # _____
ADDRESS _____
ADDRESS _____
CITY _____ STATE: _____ ZIP _____

NAME _____ PHONE # _____
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Hospital Gift Stores



Some really great embroidery orders come from your local hospitals. Take some samples of your work to your local hospital gift store. Show them a variety of work styles, for example baby items, bags and other attractive items that you would want to purchase from a hospital gift store. Make an appointment to see the store manager and ask what kind of items they would like. Bring back samples of what they requested. Also another way to gain embroidery work from your local hospitals is to donate baby hats to the hospital that have I am a boy or I am a girl embroidered on them. Drop off several dozen every month, or

every other month. Leave plenty of business cards and brochures of other personalized baby items that you offer. These can be given to the new mommies with their baby hat they received for free. You will enjoy wonderful benefits from this type of marketing. If you like charitable type work like I do, I also take receiving blankets that are embroidered with I may be small but I am truly special, to the premie ward as gifts. I love visiting the premie ward and enjoy the opportunity to leave something special for these delicate little ones. Charitable work is work from the heart and the rewards are many.



Church and school fund raisers:

This is a great deal of fun to put a fund raiser together because it is beneficial to a cause. This can be done in several ways so I will tell you about a few of them and then let your imagination take you into the direction you desire.

Creating products for schools is easy because they will tell you what they want, provide you with the school or church logo or mascot and away you go. It is also beneficial to take samples like bags, hats, teddy bears with tee shirts on that have the school or church logo or mascot on them. This way they can see what the finished products are going to look like. Once decided what products to use for the fund raiser the next step is to lay out a simple catalog or brochure with these items in it with retail pricing to place an order. Make ordering very easy so that students can handle the ordering process. For most fund raisers offering to many colors is not a good idea, stick with the school colors and offer 2 or three shirts color choices. This keeps it simple and productive. Once you have the brochures printed you provide them to the school and they provide them to the class rooms of the children that will be doing the fund-raiser. The way we handle this is we offer the school or church 20% of the profit from every order. This is usually done over a thirty day period while they take orders and everything turned in at the same time, the orders produced and provided back to the school. The money is turned in by each student before orders are actually placed.

School Spirit

Churches also enjoy fund-raisers because it brings in a positive cash flow for events and things that they want to do for their congregation. The easiest way to do this is through the churches bookstore if they have one. You can put items in the bookstore on consignment. Also you can take samples like you did for the school only take them with

religious symbols and sayings on them. Be sure to know what kind of church you are taking them to for show and tell because you would not want to take a budda to a catholic church. Be sure you know what is meaningful to the audience you will be addressing with products. Once you have worked with schools and churches you may never want to work with any other form of business.

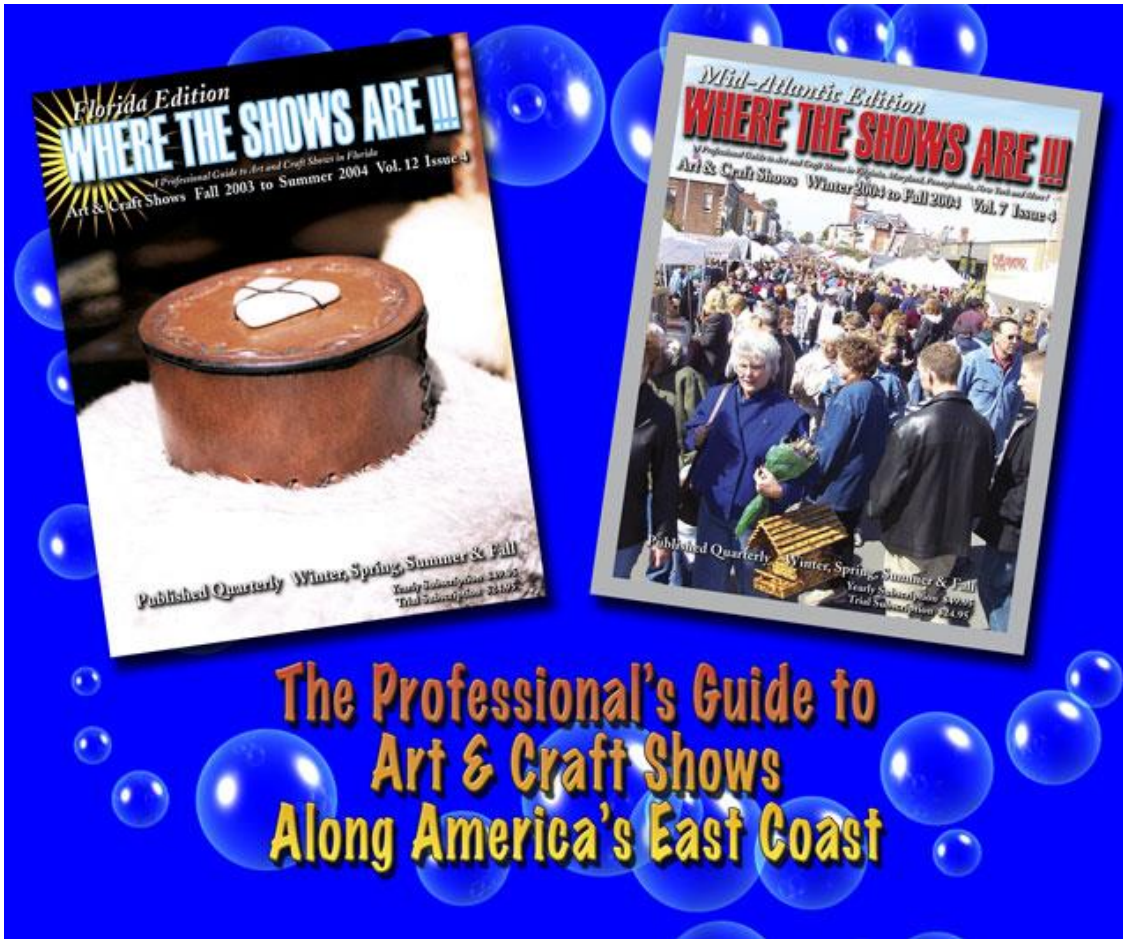


Home Décor open house party: At Christmas time or any time of year, this is a great way to introduce to your neighbors, family and friends what you do. This is a lot of fun too because you get to decorate your house with beautiful embroidered home décor items for sale. We always bake something fresh the morning of the show in our home so as you walk in you get this real home feeling. We also display on tables beautifully decorated table runners, tablecloths, napkin sets, coasters and more. Let your imagination go here, it's fun and very profitable. We plan one every quarter. One of my favorites is our Christmas party. We offer gift wrapping, hot apple cider and a good time. A cheese and meat tray and great conversation will lead to wonderful sales and a delightful time. You will want to also have samples of corporate polo's, hats and other corporate items on display. Always promote other areas of your business while you have an audience. Many people that you invite will bring you other types of business if they know you also do other types of embroidery. If you offer other services besides embroidery, be sure to display samples of any other craft or service you provide.

Craft Shows:



Where The Shows Are !!!
PO Box 453 Edgewater, FL 32132
(386) 428-0173 FAX: (386) 426-2419 Email: shows@artandcrafts.com



Contact where the shows are to get your book, this book is filled with where the shows are. If you like to travel and set up a booth with your wares this is a great venue. If you are on the West Coast and want to do Craft shows you will want to contact: The craft fair guide.



If you live in the central part of the United States and would like to get information on an incredibly large craft show in Arkansas here is the contact information.

