

# **DECORATION GUIDE**

**2020**

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# 1. PRINTING

## SCREEN PRINTING

The screen printing process involves three main elements: the screen, ink, and the squeegee. With these three elements in perfect sequence you are able to print on multiple substrates with very little limitations.

Great for:

- + Bold graphics (like logos)
- + All around high end printing
- + Large quantities

### PROCESS

The stencil of your graphic is printed onto a screen, and ink is then pushed through the mesh to transfer your graphic onto your garment. Each color requires a separate screen, but it produces high quality prints that will hold up for a long time.



VS.

### PLASTISOL INK

Printing with plastisol is the most common way to screen print. The colors are vibrant, durable, and come in a wide-range of choices. It does not interfere with the fabric's dye or color, allowing for the application of any shade or color.

- + Vibrant & opaque colors
- + Durable
- + Can be applied equally to dark and light fabrics

### DISCHARGE INK

Discharge inks are a great for giving your apparel a "vintage" or "worn/aged" look. Discharge inks remove the dye of the garment and print the top color directly into it. Discharge inks are able to give you bright bold colors while keeping a soft hand-feel when produced on 100% cotton garments.

- + Soft-hand feel
- + Comfort and breathability
- \* Pantone mixing allow 2% variance

# 1. PRINTING | DTG PRINTING



Direct-To-Garment Printing is cutting edge technology that allows you to print your full color design directly onto your apparel or merchandise.

- Great for:
- + Photos or high detail designs
  - + Graphics with lots of colors
  - + Small quantities or custom orders

## PROCESS

DTG works much like an office printer, except instead of printing on paper it prints directly onto fabric with waterbased ink. There are no limits on the amount of colors you can use, which makes it great for detailed designs. Because it does not have the set-up costs associated with screenprinting, it can save you money if you are doing a small batch of garments.



# 1. PRINTING | DIGITAL SQUEEGEE



Digital Squeegee combines CMYK digital quality with the speed and feel of screen printing. Great for album covers, photorealistic, or the main shirt in the line up. Using the latest and greatest pieces of technology to maximize your profits and wow the fan.

- Great for:
- + Album covers
  - + Photorealistic graphics



## 2. SPECIALTY | FOIL, METALLIC, SHIMMER



### FOIL

Most common foils are gold, silver, red, and copper. However, foils do come in a large variety of solid colors and options like rainbow, specialty, and holographic.



### METALLIC

This ink is a little more subtle than Foil but still adds that extra touch of sparkle you're looking for.



### SHIMMER

Similar to metallic only you get a touch of glitter in this ink that can illuminate your design.

## 2. SPECIALTY

## PUFF, GEL, HIGH DENSITY



### PUFF

An expanding ink that comes in plastisol or water-based and gives your design dimensions with a curved edge. Best for full areas without small details.



### GEL

Gives your logo or design a layer of gloss or shine. Good for artwork including water drips, black letters for a rubbery shine look, or highlights to certain areas of your artwork.



### HIGH DENSITY

Like puff, only with HD. This ink allows for tight lines and small details. It holds a fine edge and best when stacked with multiple layers.

## 2. SPECIALTY

REFLECTIVE, UV, GLOW



### REFLECTIVE

Available in water-based, plastisol, or transfer method. When light is shined at the ink, the tiny glass-like beads reflect the light back.



### UV INK

Invisible until activated by sunlight and the design reveals itself.



### GLOW-IN-THE-DARK

Ink that glows after it has been exposed to light.



# 3. EMBROIDERY | DIRECT



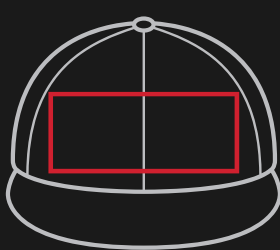
Embroidery is a great alternative to screen printing when it comes to customizing garments like hats, track jackets, blazers, or polos with a logo.

## PROCESS

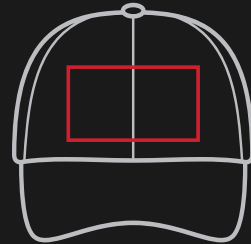
The artwork or logo has to be "digitized" which is the specialized process of converting two dimensional artwork into stitches or thread. The thread colors are loaded into the machines, and the machine itself is programmed by the operator to sew the design in a particular sequence and speed. Garments are individually loaded and taken off the machines as completed.

