

No. 25 • November 2007

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From the desk of **Dave Stein**

RE: **The Basics of Decorated Apparel**

I thought that instead of passing along another promotional idea, as a change of pace I'd dedicate this e-letter to an overview of [decorated apparel](#) (a topic I'm asked about frequently). As you probably know, the primary methods of decorating apparel are screen printing and embroidery.

Screen printing. It can be the simplest and least expensive method of featuring a logo or artwork to commemorate an event, occasion or organization. It can also be as complex and as expensive as embroidery! Besides spot color or four-color process, a variety of special effects are available, such as glitter, glow in the dark, puff, metallic or suede imprinting. Keep in mind as you consider all your options that if your apparel order includes a range of sizes, e.g., youth and XXL adult, you might want to request the artwork in two sizes so that proportionally the artwork looks the same on all of the shirts. (And, yes, there would be an additional setup charge.) For small quantities of apparel requiring a full-color image, it's usually not cost-effective to use screen printing -- but digital transfer is a comparable substitute.



Embroidery. If you're opting to [embroider](#) artwork, the most important decision to make is stitch count. The photograph above shows the detail and quality of an embroidered logo with a high stitch count. One definition of good embroidery is full coverage with the least number of stitches. We can help you determine the appropriate number of stitches, and will always provide you with a swatch/sample before we run your order.

Other decorating options include patches; vinyl numbering and lettering; and tackle twill, which is the sewing of polyester twill lettering logos onto garments. This is a popular method of customizing [sports uniforms](#) with a team name, team initials or a mascot.

I hope this information is helpful. If you'd like to learn more about decorating methods on apparel or other promotional merchandise, just let me know. You can call me at **212-868-1813** or [send me an e-mail](#).

Dave Stein

geiger gets it...

