

# Apparel

## DECORATION TECHNIQUES

This guide provides an overview of our most popular decoration techniques for your brand. Not all applications are available on every garment.



**embroidery**  
classic look using colored threads. most popular on thicker apparel, left/right chest, and left/right bicep.



**spot print**  
printing with individual ink colors using a screen press. most traditional method uses plastisol ink, which prints the ink on top of the fabric.



**heat seal**  
thin vinyl label with full color capabilities. applied using heat press. great for colorful and detailed graphics.



**sequins**  
adding glittery disc-like beads using embroidery to add shine. most popular on women's garments.



**applique**  
individually cut fabric pieces applied to the top of an apparel item using embroidery to form a complete graphic.



**water based print**  
provides a softer feel imprint because it soaks into the fabric instead of adhering to the top. this method is more eco-friendly than traditional plastisol ink.



**laser etch**  
a laser is used to burn away part of the fabric to create a crisp, tonal decoration. while results can vary, there are limitations on certain fabrics/colors.



**reverse applique**  
placing a piece of fabric on the back side and laser cutting the top layer. the cut pieces are removed to reveal the applique underneath.



**emboss/deboss**  
die mold that is heat-pressed into material creating a 3D appearance. provides a tonal graphic.



**laser tech patch**  
engraving a logo on a patch, and applying it to a garment with embroidery edge. provides a tonal look.



**four color process**  
recreates a photo using four colors blended together to produce multiple colors. best on white garments.



**dye sublimation**  
digital print using full color artwork applied through heat and pressure using sheets of transfer paper. only available on 100% polyester garments.



**rhinestones/rhinestuds**  
process of applying shiny jewel-shaped beads in a specified pattern using a heat transfer process.



**private label**  
heat seal or printed logo and/or custom message inside neck or other location.



**3D transfer**  
high definition durable heat transfer with a variety of textures for a unique and crisp appearance.



**mixed/multi media**  
combining two methods to create a one-of-a-kind look. shown here with laser etch and 3D transfer.