55th Annual Clothesline Fair

Prairie Grove Chamber of Commerce

P.O. Box 23, Prairie Grove, Arkansas 72753

479-846-2197

info@pgchamber.com



One of the Ozarks Longest Running Craft Fairs

Corporate Parties:

This can be set up as a one hour event. The easiest way to do this is to offer to provide lunch and a free presentation. Keep the presentation humorous and fun, show samples of many embroidered gift items, work polo's and other items for the corporate environment. Once you have shown your wares and given a nice presentation, stop and ask if any one wants to place an order for any personalized items. You will be amazed at the answers. Everyone will be eating as you are talking. Your presentation should end before everyone is finished. Be sure to have enough business cards to hand out to each person as well as a flyer with specials and an order form at each table setting so that it can be filled out and picked back up by you. I usually approach companies with 30 or more employees for this. Lunch will run about 250.00 but if your presentation is prepared well and garments are awesome and a wide variety of style you will have a successful corporate event. Many times the company itself will place an order and employees will place orders as well. A good average to look for from a corporate lunch like this is about

1700.00 or this, 30 company orders employee at (1500.00) See adding up, now employees personalized displayed. They embroidered it. That is

Now I know this the point I am trying to bring out is how quickly a profitable corporate event can be. So don't hesitate to try this one. You will not be disappointed.



more. Think about employees and the 2 shirts per 25.00 each.

how easy it starts say 10 of the thirty decide they want a laptop case you run 75.00 each with their name on another 750.00.

is not all profit but

Just in time baby showers

A typical baby shower can be turned into a personalized baby bonanza simply by providing the baby shower hostess with the ideas for the party basket that will be contributed to by each the party with a small basket, ie...baby bottles, ect...they are all added to as the party planner for display all the beautiful into a basket. Each guest dollar amount to the will have three or four choose from ranging size. More often then not collected then the basket hostess then decides what spent on for the mommy where the fun comes in.

you leave the guest to finish their baby shower, the hostess then will call you when the baby is actually born (usually within a month or two) and then you personalize everything, put together your beautiful baby basket and deliver it to the hostess. She then takes it to the new mommy and baby. What is so nice about this party is mommy and new baby get gift items that have the new babies name on it. Often time's mommy knows the sex of the baby so the basket is already started before the baby is born. Visit baby-shower.com for other ideas as well as favors, planning and more.



guest. They arrive at favor for the babies baby lotion, ribbons the basket, next you this baby shower baby items that go will then contribute a finished basket. You baskets sizes to from 100-500.00 in more money is will cost so the the extra money is to be. Now here is At the end of the party

Gift Baskets Business:

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

This is a great website for buying gift basket supplies at wholesale. It also offers



wonderful packaging items as well.

<http://www.giftbasketsupplies.com>

Wow this company has it all for the gift business. You can purchase supplies here that are stunning and fun. Create gifts that are eye catching and packaged to sell.

Gift baskets can be created with so many different flavors. You can create baskets for children and adults alike. This is such a fun niche. When you embroider and personalize product you can create so many wonderful things.

For great designs to go on playful shirts for gift baskets visit : www.embroiderydesigns.com

Gift basket suggestions:

Birthdays

Anniversary

Just Because I love you

Baby Showers

Going Away Gift

Graduation

Welcome to your new home and so many others to even list. FUN, FUN, FUN, JUST GO OFF AND HAVE SOME FUN AND WHILE YOU ARE AT IT MAKE MONEY.

Realtors Gift Baskets:

You can focus your attention just on the homebuyers market and make a great living. Contact all the realtors in your area and offer to Monogram beautiful towel sets in a gift basket with other items like soaps, lotions and bath oils. Realtors love this because they do not have to fuss with what they will give their new homebuyers. They just place the order with you.

Gifts in a bag:

<http://www.save-on-crafts.com/gifinjardisp.html>



Here is a website that will provide wholesale products for gifts in bags, jars and just about anything else you may want to put in them. Visit this inspiring site. You will come up with many ideas just by stopping by.

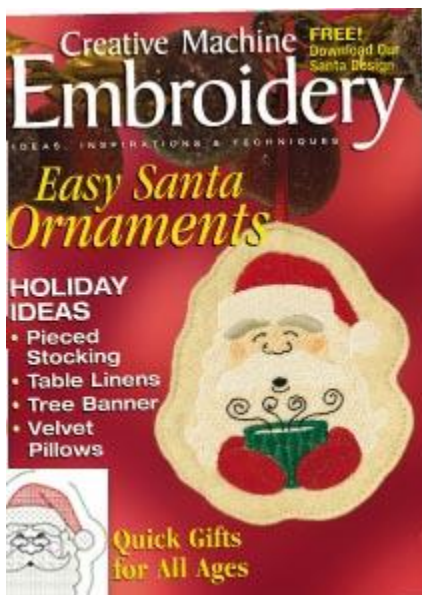
Create Wonderful presentations for gift items.

You can visit www.saro.com to purchase blanks to embroider on



If you like creating in the kitchen you can create custom gifts in a jar, embroider personalized aprons to go along with your gift.

Home made cookie mix is great for this project. Here is a great site to visit for ideas on mixes they do. www.pelicanbayltd.com is a cute site for kids baking items.



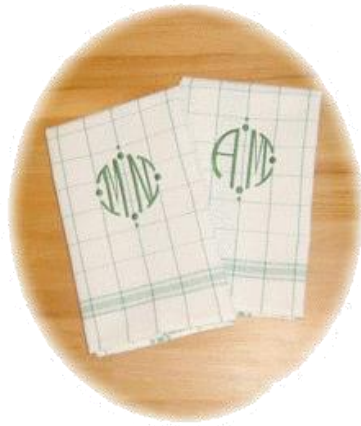
For great ideas on embroidery projects. Here is a magazine that is full of wonderful ideas.

www.creativeembroiderymachine.com

Monogramming for profits:

Monogramming has long been loved. Many embroidery businesses are created just to tap into the monogramming market. Putting names on garments, bags, towels and other items is where it starts, but certainly not where it ends. Monogramming is an elegant art form that allows for decorative creation on towels, linens, mens shirt sleeves and so many other places. Below see some beautiful examples:

Monogramming samples and idea.



Monogrammed hand towels and kitchen towels



Monogrammed Robes



Monogrammed Bath towels



Monogrammed sheets and Pillow Cases



Monogrammed Napkins



Monogrammed Gift Set towels

A Pricing Primer

by Jimmy Lamb

Pretend, just for a minute, that you are starting a new business. (I'm sure you can relate.) After a study of business opportunities and the corresponding marketplaces, you decide to open a kiosk in a retail shopping mall to sell cellular telephones. One of your first steps is to order inventory. You decide to carry one style of phone that does everything: wireless Internet, two-way messaging, etc. You place an order with Acme Cell Phone Systems for 100 units. When they arrive, you place the phones on your shelves and then decide on an aggressive pricing strategy. After carefully surveying the competition, you find that similar phones sell for an average price of \$49.95. Thus, you decide to price your phones at \$39.95 as this will surely drive customers to you. With the pricing task finished, you open the doors for business and start making sales. About two weeks later, your invoice for the initial inventory of phones arrives and you find that they actually cost you \$45 each wholesale. Since you are selling them for \$39.95, it becomes painfully obvious that you aren't making any money.

Making a Cost Analysis

Sounds ludicrous that anyone would do such a thing, right? Guess again. The commercial embroidery industry is full of shops that have an unprofitable pricing strategy simply because they don't know what it costs to produce embroidery. Far too many embroiderers set their prices based on what everyone else is charging. In fact, just look at some of the e-mail lists. Everyday you see shop owners asking other shop owners what to charge for something.

My response to any such question is another question, "What does it cost you to produce that item?" Usually the answer is, "I don't know." Sadly, our industry is not very in-tune with profitable pricing strategies. In fact, I would say it's the number one problem facing commercial embroiderers.

The first element of a profitable pricing strategy is the most important: cost. If you don't know what it costs to operate your business, then it's highly unlikely that you can create a pricing system that works. Perhaps the simplest way to do this is to perform a cost analysis as follows.

