



Elements for Good Embroidery

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Elements for Good Embroidery

There are *no quick fixes*,
for quality embroidery....
the secret is to prevent problems
in the first place.

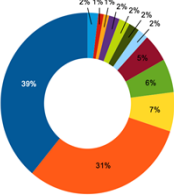


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Decorated Apparel Industry: Breakdown by Type of Embellishment





Type of Embellishment	Percentage
Screen Printing	39%
Embroidery	31%
Digitizing or Artwork Services	2%
Vinyl (cut) letters/Designs	1%
Heat Transfers	1%
Applique	2%
Sublimation Printing	2%
Direct to Garment Printing	2%
Emblems and Patches	6%
Laser Etching	7%
Rhinestones/Crystals	3%
Other (Please specify)	2%

Stitches/asi research 2017



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Decorated Apparel Industry: Embroidery vs. Screen Print for Embellishment

<ul style="list-style-type: none"> • T-shirts • Polo/Sport shirts • Sweatshirts/pants • Bags/totes • Headwear/caps • Outerwear • Accessories 	<p>Screen print</p> <p>Embroidery</p> <p>Embroidery & Screen print</p> <p>Embroidery & Screen print</p> <p>Embroidery</p> <p>Embroidery</p> <p>Embroidery & Screen print</p>
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Suitable for all markets - From the Runway



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To the Raceway – and everything in between



Fashion

Emblems & Badges

Work wear

Corporate wear

Uniforms

Sports teams

Local organizations & events

Automotive & Marine


 

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Advantages of Embroidery

- Perceived as having greater value; polo shirts vs. t-shirts
- Durable; stands up to washing and drying
- Small detail and lettering is possible
- Small logos have greater clarity



Design by Rich Medcraft






DES MOINES GOLF COUNTRY CLUB 2017
Design by Rich Medcraft

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Advantages of Embroidery, continued

- Appropriate for all fabrics (piqué, terry, *athleisure*, etc.)
- Can be applied to all styles of caps & headwear
- Enables white to be used on any fabric
- Additional colors can be added at little to no extra charge
- Longevity






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Advantages of Embroidery, continued

- Visible interest through mixing types of threads
- Environmentally friendly thread
- 3D effect on caps
- Polyester threads hold up to commercial laundering
- Metallic as an option to add sparkle




Design by Rich Medcraft



Design by Erich Campbell


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Drawbacks of Embroidery

- Lighter weight fabrics may be overpowered by large design
- Large design can be heavy and bulky
- Large designs are more expensive to produce
- May require a longer lead time
- There are more supplies needed: thread, backing, bobbins, needles, digitizing
- Without adequate skill, results could suffer




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Exploding some myths about embroidery

- It's more expensive than print **FALSE**
- It will never look as detailed as print **FALSE**
- Threads will always bleed or fade **FALSE**
- Small lettering cannot be achieved **FALSE**
- Metallics are difficult to use **FALSE**



Designs by Rich Medcraft



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Recognize the bad, to ensure a good result

Puckering	Sunken Stitches
Poor Lettering	Poor Registration
Distortion	Poor tension
No underlay	



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What causes Puckering around Embroidery?

Puckering consists of ripples surrounding the stitched design caused by:

- Incorrect hooping
- A hoop that is too big for the design
- The quality of the fabric is too fine for the embroidered design
- Backing is too thin to stabilize the embroidery
- Too many stitches in the design


Once puckering occurs, the garment is usually beyond repair



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Distortion



This should be a *perfect circle* but with all the fill stitches going from left to right and no allowances made, you end up with an egg shape.

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Poor Lettering

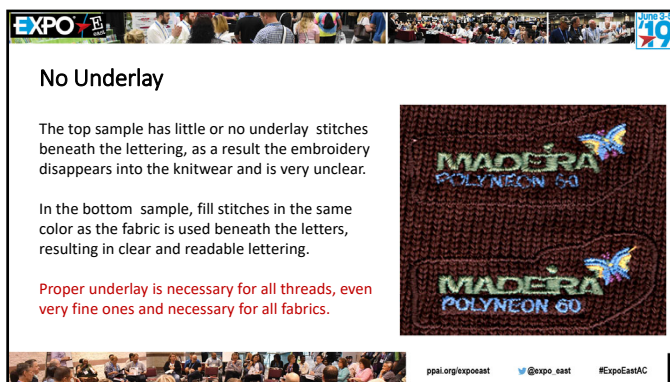


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Poor Registration

Too many stitches was one cause for this design to be out of registration

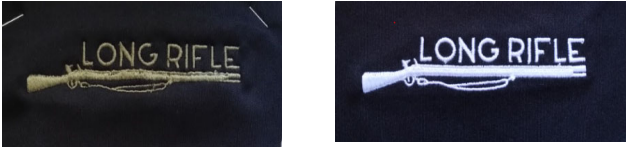


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In the first example, you see too many stitches, wrong underlay and the wrong stabilizer result in puckering and shaky lines. The second version still has too many stitches, however there is marked improvement.



