

## 2013 Sourcing Guide

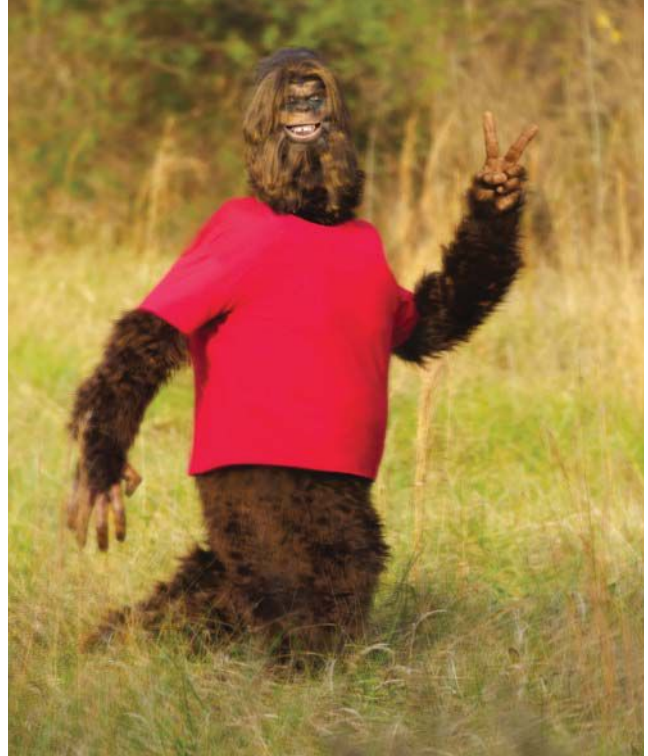
- Single- and multi-heads
  - Textile printing
  - Online design software
- ... and much, much more

### **Get Creative!**

*Recreate this design using a new direct-to-garment printer (see pg. 73)*



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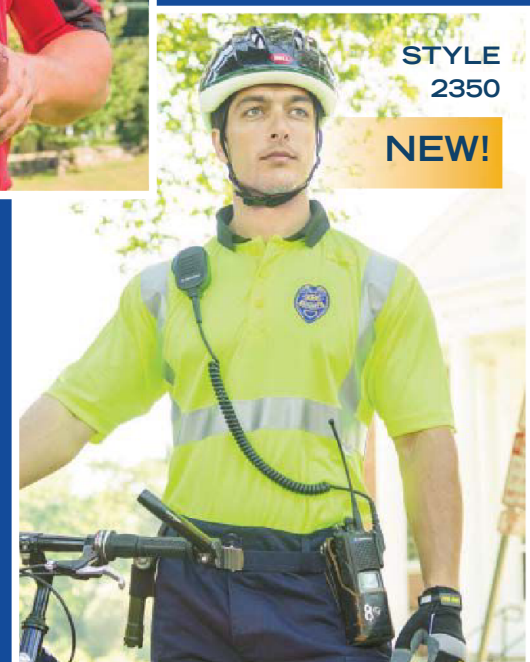
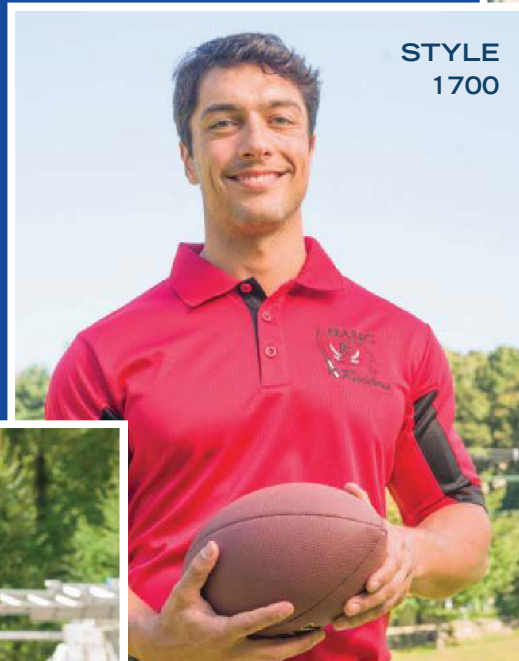
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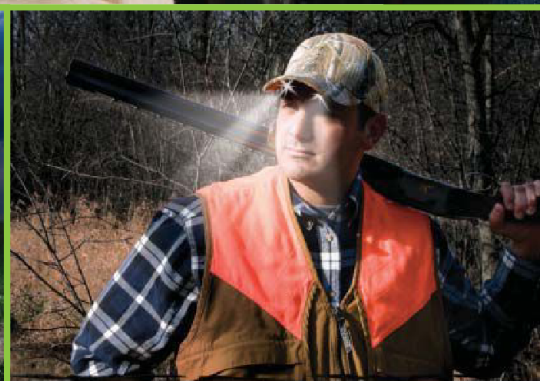
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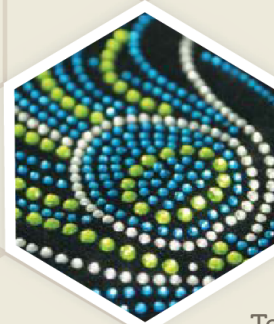
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PHOTO: CHRIS MOORE

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*About the Cover:*  
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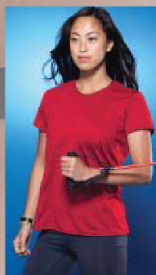
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A&P Master Images

**Michael Savoia**, Owner,

Villa Savoia Inc.