- **Step 1 — Determine Operational Costs**

Add up all of the projected costs for operating your business for one year. Keep in mind that some costs are variable, while others may change as your business grows. Thus, you should put everything in a spreadsheet so that you can constantly update these figures as your business changes. Also, costs such as merchandise for resale will be recovered in the sales process, so don't include it here unless you are entering into a payment

plan for purchasing such merchandise. In addition, be sure to include your desired paycheck! The final result will be the total estimated dollars that you need to pay all of your yearly bills plus your paycheck. But keep in mind that there will always be unexpected costs and fluctuations in certain expenses, so don't assume this number is carved in stone. But it is a reasonable starting point for your cost analysis.

- **Step 2 — Break Down The Costs Into Usable Increments**

Let's say that your estimated yearly costs of operation totaled \$60,000. What does that tell you? Pretty much nothing at all, so you need to break this number down into something that is easier to deal with.

Decide how many weeks you plan to operate your business per year. Most people go with 48 initially, as this equals two weeks of vacation and ten business holidays. Divide \$60,000 by 48 and you come up with \$1250, which is your weekly cost of operation. Stated another way: You need to bring in *at least* this amount of money in net dollars each week, 48 weeks per year, in order to reach your yearly number. Divide this number by 5 to see what the daily figure is (\$250) and by 40 to determine the hourly figure (\$31.25).

- **Step 3 — Compare Production Against Costs**

Once you have usable operating cost figures, then it's time to compare them against your "logical" production capabilities in order to see what it really costs to sew a stitch.

Assuming you have a modern commercial singlehead machine, you are probably sewing at an average speed of 800 spm. Furthermore, you are probably producing stitches no more than 30 minutes out of each hour, assuming you have enough sales to keep your equipment busy. (Remember, you lose production due to thread breaks, color changes, thread trims, machine setup, hoop swap, setup, finishing, etc.) This equates to 24,000 stitches per hour.

Dividing your cost per hour to operate (\$31.25) by the total number of expected stitches per hour yields a cost per stitch of \$0.001302. If you multiply this by 1,000, it will give you the cost per 1000 stitches to produce embroidery: \$1.30. Don't get too hung up on this number as it is a break-even figure at best. Also, it is ballpark as production and sales are cyclic in nature.

But this is a good starting point. Just keep in mind that you always need to look at the bigger picture. In reality, your production levels will not be consistent, as your sales may not always be steady enough to keep the machine running at the levels predicted in your calculations. Because of this, you must realize that the

calculated break-even figure is probably a bit low. Therefore, you shouldn't use this as a price; instead, take it for what it is — a rough break-even point.

If you play with the figures, you will also see that if you increase your production output per hour against the same overhead, you will reduce the cost per stitch. This confirms the fact that a multi-piece job is cheaper to sew than a single-piece job because you will keep the machine running more minutes out of every hour.

Perception Counts

Provided by stitches magazine : www.stitches.com

THINKING OUTSIDE THE STITCHES

Left chest logos and Caps; that's what typically embroidered as you peruse the shopping mall, flea market, or local embroidery shop. Often times, professional embroiderers find themselves sharing a small piece of a very large pie. However, this is just a taste of what embroidery has to offer.

Why do we see or visualize left chest logos and caps when we think of embroidery? There are a few reasons for this:

- Everyone already does it.
When you are starting a new business, it's harder to learn something new without proper training. However, if you are embroidering left chest logos, you can jump on an internet forum and find your answer; it's a short road.
- Most machines do it.
Even some non-commercial grade machines can do a shirt logo, or some limited cap embroidery. You don't need to own 2 or 3 different machines to expand.
- Minimizes the need for out-of-box thinking.
No need for explanation. Just find a local business or local school and get their logo from them.

Sounds easy, right? Don't you want more than that though? Wouldn't you rather have repeat business that is unique to your shop and your business? A niche market, something that your competition doesn't offer!

Yes, I know you would love to do something different but maybe you cannot afford a whole separate machine for one niche product, or you would love to try something different but you don't have anyone to teach you.

These are all part of the reasons why Pantograms has developed unique hooping systems and training for the extremely versatile [TOYOTA ESP9100 NET](#). Now you no longer

have to be limited to run-of-the-mill embroidery. You can expand, grow, change, think outside of your world and grow your business to new and profitable ventures!

One great system Pantograms has for the **TOYOTA** is the Patchmaster system. This embroidery hooping system and software package allows you to truly run production of patches. This system gives you the ability to embroider up to 16 different patches at once; 16 different names or logos. If you think about it as \$10 a patch, you can embroider a \$160 sale in 1 hooping. The Patchmaster system comes in 5 different variations and can expand your embroidery business to new levels.



Another extremely profitable sector is the automotive accessory industry. People who love cars, love their cars. They spend thousands of dollars on personalizing everything from the seats to the floors. Well, embroider it for them! Pantograms offers the Carpetmaster for embroidering on carpet mats or small rugs. A set of customized floor mats will cost an enthusiast over \$100. Putting pennies worth of thread into a blank floor mat can increase its value over 5 times.

Don't stop there! Embroider the seat covers too. You can use the **TOYOTA 9100's border frame** to embroider a design up to 20.5" X 14.5." You can cover nearly the entire center of a seat cover with a beautiful mix of stitches than can produce an amazing profit center for your business. Wouldn't you love to sew and sell 100,000 stitches in one hooping?

These are just a few examples of the versatility Pantograms offers with its **TOYOTA ESP 9100 NET**. Other items include: a Sequin device, Cording device, Boring Device, Cylinder arm (shirt sleeves, golf club covers, pant legs, socks), 7-in-1 Hoopless Hooping system (shirt pockets, collars, cuffs, toilette paper), Military name tape, dog collars, Karate Belts. This is all on one embroidery machine your business can own.

If there is a way to hoop it, you can embroidery it. If you cannot hoop it, call Pantograms and we have a hoop for it. Don't know how to embroidery it, Pantograms will train you.

Apparel Selling Guide

We've got the latest trends that are affecting three of the largest-selling products in the apparel sector: T-shirts, polos and jackets.



By Matt Hestand and Elaine Wong

Things change fast in the apparel world. From new technologies used to create fabrics to new decoration techniques and clothing options, the trends shift by the season and by the year. And it's your job as the decorator to stay up on the changes.

After all, your clients are depending on you to be their marketing consultant. So you have to be able to advise them of the latest and greatest.

What, you want to offer an out-of-date T-shirt to a client trying to attract the 18-to-24-year-old demographic? That'll be a deal you surely won't be getting.

So, this month we're offering a guide to some of the biggest-selling products within the promotional wearables category. Broken up into three sections by product – T-shirts, polos and outerwear – each section contains information on the latest trends that will affect sales of those products this year.

T-SHIRTS

Nothing beats a T-shirt for simplicity and functionality. That's probably why most decorators include one in every promotional campaign. But this apparel staple is evolving from a commodity item to a fashion icon and renewed promotional apparel moneymaker.

For starters, fashion now plays a major part in T-shirt decisions. No longer is the basic white tee the go-to promotional item. End-buyers want trendy colors, fashionable styles, quality fabrics and environmentally conscious garments. "The bulk of our sales are still in our basics but the sales of the more trendy styles are growing every year," says Brinden Asher, director of marketing for Bella (*asi/39590*).

Tips To Sell... Fashion-Forward Tees

T-shirts pretty much sell themselves to promotional clients. But what about cutting-edge shirts? Who are the candidates for some of the more fashion-forward styles such as organic cotton or bamboo? Here are a few ideas to get you started:

- **Colleges and universities.** Locations of higher learning are ideal places to introduce some of the more unconventional T-shirt styles. Everyone from fraternities and sororities to student activity groups and on-campus events demand shirts. And nothing commands more attention on campus than outrageous styles.