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Achieve the best results through

- Good Communication
- Good Apparel Choice
- Good Art Work
- Good Digitizing
- Good Components
- Good Partnering



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Good Communication


The more you know, the easier it will be to design a good embroidery solution

- What is the purpose of the embroidery project?
- What kind of functionality is required?
- Is there a price point that needs to be met?
- Is there a timeline that needs to be met?
- Is the client open to your suggestions?



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Good Communication

Know embroidery's limitations – there aren't many, but know when to say no!

Questions to ask;

- Time element – is there a rush charge?
- Edit fees – additional or included?
- Archiving service – for when you need a few more?
- Sewn sample provided?
- Know what your digitizer needs to know, by understanding the process!
 - Size & placement
 - Application
 - Color(s)
 - Specialty threads



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Good Communication

Digitizing Fees

- Cost per 1,000 stitches
- Complexity of the design
- Flat fee



Embroidery Fees

- Size of embroidery shop
- Per piece
- Stitch count
- Minimum orders
- Specialty threads
- Special services




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Good Apparel Choice





Choose an apparel solution with the following in mind:

- Types of apparel needed for the project– caps, flats, bags etc.
- Type of fabric to be used: pique knit, wicking, fleece, woven...
- Location(s) of the embroidery
- The quantities that are required
- All caps are not created equal!
Which kind does your embroiderer favor?
- Have good, better and best options

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Good Apparel Choice - Types of Fabric

Denim	Pique Knit	Wovens	Performance
			
Fleece		Knit	Corduroy
			

• Remember, the digitized design must be adjusted to suit the fabric






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Good Apparel Choice - Chart of International Care Symbols

Your client needs to know how to care for their embroidered garments

International symbols will inform them about:

				
Wash	Bleach	Drying	Iron	Dry Clean

It is important that the threads used have the same care instructions.

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Good Art Work - From Vector Art to Embroidery


In order to achieve accurate representation of the customer's image, you'll need to:

- Eliminate complex elements
- Keep it simple
- Loose thin lines and impossibly small details
- Have the customer review and approve
- Agree on color choices at the beginning


Original art



Revised art



Actual Stitch out

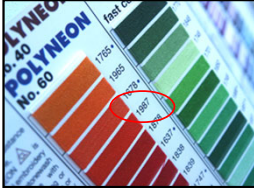


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Good Art Work - Matching to Pantone® Colors

Conversion PANTONE® C



PANTONE® C	Color Name	Color Number
PANTONE 100 C	100	1
PANTONE 110 C	110	2
PANTONE 120 C	120	3
PANTONE 130 C	130	4
PANTONE 140 C	140	5
PANTONE 150 C	150	6
PANTONE 160 C	160	7
PANTONE 170 C	170	8
PANTONE 180 C	180	9
PANTONE 190 C	190	10
PANTONE 200 C	200	11
PANTONE 210 C	210	12
PANTONE 220 C	220	13
PANTONE 230 C	230	14
PANTONE 240 C	240	15
PANTONE 250 C	250	16
PANTONE 260 C	260	17
PANTONE 270 C	270	18
PANTONE 280 C	280	19
PANTONE 290 C	290	20
PANTONE 300 C	300	21
PANTONE 310 C	310	22
PANTONE 320 C	320	23
PANTONE 330 C	330	24
PANTONE 340 C	340	25
PANTONE 350 C	350	26
PANTONE 360 C	360	27
PANTONE 370 C	370	28
PANTONE 380 C	380	29
PANTONE 390 C	390	30
PANTONE 400 C	400	31
PANTONE 410 C	410	32
PANTONE 420 C	420	33
PANTONE 430 C	430	34
PANTONE 440 C	440	35
PANTONE 450 C	450	36
PANTONE 460 C	460	37
PANTONE 470 C	470	38
PANTONE 480 C	480	39
PANTONE 490 C	490	40
PANTONE 500 C	500	41
PANTONE 510 C	510	42
PANTONE 520 C	520	43
PANTONE 530 C	530	44
PANTONE 540 C	540	45
PANTONE 550 C	550	46
PANTONE 560 C	560	47
PANTONE 570 C	570	48
PANTONE 580 C	580	49
PANTONE 590 C	590	50
PANTONE 600 C	600	51
PANTONE 610 C	610	52
PANTONE 620 C	620	53
PANTONE 630 C	630	54
PANTONE 640 C	640	55
PANTONE 650 C	650	56
PANTONE 660 C	660	57
PANTONE 670 C	670	58
PANTONE 680 C	680	59
PANTONE 690 C	690	60
PANTONE 700 C	700	61
PANTONE 710 C	710	62
PANTONE 720 C	720	63
PANTONE 730 C	730	64
PANTONE 740 C	740	65
PANTONE 750 C	750	66
PANTONE 760 C	760	67
PANTONE 770 C	770	68
PANTONE 780 C	780	69
PANTONE 790 C	790	70
PANTONE 800 C	800	71
PANTONE 810 C	810	72
PANTONE 820 C	820	73
PANTONE 830 C	830	74
PANTONE 840 C	840	75
PANTONE 850 C	850	76
PANTONE 860 C	860	77
PANTONE 870 C	870	78
PANTONE 880 C	880	79
PANTONE 890 C	890	80
PANTONE 900 C	900	81
PANTONE 910 C	910	82
PANTONE 920 C	920	83
PANTONE 930 C	930	84
PANTONE 940 C	940	85
PANTONE 950 C	950	86
PANTONE 960 C	960	87
PANTONE 970 C	970	88
PANTONE 980 C	980	89
PANTONE 990 C	990	90