## Hat Sizing Guide

Most sizes will vary from style to style, however these sizes are the max for the most used hat styles.



**Snapback**  
Max: 5.5"W x  
2.25" H



**Dad Hat**  
Max: 4"W x  
2.25" H

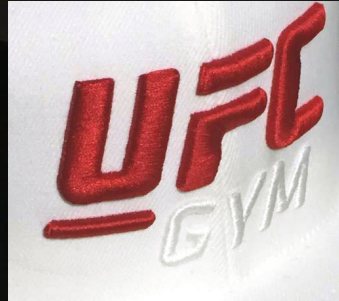
### 3. EMBROIDERY

### APPLIQUE & PATCHES

Applique is ideal for embroidery projects that have a large surface area of flat colors. Instead of thousands of stitches to fill in a solid object, a flat piece of fabric is shaped to the design and stitches along the edge - reducing cost and pull on the garment.



## 3. EMBROIDERY | SPECIALTY



### PUFF

Puff embroidery adds more depth to your design - raising the embroidery off of the garment for a 3D effect.

- + Greater stitch-count
- + Heavy, bold, hand-feel.



### METALLIC

Metallic embroidery allows the threading to stand out even more with a shiny appearance.

- + Either Standard or Puff
- + High-profile appearance

## 4. SUBLIMATION



Sublimation allows for the printing of any image on anywhere on the garment which makes it an ideal method for photos or high colored images. There is no limit to what your options are or where you can print, giving the artist full control.

- + High quality photo image
- + Unlimited color choices
- + Print on every garment section
- + No limit to graphic dimensions

### PROCESS

Sublimation ink, when heated, turns from a solid to a gas that embeds itself into the polyester fabric. When it cools, it goes back to a solid and becomes a permanent part of the fabric. The transferred design adds no additional layer on top, so there's no difference in feeling between the printed image and the rest of the fabric.

## 5. TRANSFERS | NYLON



Nylon transfers are great for garments like bomber jackets, active wear, and materials that you may not be able to screenprint on directly.

### PROCESS

Nylon transfers are adhered to the garment using a heat press. The vinyl is placed on the garment, heat pressed, and then the carrier paper is peeled off, leaving the design on the garment. The design is sealed with a cover sheet and pressed again to cure the application.

## 5. TRANSFERS | RHINESTONES

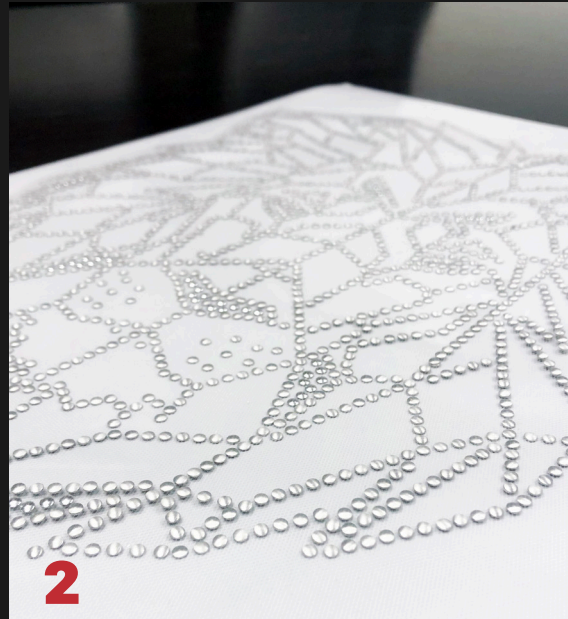


Rhinestones add a trendy touch to logos or accents to your artwork.

### PROCESS

The garment is pre-pressed on the heat press to ensure a smooth surface for application. Then, the rhinestones are placed on the garment and a piece of parchment paper, or Teflon, is placed inside of the shirt or garment. This prevents glue from seeping through or sticking to the back side. The rhinestones are heat pressed for 10-15 seconds, then the garment is flipped over and heat pressed on the other side. After it cools, the transfer paper is peeled off and the garment is ready to wear.