- **Corporate recruiters.** Job fairs are traditionally very staid affairs where companies court young talent. Unfortunately, young talent is often far from traditional and staid. A cutting-edge T-shirt giveaway can help cut through the clutter to portray a company as cool and clever.
- **Environmentally friendly companies.** Any company that touts healthy living and healthy products is an ideal candidate for organic cotton and sustainable T-shirts. Book stores, coffee shops or grocery stores, such as Whole Foods, which sells pesticide-free and organically grown goods, are perfect candidates.



The biggest shift in T-shirts in years is the demand for organic cotton and other sustainable fabrics such as soy and bamboo. “In the past, organic T-shirts were too cost prohibitive to decorate and resell except at retail,” says Margaret Crow, marketing director for S & S Activewear (*asi/84358*). “Now manufacturers can make them with better pricing.”

A big boost for organic shirts comes from the fact that no longer are they limited in color. Improved dyeing techniques using soy-based dyes allow manufacturers, most notably Anvil Knitwear (*asi/36350*), to provide a range of colors but retain the shirt’s environmentally friendly tag.

Bamboo T-shirts might prove especially popular given the way it straddles two trends at once: sustainable fabrics and naturally occurring performance features such as its moisture wicking and antimicrobial properties. “Anything made from organic or sustainable material is going to be big in 2008,” Crow says.

One new brand that could prove especially popular is the new edun LIVE line of apparel from Bono and his wife, Ali Hewson. The line, available exclusively from S & S Activewear, is made of organic cotton that is grown and sewn in Africa. “It not only promotes ecologically friendly growing but also helps poverty stricken areas to work for themselves,” Crow says.

From a fashion angle, expect T-shirts in the promotional market to follow retail’s lead with a move toward lighter and softer fabrics. Sheer fabrics are one result. Bella has released a sheer jersey in several styles in addition to a basic T-shirt. “The sheer jersey has an amazing feel and can be layered with other items,” Asher says.

Vintage and burnout styles are also growing in popularity. At retail they’re huge sellers in the fashion T-shirt arena, which is quickly being adopted by industry manufacturers. For women, the length of shirts will continue to be popular, along with the gauzy or billowy style.

Color in 2008 won’t stray too far from what was already established in 2007. Muted colors will stay strong, such as brownish yellows, grayish blues, burnt oranges, as well as the jewel tones that have emerged this past fall such as plum, raspberry and dark pink.

Decorating Do's & Don'ts

Tom Vann, president of Target Graphics Ltd. (asi/90549) offers some decorating tips for T-shirts:

- When printing on women's mini-rib shirts, keep it simple and small. "Don't print long, horizontal or large logos across the chest because they'll distort when the shirt is stretched," he says. "Stick with small logos of up to 2 inches in size."
- When doing four-color process, avoid printing on loose knit shirts. Printing on 5.6-oz., 50/50 shirts won't work as well as the new lighter weight, tightly knit styles now available. It's like printing on a mesh as opposed to a solid sheet. The image will look washed out.
- Avoid fibrillation by using 50/50 shirts. "Fibrillation is when the fibers of the shirt poke through the ink and light reflects on the hairs to give it an overcast look," he says. "A 100% cotton shirt can be used, but it must be printed heavy or given a clear coat."
- Avoid heavier imprints when printing the new lighter-weight shirts. "Think plastisol or water-based inks," Vann says. "But remember that water-based ink can be difficult. They dry on the screen and are very hard to Pantone match."



POLOS

Gone are the days when polos were nothing more than a basic, cotton pique piece that the wearer slipped over his or her head and wore on the go. The polo, as the ad specialty industry has come to know it, has undergone a series of revolutionary, performance-driven makeovers – from antimicrobial to moisture-wicking to body mapping technologies. In fact, this trend seems to be all the rage for 2008.

‘Many customers are looking for higher-end polos that they know they can trust for quality, fit and style.’ – Lori Anderson, River’s End Trading Co. (asi/82588)

“Everything we’re coming out with this year is performance-driven,” says Tom Flippo, vice president at Dunbrooke (asi/50930). “The issue is huge. You can’t talk about a basic fabrication all day if it doesn’t perform in some manner.”

Dunbrooke, for instance, is unveiling the latest spin on its Player shirt, which will be heavily promoted this quarter. “This particular shirt is unique in three aspects,” Flippo says. “One, the price point is below \$10. Most people say that’s a basic cotton pique shirt. Nope. It’s a 60/40 blend. It has polyester characteristics that make it durable.” This type of fabrication prevents the shirt from shrinking and fading.

“Polyester of the past wasn’t comfortable. It didn’t breathe. It retained odor,” says Andrea Engel, vice president of merchandising at Broder Bros. (asi/42090) “But end-users have now seen this new technology and they’ve embraced it. It’s so comfortable. It’s good to wear. It looks great.”

Tips To Sell... Polos

Think accessories. Whether you're selling to end-users in the service or hospitality industries or on Wall Street, the polo is a must-have apparel piece, and pairing it alongside a few accessories here and there can make for a more appealing presentation. Read on for how to wow your customers in each of these oh-so-thoughtful, polo-inspired scenarios:

- **They go golfing.** Has your client been hitting the golf course a lot recently? If so, an extra wind shirt and towel, some golf balls, and a nice, big umbrella will help them score it big.
- **They make messes.** OK, not really. But if you're dealing with a busy waitstaff who can hardly keep their polos nice and clean, it might not be a bad idea to offer an apron. They come in full or half lengths, so be sure to ask the folks what works best.
- **They work hard.** So, it shouldn't be too much to ask for a nice watch, a pair of sunglasses, and a gift card, should it?
- **They fly the skies.** A lot. And probably don't have time to pack. In this case, opt for an overnight and laptop bag, briefcase and a coffee mug.

Engel says sales from brand-name polos will continue to fare well this year, with end-buyers demanding popular labels such as IZOD, Tommy Hilfiger and Phillips Van-Heusen. "Many customers are looking for higher-end polos that they know they can trust for quality, fit and style," says Lori Anderson, marketing manager at River's End Trading Co. (*asi/82588*).

Anderson also expects polos made from easy-care fabrics to be a mainstay in the industry in 2008. Features such as wrinkle-resistance, color fastness and shrinkage control allow polos to be adapted for a variety of uses and across different markets, and the opportunities are growing everyday. "They work great as corporate casual wear, on the golf course, as giveaways, and in catalog programs," she says.

Decorating Do's & Don'ts

***Stitches* interviewed several apparel suppliers and distributors for tips on how to embroider on a polo. Here's what the experts had to say:**

- **Don't learn the hard way.** Perform a test run on a sample piece of fabric before embroidering directly on the polo. Failure to do so can result in any one of the following: a) customer dissatisfaction; b) ruined inventory; c) a production budget that just went down the drain. Or d) all of the above.
- **Remember the golden rule.** Ninety percent of embroidery is left chest. Of course, there are always exceptions, as is the case with women's polos, where embroidery tends to be more subtle and on the left sleeve.
- **Keep it classy.** The more expensive the polo, the smaller the logo. If you're spending \$90 on a mercerized polo, you might want to go with more subtle, tone-on-tone embroidery, not a screaming billboard of a logo.
- **"Bling" isn't in.** Unless your polo's going to be walking the red carpet, stay away from shiny, metallic thread. Not only does it spell un-professionalism all over, but this type of

thread tends to break easily. Instead, opt for polyester, which holds the dye in and won't run or fade if you bleach the garment.



OUTERWEAR

The big news in outerwear for 2008 is the ever-growing popularity of the soft shell. The style was a formidable force in 2007, but this year it looks to be even more successful. "This trend is still really hot," says Jackie Whitfield, head designer for Ash City (*asi/37127*). "It took a little while to latch into the wearables end of the market because it's very technical and tricky. That's still an emerging category and working well for us."

