

Apparel

DECORATION TECHNIQUES

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



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.