# 5. TRANSFERS | NAILHEADS



Nailheads add an edgy look and dimensional feel to any garment. The images here show the steps of application.

1. Vector artwork is digitally created.
2. Pattern is printed on transfer paper.
3. Transfer is heat pressed onto garment.

Nailheads are applied to the garment using a heat press, following the same process as rhinestone transfers (see previous page).

## 5. TRANSFERS | FLOCK



Soft, raised velvet-like texture that's popular for laying over a soft discharge print. Flock is a substance made of short fibers containing cotton, rayon, wool and other natural or synthetic fibers.

### PROCESS

Flock printing requires making separate screens for each of a design's colors in a way that's similar to traditional screen printing. But instead of printing with traditional inks, flock adhesive is printed onto the garment and flock fibers are distributed across the wet adhesive. While the fibers are being applied, the garment passes through an electrostatic field that makes each fiber stand up vertically, embedding the tips of the fibers in the adhesive. This process is repeated for each subsequent color and the finished flocked garment is then cured in a textile dryer with hot convection air. The result is a plush, 3-D design.



# 6. DYES, WASHES, & SPRAYS



[2 COLOR SPLATTER]



[TIE DYE]



[MINERAL WASH]



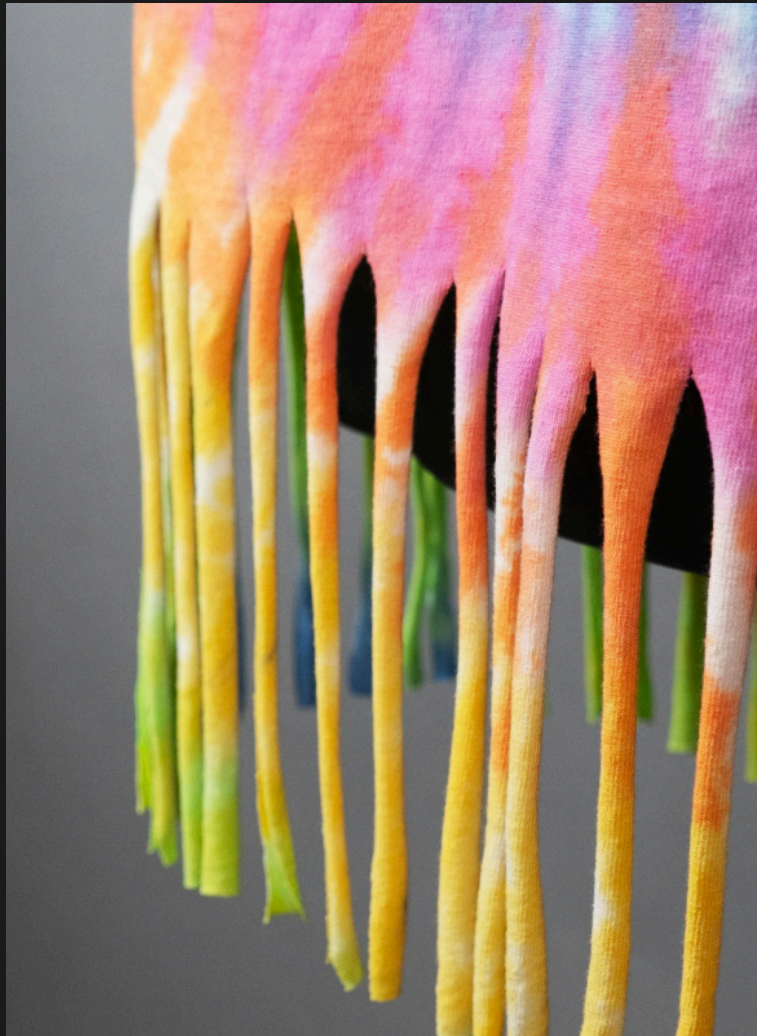
[POTASSIUM SPRAY]

These are just a few examples of the many variations of garment treatments that are possible. Dye, bleach, and wash techniques all give a unique & handmade look to fabrics.



# 7. CUTS

Different cuts such as distress, fringe, holes, or slits in garments are great for achieving a vintage and unique look.



# 8. FINISHING | LABELS & TAGS

## 1. & 2. WOVEN LABELS

Woven Labels add an additional branded touch for a premium feeling build. Woven labels can be designed in a variety of sizes and can be sewn on just about any area of the garment.