All across the board, soft shells have a lot going for them promotionally speaking. They're just as popular with women as with men, which allows for coordinating styles. They also make up a great alternative to heavy outerwear styles that can be bulky. Soft shells also work well fashion-wise, creating a slim clean silhouette.

Decorating Do's & Don'ts

Outerwear comes in many different styles and fabrics, which makes properly decorating them more challenging than ever. Here are a few simple tips to help make the process easier.

- "Make sure to check if there is an embroidery zipper before decorating," says Danny Tsai, president of Tri-Mountain Gear (*asi/92125*). "If there's a pocket on the side you're decorating, make sure the pocket isn't accidentally flipped up. You don't want to sew down the pocket."
- "Do decorate in an established location, like left chest or locker patch," says Jason Neve, graphic designer with Boardroom Custom Clothing (*asi/40705*). "Don't try to be fun and edgy on outerwear; you'll just be giving the end-user a reason not to wear the item. Save the playful logo hits for your layering items, T-shirts, hoodies and hats."
- Try the latest in high-tech decorating: "Laser-etching on apparel – on denim or microfibers – can burn images right into the apparel," says Ira Neaman, president of Vantage Apparel (*asi/93390*). "We're doing it now and we'll be showing it in our new catalog; it burns off the top 64th layer of the fabric and the image is incredible. We just got a machine to do it in the summer and it's going to be huge."
- "If you have time and the numbers are good, get a custom zipper pull, neck label, or outside patch with the logo hit," Neve says. "It makes all the difference to the end-buyer and really can take the item to the next level."

Another hot trend for jackets is the use of eco-friendly construction materials. Boardroom Custom Clothing (*asi/40705*) made a major push this year to replace all of its fabrics with eco-friendly materials such as organic and recycled cotton as well as recycled polyester. "It was time to re-think the paradigm," says Jason Neve, graphic designer. "We've converted all but one of our outerwear fabrics to an eco-version, and we're ready to blast

out of the starting gates in 2008 with a full roster of environmentally friendly outerwear fabrics.”

Along more traditional lines, keep in mind leather’s comeback. Both worn-in and patent styles are proving big at retail and are beginning to creep into this industry. The hottest looks for both men and women are bomber and motocross styles. Both are cut in a slimmer fit with a cropped waist for women that’s especially popular.

Military-themed jackets are also starting to carve out a niche in outerwear. Popular since last year at retail, Dri Duck Traders (*asi/50835*) is introducing a new Expedition line that takes advantage of this growing trend. It’s an outdoor-oriented line for the casual lifestyle featuring textured and organic cotton.

“The look is such that we’ve taken some styling common in the marketplace but to the next level,” says Cathy Groves, vice president of sales and marketing. “The style features soft fabrics and additional details, such as patches, embroidery and extra pockets. They’re very worn in and comfortable. They look like they’ve been in your closet for several years.”

As for colors, men’s outerwear will continue to dwell in the more neutral tones such as black, khaki, navy blue and of course military olive. Ladies should expect to see more colors with greens, subdued oranges, plums, darker yellows and brighter blues. Given the corporate nature of outerwear sales, don’t expect too many untraditional retail colors just yet. But you can expect the gap between retail and promotional styles to shrink as end-buyers demand more from promotional apparel.

“Within the next five years the retail and promotional markets will be neck and neck,” Whitfield says. “In the old days you’d hand someone a jacket with the logo and they’d wear it. Now people also want to look good.”

MATT HISTAND is senior editor for Counselor. **ELAINE WONG** is a staff writer for *Stitches*.

Monogramming Guidelines

Use these guidelines below to help you determine the sizes you need. All sizes are in inches. Sizes are approximate and do vary by maker and the design as indicated on individual product ordering pages. Not all sizes listed are available by all manufacturers. Many of our embroiderers and monogrammers will custom size a design (such as a 10" monogram on a standard sham). If you prefer the placement in a specific area, that may also be accommodated. Simply 'Add to Cart' whichever size monogram you would like on your linen item. Please feel free to contact us for further assistance if needed.

MONOGRAM BED LINEN SIZES- All sizes listed are in inches.

ITEM	SIZE	PLACEMENT	REFERENCE
Flat Sheets	3-4"	Center Top	5.5" from the outer edge of the hem
Duvet Covers	10-12"	Center	Centered in the middle of the duvet cover
Coverlets	10-12"	Center	Centered in the middle of the coverlet
Blankets & Throws	4"	Center Top or Bottom Right Corner	5.5" from the outer edge of the top hem or diagonal corner.
Pillowcases	2.5-3"	Center	5.5" from the outer edge of the hem
Pillow Shams	2.5-4"	Center	2.5" - 5.5" from the outer edge of the flange or hem
Boudoir Shams	2-3"	Center	1.5" - 3.5" from the outer edge of the flange or hem
Neckroll Shams	2-3"	Center	Centered in the middle of the sham

MONOGRAM BATH LINEN SIZES- All sizes listed are in inches.

ITEM	SIZE	PLACEMENT	REFERENCE
Bath Towel	4-5"	Center Bottom	4" from the bottom edge or 1.5" above the dobbie
Hand Towel	3-3.5"	Center Bottom	3" from the bottom edge or 1" above the dobbie
Guest Towel	2-2.5"	Center Bottom	2" from the bottom edge or 1/2" above the dobbie
Fingertip Towel	2-2.5"	Center Bottom	2" from the bottom edge or 1/2" above the dobbie
Wash Cloth	2-2.5"	Center Bottom	2" from the bottom edge or 1/2" above the dobbie
Bath Sheet	5-6"	Center Bottom	5" from the bottom edge or 2" above the dobbie
Tub Mat	4-6"	Center of Mat or Center Above Dobby (If you are hanging the mat over the tub, placement is best on the short side above the dobbie so that the monogram will show).	5" from the short edge, 1" above the dobbie, or center
Shower Curtain	10-12"	Center	Approximately 15" from the top edge of the hem
Bath Robe/Sleepwear	2-3.5"	Left side or on the back of the robe	Left side on the shawl collar robe, left chest, back

TABLE LINEN SIZES- All sizes listed are in inches.

ITEM	SIZE	PLACEMENT	REFERENCE
Napkin	2"	Corner	2" from the hem
Placemat	2"	Corner	2" from the hem
Cocktail Napkin	2"	Center	Center of napkin
Luncheon/Dessert Napkin	1.5-2"	Corner	1" from the hem
Tablecloth	4-5.5"	Corner or Diagonal	4" from the hem
Table Runner	4-5"	Center 1 End	4" from the hem

Vendors List

Alpha Shirt Company
Apparel Catalog
Devon & Jones
Authentic Pigment
Blank Shirts

www.alphashirt.com/
<http://www.4logoapparel.com/>
<http://www.devonandjones.com/>
<http://www.authenticpig.com/>
<http://www.blankshirts.com/>

Sunshine Embroidery Works
Garnet Hill
100% Wholesale
Moka Handbags

<http://www.sew-embroidery.com/bag.html>
<http://www.garnethill.com/>
<http://www.hundredpercentwholesale.com/>
<http://www.mokahandbags.com/>

Wholesale Linens
Wholesale Linens & Embroidery Supplies
Embroider This
Acme Care
Hy Supplies Inc.
Towels on Sale
Saro Linens and things

<http://www.wholesalelinenssupply.com/>
<http://www.wholesale-linens.com/>
<http://www.embroiderthis.com/stufftoembroider.html>
<http://www.acmecare.com/>
<http://www.hysupplies.com/>
<http://www.towelsonsale.com/>
<http://www.saro.com>

If you need further assistance looking for hard to find items you can contact the NNEP. The national network for Embroidery Professionals and become a member. They offer excellent services to the industry. You can find them at www.nnep.net

Other Resources you may enjoy
Embroidery Designs:

Dakota Collectibles-The industries largest design company	www.dakotacollectibles.com
Monogramming Software Monogramsp A powerful monogramming software Package	www.creativeseries.com
Embroidery Library This is a very project oriented website with some very unusual designs and great prices.	www.emblibrary.com
Embroidery Designs on line You can find everyone' designs here.	www.embroiderydesigns.com

Industry Magazines

Stitches	www.stitches.com
Embroidery Magazine	http://www.embmag.com/
Embroidery Tips Newsletter	http://www.embroiderytips.eu/
Creative Embroidery Magazine	http://www.cmomag.com/

Embroidery Glossary

Aetzing: The process used to create schiffli lace. The base fabric is dissolved, leaving the threads that have been stitched together to form the lace.