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Good Digitizing - The key to customer satisfaction

A good digitizer:

- Understands and compensates for the fabric
- Understand and compensates for the embroidery placement.
- Minimize the layers of stitching
- Minimize the trims
- Uses proper density for sufficient thread coverage
- Determines if and how much underlay is necessary

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Good Digitizing - The importance of underlay

Underlay is the name for the stitching you don't see!

Required for various reasons:

- To stabilize fabric and backing to reduce movement
- To lift stitching off the fabric, creating a raise appearance
- To hold down fibres from coming through the stitching.
- To provide something for stitches to hold on to
- Using more or less underlay will affect the overall appearance




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Good Components

- Proper choice of thread: rayon, polyester or metallic
- #60 weight thread for fine detail & small text
- Quality backing to support embroidery
- Strive for balance of fabric and embroidery
- Water soluble topping on fabrics with pile
- Quality thread improves production and run time



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Good Components

Threads – so many to choose from...



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Good Components

WHICH TYPE OF THREAD: Rayon or Polyester?

RAYON

- Wood cellulose from plants or trees, renewable/environmentally friendly
- Perfect for today's popular performance wear garments
- Natural high lustre, soft hand
- Color fast to 203 degrees F. wash water
- Flexible & soft, runs smoothly on machines

POLYESTER

- Man-made fiber
- For heavy duty washing – chef's whites, athletic shirts, etc.
- Recommended for stonewash, chlorine & commercial laundering
- Compatible with laundering of heavily soiled work wear

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Good Components

Rayon and Polyester #60

Finer than 40 weight, 60 weight is ideal for small letters and fine detail.



Classic No. 60

AMERICAN 1901

POLYNEON 60

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Good Components

Frosted Matt #40

The industry's only matte finish embroidery thread.

- Pure, clear colors
- Can withstand sun's UV rays
- Extremely soft effect & velvet feel
- Perfect for small lettering & detail



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Good Components

Fire-Resistant #40

Use when flame resistance is required for safety.


Flame Resistant polyester mesh fibers have a melting point of 450°F to 460°F.

Can be used for infant and children's wear.


Use in fire fighting suits and turnout coats.

Complete your flame resistant embroidery with Fire Fighter embroidery thread and Fire Fighter embroidery bobbins.

BEFORE



AFTER



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Good Components

Metallics are available in a range of thicknesses and styles. Metallics are ideal for embroidery on fashion, sportswear, home decor and promotional products.



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Good Components

Glow-in-the-Dark #40







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Good Components

Water Soluble Topping

Hoop on top of the garment to prevent stitches and embroidery details from sinking into the fabric.

Improves embroidery on towels, fleece or pique knits.

A must for use with small text, adds stability and height to the stitching.





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Summary

- Embroidery opens doors to increasing revenue
- "Everything" is not possible; understanding the process is easy
- The better the art to start out, the better the embroidery will be
- Offering embroidery makes you more of a one-stop shop
- Brings you one-third more of the Decorated Apparel Market
- Achieve special effects with specialty threads
- Attract local businesses and schools with wider range of embellishment

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