## 3. SIZING STICKERS

Stickers can be applied to visually make it easier to read the size of the garment for retail purposes.



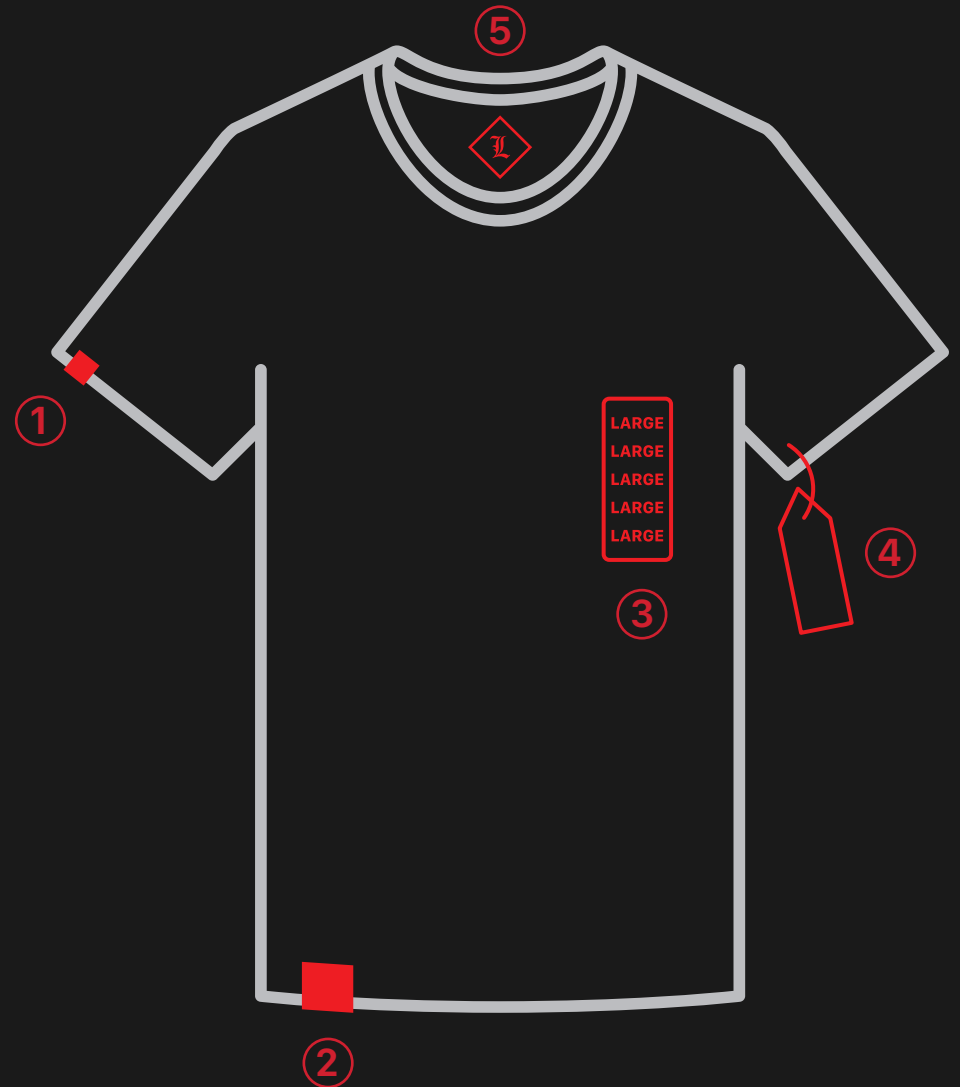
## 4. HANG TAGS

Whether for branding or sizing purposes, hang tags can be applied anywhere on the garment.



## 5. INSIDE TAGS

Brand your apparel with your own personalized inside tag.



# 8. FINISHING | FOLDING & PACKING

The extra steps to ensure quality and efficiency.



## 6. PAPER WRAPS

Customized wraps for hoodies & tees for an elevated look.

## 7. FOLDING

Neatly folded with automatic folding machine.

## 8. POLYMAILERS

Custom printed polymailers to give branded and professional look to packaging.

## 9. BOXING

Each order is neatly packed and shipped to the destination.