Anti-Pilling: A treatment applied to the garment to prevent pilling, or the formation of little balls of fabric due to wear.

Appliqué: 1) Decoration or trim cut from one piece of fabric and stitched to another to add dimension and texture. If appliqué occupies a significant amount of the design, the stitch count is lower. 2) In schiffli embroidery, an embroidered motif, hand cut or aetzed away from the base fabric.

Automatic Color Change: The ability of a multi-needle commercial embroidery machine to follow a command to change to another specified needle with a different thread color.

Backing: Woven or nonwoven material used underneath the item or fabric being embroidered to provide support and stability. Can be hooped with the item or placed between the machine and throat plate and the hooped garment. Available in various weights and in two basic types – cutaway and tearaway.

Balboa Stitch: A technique used to produce tone-on-tone designs that feature the actual stitches as a background and give the fabric prominence. Has an embossed appearance.

Bean Stitch: Three stitches placed back and forth between two points. Often used for outlining, because it eliminates the need for repeatedly digitizing a single-ply run stitch outline.

Birdnesting: Collection of thread between goods and needle plate, resembling a bird's nest. Formation of a bird's nest prevents free movement of goods and may be caused by inadequate tensioning of the top thread, top thread not following thread path correctly or flagging goods.

Blatt Stitch: Schiffli term meaning "to feed the yarn," therefore producing a long zigzag stitch with threads lying close together. Adapted for multi-head use; see *Satin Stitch*.

Blending: A digitizing technique that makes different colors of thread flow together in a more pleasing manner. Relies heavily on variable densities. Gives a design a more realistic, 3-D look.

Bobbin: Spool or reel that holds the bobbin thread, which helps form stitches on the underside of the fabric. **Bobbin Case:** Small, round metal device for holding the bobbin. Used to tension the bobbin thread. Inserted in the hook for sewing.

Bonnaz: Chain-stitch machine developed in the 1800s. Named for its French inventor, Emile Bonnaz, and first manufactured by the Cornely Co. of France.

Boring: Openwork incorporated into embroidered designs; a sharp-pointed instrument punctures, or bores, the fabric, and stitches are made around the opening to enclose the raw edges.

Buckram: Coarse, woven fabric stiffened with glue, used to stabilize fabric for stitching. Commonly used in caps to hold the front panel erect.

Cartoon: Finished artwork of an embroidery design to be digitized. Usually six times larger than the finished design size, based on the art-to-stitching ratio historically used in the schiffli industry.

Chain Stitch: Stitch that resembles a chain link, formed with one thread fed from the bottom side of the fabric. Done on a manual or computerized machine with a hook that functions like a needle.

Chenille: Form of embroidery in which a loop (moss) stitch is formed on the top side of the fabric. Uses heavy yarns of wool, cotton or acrylic. Created by a chain stitch machine that has been adjusted to form this stitch type. Also known as loop piling.

Column Stitch: Formed by closely placed zigzag stitches. Often used to form borders. Also known as steil stitch. See *Satin Stitch*.

Complex Fill: Refers to a digitizing capability that allows areas to be designated as void at the same time the design's edges, or perimeter points, are defined. The design can thus be digitized as one fill area, instead of being broken down into multiple sections.

Condensed Format: Method of digitizing in which a design is saved in a skeletal form. A proportionate number of stitches may later be placed between defined points after a scale has been designated. With a machine that can read condensed format, the scale, density and stitch lengths in a design may be changed. See *Expanded Format*.

Cording: A technique that employs a single cord that's laid down on fabric and attached with transparent zigzag stitches. These are relatively simple, low-stitch-count designs featuring lots of swirls and curves. Different widths of cording are available to provide a wide range of looks. A special attachment is required for the embroidery machine.

Cover Stitching: Using two needles to overlap threads underneath, covering the over-edged seams with smooth-seamed layers of threads.

Cross-Stitch: Regular bean stitch movements forming x's in rows or within a box shape to form geometric designs. Creates a handmade appearance.

Crystal Heat Transfers: Metallic studs or crystals strategically placed to form a design. While this can be done by hand, most of the time that method is too time-consuming to be cost effective. Ready-made transfers are available, and custom transfers can also be ordered from some companies. New to the embroidery industry are both stitch designs and appliqués that have accompanying transfers specifically calculated to fit and enhance the embroidery.

Debossing: Depressed imprint created by a machine pressing a dye into the surface of fabric or material. Popular in leather decoration.

Density: Number of stitches in a specific area. Determines the total thread coverage in a design.

Design Library/Catalog: A computer program that catalogs a collection of digitized designs kept by embroidery shops and allows an embroiderer to access the design by subject, stitch count, number of colors or icon.

Digital Imaging: Also called direct-to-garment printing from an inkjet printer. A scanned image or computer-generated image can be used, with the process being similar to printing paper in a standard printer. The latest advance in this technique is the ability to print on dark colors and black, something that had been impossible either in dye sublimation or digital imaging, and had been possible only through screen printing.

Digitize: Modern term for punching, reflecting the computerized method of converting artwork into a series of commands to be read by an embroidery machine's computer. See *Punching*.

Digitizing Tablet: A computer-aided design device used by digitizers to plot needle penetrations for embroidery designs. Typically, a pencil drawing of the design is enlarged and then taped to this tablet. The digitizer then uses a device known as a puck to indicate stitch types, shapes, underlay and actual needle penetrations.

Double Needle: Two rows of parallel stitching at the sleeve and/or bottom hem for a cleaner, more finished look.

Double Stitched: The finish on a sleeve and/or bottom hem that uses two needles to create parallel rows of visible stitching. It gives the garment a cleaner, more finished look and adds durability.

Editing: Changing aspects of a design via a computerized editing program. Most programs allow the user to scale designs up or down, edit stitch by stitch or block by block, merge lettering with the design, move aspects of the design around, combine designs, and insert or edit machine commands.

Emblem: Logo or design with a finished edge. Commonly an insignia of identification, usually worn on outer clothing. Historically, an emblem carried a motto, verse or suggested a moral lesson. Also known as a crest or patch.

Embossing: A surface effect achieved on fabric by means of passing cloth through a series of engraved rollers that impart figures or designs to its surface. Rollers work through heat and pressure.

Embroidery: Decorative stitching on fabric. Generally involves non-lettered designs but can also include lettering and/or monograms. Evidence of embroidery exists during the reign of Egyptian pharaohs, in the writings of Homer and from the Crusaders of the 12th century. Evolved from handwork to manual sewing machines and from handlooms and schiffli machines with hundreds of needles to highspeed, computerized multi-head machines.

Expanded Format: A design program in which individual stitches in a design have been specifically digitized for a certain size. Designs punched in this format cannot generally be enlarged or reduced more than 10% to 20% without distortion, because stitch count remains constant. See *Condensed Format*.

Facing: A piece of fabric that is sewn to the collar, front opening, cuffs or arms of a garment to create a finished look.

