

Apparel Decoration Options...

Which decorating process should I choose?

	PROS	CONS
EMBROIDERY <i>"An artistic rendering of your logo using thread"</i>	<ul style="list-style-type: none">• Gives garments a really nice high-end look• Works best with heavier weighted fabrics• Multiple logo colors, <i>no problem</i>• Decoration is durable & wears well over time• Threads are selected to closely match your logo PMS colors	<ul style="list-style-type: none">• Logo details and small text are difficult to replicate and may require modifying logo• Letters or text cannot be smaller than ¼"• Lightweight garments may cause issues• Large decorations drive up costs - is priced by the number of stitches in the final design
DIRECT-TO-GARMENT PRINTING also called "DTG" or Digital Apparel Printing	<ul style="list-style-type: none">• One price includes full color• Replicates photos beautifully in full color• Works best on whites or very light colors• Process prints utilizing water-base inks• Great option for small runs	<ul style="list-style-type: none">• Garments must be 100% cotton• Colored garments may cause decoration to appear less vibrant looking• Turn-around time longer than screen-print• Process won't allow for PMS color matching
SCREEN-PRINT	<ul style="list-style-type: none">• Generally very economical & versatile• Produces vibrant colors, PMS color matching*• Flexibility - special effects are possible with different inks (glow in the dark, leather inks, metallic, shimmer, puff, etc) also rhinestones, multiple imprint sizes & location placements• Mixed media options – we can combine with embroidery or appliqué for that unique look• <i>Ask about our</i>, full color no screen charges option on a minimum order of 144 garments	<ul style="list-style-type: none">• Minimum order is 24 garments• Multiple imprint colors create multiple screen charges, which adds additional costs• *Full color printing utilizes CMYK color model printing and this does not allow for exact PMS color matching on full color prints
SUBLIMATION	<ul style="list-style-type: none">• Vibrant & photo-realistic possibilities• Replicates your logo accurately• Can achieve a large "all-over" print look• Decoration is durable & wears well over time	<ul style="list-style-type: none">• Garments must be 100% polyester• Garments must be white• Process won't allow for PMS color matching