Fancy Fills: A digitizing function that automatically incorporates special patterns or textures into fill areas. Also known as specialty fills.

Feather Stitching: Lightweight designs constructed of run stitches. Ideal for tricot, nylons and taffetas.

Fill Stitch: Series of run stitches commonly used to cover large areas. Different fill patterns can be created by altering the angle, length or repeat sequence of the stitches. Also known as a gfelect stitch.

Finishing: Processes performed after embroidery is complete. Includes trimming loose threads, cutting or tearing away excess backing, removing topping, cleaning any stains,

pressing or steaming to remove wrinkles or hoop marks and packaging for sale or shipment.

Flagging: Up-and-down motion of goods under action of the needle. It's called flagging because of it resembles a waving flag. Often caused by improper framing of goods, flagging may result in poor registration, unsatisfactory stitch format and birdnesting.

Foil: Comes in several colors, with the most popular being red, gold and silver. To use foil, screen print the garment as usual, place the foil over the wet ink, remove the garment from the platen, and cure it with a heat press. The printed and foiled garment can be flash dried before it's removed from the platen, and other colors then can be printed on top of the foil.

Frame: Holding device for insertion of goods under an embroidery head for the application of embroidery. May employ a number of means for maintaining stability during the embroidery process, including clamps, vacuum devices, magnets or springs. See *Hoops*.

Free-Standing Lace: Digitized so that the threads are interwoven. The embroidery of lace requires a soluble backing or topping of the embroiderer's choice for the substrate. The lace design is embroidered on the soluble product, which is then washed away, leaving just the thread in place. Many of the lace designs require additional work, shaping them into projects such as baskets, ornaments or doilies.

French Knots: A stitch featuring a raised, knotted center.

Fringe: Threads that are cut and hang loosely from the edge of a design.

Geflect Stitch: See *Fill Stitch*.

Grommets: Small holes that allow for air circulation and ventilation, usually found underarm or in the back neck of garments.

Hand: The way the fabric feels when it's touched. Terms like softness, crispness, dryness and silkiness are all used to describe the hand of the fabric.

Heirloom Embroidery: Embroidered goods designed to be passed down from generation to generation. **Hook:** Holds the bobbin case in the machine and plays a vital role in stitch formation. Making two complete rotations for each stitch, its point meets a loop of top thread at a precisely timed moment and distance (gap) to form a stitch.

Hoop: Device made from wood, plastic or steel with which fabric is gripped tightly between an inner ring and an outer ring. The hoop is attached to the machine's pantograph. Machine hoops are designed to push the fabric to the bottom of the inner ring and hold it against the machine bed for embroidering.

Hooping Device: Device that aids in hooping garments or items for embroidery. Especially helpful for hooping multilayered items and for uniformly hooping multiple items.

Jump Stitch: Movement of the pantograph and rotation of the sewing head without the needle going down. Used to move from one point in a design to another or to create stitches that are longer than the machine would normally allow.

Lace: The use of threads alone to produce a designed fabric. Most often used to embellish women's apparel and home fashions.

Lettering: Embroidery using letters or words. Lettering, commonly called "keyboard lettering," may be created using an embroidery lettering program on a PC or from

circuit boards that allow a variance of letter styles, sizes, heights, densities and other characteristics.

Lock Stitch: Commonly referred to as a lock-down or tack-down stitch, a lock stitch is formed by three or four consecutive stitches of at least a 10-point movement. It should be used at the end of any element in your design where jump stitches will follow, such as color change or the end of a design. May be stitched in a triangle, star or in a straight line. Also the name of the type of stitch formed by the hook and needle of home sewing machines, as well as computerized embroidery machines.

Logo: Name, symbol or trademark of a company or organization. Short for logotype.

Looping: Loops on the surface of embroidery, generally caused by poor tension or tension problems. Typically occurs when polyester top thread has been improperly tensioned.

Machine Language: The codes and formats used by different machine manufacturers within the embroidery industry. Common formats include Barudan, Brother, Fortran, Happy, Marco, Meistergram, Melco, Pfaff, Stellar, Tajima, Toyota, Ultramatic and ZSK. Most digitizing systems can save designs in these languages so the computer disk can be read by the embroidery machine.

Marking: Marking goods serves as an aid in positioning the frame and referencing the needle start points. **Modular:** Machine system where many separate stitching heads, or configurations of heads, are controlled by a central computer.

Monogram: Embroidered design composed of one or more letters, usually the initials of a name.

Moss Stitch: Chenille-type stitch. Also see *Chenille*.

Motif: An appliqué. A single embroidered design.

Needle: Small, slender piece of steel with a hole for thread and a point for stitching fabric. A machine needle differs from a handwork needle; the machine needle's eye is found at its pointed end. Machine embroidery needles come with sharp points for piercing heavy, tightly woven fabrics; ball points, which glide between the fibers of knits; and a variety of specialty points, such as wedge points, which are used for leather. **Network:** 1) To link embroidery machines via a central computer and disk-drive system. 2) A group of machines linked via a central computer.

Nippers: See *Thread Clippers*.

Pad Printing: Pad printing utilizes a flexible silicone rubber transfer pad that picks up a film of ink from a photo-etched printing plate and transfers it to an item. Pad printing is usually used for 3-D items.

Paper Tape: One punching format that uses a continuous reel of paper or Mylar tape containing X-Y coordinate information in binary, Fortran or other numeric codes to control pantograph movement. It's becoming less favored and replaced by computer disks.

Patches: Made from twill fabric, patches have a merrowed edge and an adhesive back. Most embroidery shops don't own a merrowing machine, so making patches from scratch isn't an option, nor is it cost effective. One can still, however, supply them for the customer. Companies that specialize in making patches are plentiful, and the prices

are much better than the average embroidery shop can manage. For the small odd jobs, though, blank patches are available in many shapes, colors and sizes.

Pattern: An outline of a garment on paper. It usually embodies all the pieces necessary to cut a complete garment from material.

Pencil Rub: A low-cost way of producing a “sample” of an embroidery design. Consists of a piece of tracing paper placed over a sewout and rubbed lightly with a pencil to produce an impression of the embroidery. **Petit Point:** Using a grid, like those used in cross-stitch, petit point is a single-angle stitch repeated in the same place until the desired fullness is achieved. Usually very stitch intensive.

Photo Stitch Designs: Created from a scanned photo; the photograph is imported into the digitizing software, and with a few keystrokes the design is digitized and ready to sew. The possibilities for uses are endless, ranging from portraits to buildings. A series of run stitches and loose fills are used to replicate a photograph with cloth and thread. Photo stitch designs are popular with individuals and corporations.

Piqué: A fabric of cotton or spun rayon woven lengthwise with raised cords.

Placket: The opening of a shirt or jacket where the garment fastens or at a pocket. A reverse placket is the reversed opening for women’s garments.

Preshrunk: Fabrics or garments that have received a preshrinking treatment. Often done on cottons – to remove the tendency for cloth to shrink – before cutting the fabric for use in a garment, to prevent further shrinkage.

Puckering: Result of the fabric being gathered by the stitches. Many possible causes include incorrect density, loose hooping, lack of backing, incorrect tension or dull needle.

Puff Additives: Mixed with ink when a raised look is desired. The ink is screen printed as usual, with the dryer’s heat causing a reaction that makes the ink increase in size, resulting in a puffy look

Puff Embroidery: A technique popular in the early ’90s, and seems to be gaining popularity again. A special thick backing is placed in the hoop under the substrate, usually a sweatshirt. The design itself consists of light fill and blank spaces. The technique works great for names, with light fill separating letters that are negative. In the embroidery process, the blank spaces puff up and the area between them is flattened by the fill stitches.

Pull Compensation: A degree of distortion built into a design by the digitizer to compensate for pull on the fabric caused by the embroidery stitches.

Punching: Conversion of artwork into a series of commands to be read by an embroidery machine’s computer. Derived from an early method of machine embroidery in which a part of the machine, called an automat, reads paper tapes, or Jacquards, punched with holes representing stitches, pantograph movements and other commands. While still capable of producing paper tape, many computer digitizing systems now store this information in disk format.

Registration: Correct registration is achieved when all stitches and design elements line up correctly. **Reverse Appliqué:** A process in which the fabric is placed on the underside of the garment, and the garment is cut along the tack-down stitch so that the material shows through. Not nearly as easy as regular appliqué, the process,

however, shouldn't be discounted. The dimension that the technique provides is quite different from regular appliqué, and when your customer wants a unique look, this might be something to consider. **Run Stitch:** Consists of one stitch between two points. Used for outlining and fine detail. Also known as a walk stitch.

SPI: Stitches per inch; system for measuring density or the number of satin stitches in an inch of embroidery. **SPM:** Stitches per minute; system for measuring the running speed of an embroidery machine.

Satin Stitch: Formed by closely arranged zigzag stitches. Can be laid down at any angle and with varying stitch lengths. Adapted from the blatt stitch, used in schiffli embroidery. Also see *Blatt Stitch*.

Scaling: Ability within one design program to enlarge or reduce a design. In expanded format, most scaling is limited to 10% to 20%, because the stitch count remains constant despite the final design size. In condensed or outline formats, scale changes may be more dramatic, because stitch count and density may be varied.

Scanning: Scanners convert designs into a computer format, allowing the digitizer to use even the most primitive artwork without recreating the design. Many digitizing systems allow the digitizer to transfer the design directly into the digitizing program without using intermediary software.

Schiffli Machine: A commercial embroidery machine that utilizes the combination of needle and shuttle to form a stitch. Massive in size and excellent for emblem production, the creation of lace, embroidery production on oversized items and production orders of extremely large quantities.

Short Stitch: A digitizing technique that places shorter stitches in curves and corners to avoid an unnecessarily bulky buildup of stitches.

Silk Screening: Also known as screen printing, it's a photographic process that transfers artwork onto a porous nylon screen, which allows a custom color ink to flow onto the garment.

Sleeve: Part of the garment that covers part of or the entire arm.

Specialty Fill: A fill which features a "relief" or motif design within the selected fill area.

Stability: The property of a bonded fabric that prevents sagging, slipping or stretching. This is conducive to ease of handling in manufacturing, and helps the fabric to keep its shape in wear, dry cleaning and washing. **Stain Release:** Allows fabric to release soiling and stains upon washing.

Stain Repellent: Fabric dipped in a chemical bath that adds a concentration of compound, such as Teflon, that repels stains. **Steil Stitch:** See *Column Stitch*.

Stitch Count: The total number of stitches in a particular design.

Stitch Editing: Digitizing feature that allows one or more stitches in a pattern to be deleted or altered. **Stitch Lengths:** A variable setting for all stitch types – run, satin and fill.

Stitch Type: A wide variety of stitches are available, but in actuality, there are two basic stitch types – the run and satin stitch. All other types are a variation of these two.

Stock Designs: Digitized generic embroidery designs that are readily available at a cost below that of custom-digitized designs.

Storm Flap: A strip of fabric that covers the zipper or snap closure of a jacket to protect against wind and moisture. Storm flaps can also be sewn on the inside of the zipper.

Straight-Stitch Machine: A machine that features needles that move up and down in one spot. The pantograph punches the design along. The majority of commercial embroidery machines use this type of needle movement.

Swatch: A small sample of material used for inspection, comparison, construction, color, finish and sales purposes.

Swiss Embroidery: 1) Satin stitch embroidery. 2) Also recalls the origins of an automated embroidery machine that was developed in the 1800s by Isaak Groebli. Embroidery remains a government-supported industry in Switzerland today.

Tackle Twill: Letters or numbers cut from polyester or rayon twill fabric that are commonly used for athletic teams and organizations. Tackle twill appliqués attached to a garment have an adhesive backing that tacks them in place; the edges of the appliqués are then zigzag stitched.

Tassels: A group of long stitches, which dangle from a design. Most often used to embellish home décor. **Tatami Stitch:** Series of run stitches, commonly used to cover large areas. Different fill patterns can be created by varying the stitch length, angle or sequence.

Tension: Tautness of thread when forming stitches. Top thread tension, as well as bobbin thread tension, needs to be set. Proper thread tension is achieved when about one-third of the thread showing on the underside of the fabric on a column stitch is bobbin thread.

Textile: Traditionally a textile is defined as a woven fabric made by interlacing yarns.

Thread: Fine cord of natural or synthetic fibers, made of two or more filament-twisted together, and used for stitching. Embroidery threads are available in a variety of types, including rayon, polyester, cotton, acrylic and metallics.

Thread Clippers: Small cutting utensil with a spring action that's operated by the thumb in a hole on the top blade and the fingers cupped around the bottom blade. Useful for quick thread cutting, but unsuitable for detailed trimming or removal of backing.

Thread Count: The actual number of warp ends and filling picks per inch in a woven cloth. In knitted fabric, thread count implies the number of wales or ribs.

3-D Foam Embroidery: This type of embroidery gets its 3-D appearance from foam that's placed over the area to be embroidered. As the design is stitched, the needle perforates the foam. Once completed, the unused foam is pulled away. Foam is available in a variety of colors and thicknesses.

Topping: Material hooped or placed on top of fabrics that have definable nap or surface texture, such as corduroy and terry cloth. This is done prior to embroidery. The topping compacts the wale or nap and holds the stitches above it. Includes a variety of substances, such as plastic wrap, water-soluble plastic, "foil" and openweave fabric that has been chemically treated to disintegrate with the application of heat. Also known as facing.

Trapunto: A form of 3-D embroidery. An area is stitched to create a pocket between the fabric and backing, which is then stuffed from the back with some type of fluffy filling.

Trimming: Operation in the finishing process that involves trimming the reverse and top sides of the embroidery, including jump stitches and backing.

Tulle: A fine net of acetate, nylon, rayon or silk used for the embroidery of imitation laces.

Underlay: Stitches laid down before other design elements to help stabilize stretchy fabrics and to tack down high wales or naps on fabrics, so the design's details don't get lost. May also be used to create such effects as crowned, flat or raised areas in the embroidery, depending on how they are laid down.

Variable Sizing: Ability to scale a design to different sizes.

Verify: Sample sewout of a new embroidery design to make sure the pattern is correct.

Walk Stitch: See *Run Stitch*.

Water Repellent: Ability of a fabric to resist penetration by water under certain conditions. Various types of tests are used, and these are conducted on samples before and after subjection to standard washing and dry cleaning tests.

Water Resistant: Fabric treated chemically to resist water. Not to be confused with *water repellent*. **Waterproof:** A garment that's seam sealed and able to withstand a specific amount of water pressure, keeping the wearer completely dry by blocking water from coming in.

Welt: A strip of material seamed to a pocket opening as a finishing as well as a strengthening device; a covered cord or ornamental strip sewn on a border or along a seam.

Wickability: The ability of a fiber or fabric to disperse moisture and allow it to pass through to the surface of the fabric, so that evaporation can take place.

Wrinkle Resistant: The application of resin to fabric which is then heated to extremely high temperatures to cure garments and make them hold their shape without wrinkling.

Yoke Back: A piece of fabric that connects the back of a garment to the shoulders. This allows the garment to lie flat.

Zigzag Machine: A machine that features a needle that swings left and right, laying down the stitches in a zigzag pattern. Offers high-speed sewing. Ideal for monogramming and personalization.

Zigzag Stitch: Stitches that go from one side of an area to be sewn, diagonally to the other side. Diagonals may be placed closely together to form a satin stitch.



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