**Lee Romano Sequeira**, Co-owner, *Sparkle-Plenty.com*

**Andrew Shuman**, General Manager, Rockland Embroidery Inc.

**Jane Swanzy**, Owner,

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**Dana Zezzo**, Chief Marketing Officer, Jetline Inc.

**Gayle Zreliaik**, Founder and President, EnMart

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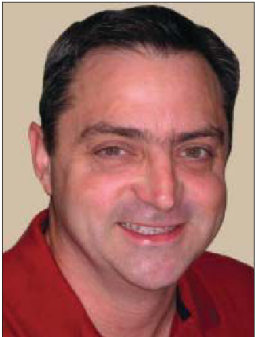
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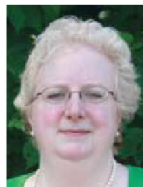


This month in “Problem Solved,” we asked *Stitches’* Editorial Advisory Board for some inexpensive ways that decorators can start expanding their customer base. **STEVE FREEMAN**, owner of AZ-based Qdigitizing (*asi/700501*), suggests dipping into your customer database. “Exam-

ine your customer database and reach out to inactive customers,” he says. “This can be far more lucrative than you might think.” Freeman also suggests simply adding a new product to your lineup and then contacting your active and inactive customers with a “what’s new” marketing message.



In this issue’s “Expert Weigh-In” in our new “Interact” department, we chat with **KEVIN PRICE**, president of RB Digital, which distributes high-quality decorating equipment brands out of Vancouver, BC. Price asserts that to survive in today’s economy, decorating shops need to diversify. “Decorators must be able to offer more options to their customers,” he says. “It used to be just one method in a shop; now, when a decorator offers just embroidery and another offers both embroidery and direct-to-garment printing, the latter will say, ‘Come to me and get everything done in one place!’ Because of the competitive nature of business, you have to diversify to keep your customers happy and coming back.”



In “Ask an Expert,” **KRISTINE SHREVE**, director of marketing for EnMart and Ensign Emblem, offers insider tips on how a shop on a dollars and time budget can snag some free local publicity. “Help the media help themselves,” she writes. “The thing about local news is that there are column inches and local news spots that need to be filled every day. Reporters, whether print, television or radio, are always looking for ideas for filling that space. Come up with three or four ideas for segments about your business specialty and pitch them to the director of the local morning news show.”

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## Niche to be Rich



Companies in the decorated-apparel sphere are very niche-oriented. Smart business owners focus on providing logoed apparel and accessories to specific industries, namely because “Targeting growing industries or markets can help you reach or exceed your goals,” says Joyce Jagger, who owns apparel-decorating consultancy The Embroidery Coach.

Case in point: Albuquerque, NM-based Black Duck Inc. has done a variety of promotional work for solar energy companies, such as for a solar panel manufacturer. The decorator created individual promo packages for each of several thousand employees that included a logoed water bottle, a lunch bag, two embroidered hats, a couple of stitched-logo polos and a screen-printed T-shirt. In this month’s cover story, “The Growth of Green,” *Stitches* Staff Writer Christopher Ruvo explores the “green” building industry, a growing and lucrative niche for enterprising apparel decorators.

In fact, independent market research firm IBISWorld Inc. forecasts that as the construction industry continues to roar

back, profits in the sustainable building market will grow 23% annually. For example, Michael Deane, vice president and chief sustainability officer at multibillion-dollar builder Turner Construction, says that sustainable building projects have grown from 15% to 60% of the firm’s business in the last decade, equaling \$5.2 billion.

Lots of apparel decorators see new business potential in green construction, and in other up-and-coming industries, which you can learn more about in this issue’s cover story. What’s key – besides building your industry knowledge and contacts – is having at your fingertips a breadth of embroiderable products and the latest decorating software and equipment.

To that end, we hope this special issue of *Stitches*, the 2013 Embroiderers Sourcing Guide, will help you find the products and services from top suppliers that you need to keep building your business.

Let this issue inspire and inform you. Enjoy!

*Nicole M. Rollender*

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# INTERACT

Compiled by Sara Lavenduski and Andraya Vantrease

## ONLINE EXCLUSIVES



### Get Your Stitch Report

*Stitches* Staff Writer Christopher Ruvo talks about several growing markets to target in the months ahead in the latest edition of "The Stitch Report." Visit *Stitches.com* to watch the video.

### Podcast: Defining Green

*Stitches* Staff Writer Christopher Ruvo discusses how the government and the apparel industry are working to define and regulate "green" apparel. To learn more and to listen to the podcast, visit *Stitches.com*.



### Increase Your Screen-Printing Sales

Squeeze a little more out of your business with equipment upgrades and smart investments. Visit *Stitches.com* to learn eight smart ways to grow your sales (for example, screen print more substrates like Coroplast signs, bumper stickers or rally fans).

## SOCIAL FEEDS



### Facebook Fans React We posted:

**How do you get over a creative dry spell? Do you have any wacky or interesting ways to get over your stitching block?**

#### You answered:

**GARRETT KAULE**  
For starters, I quit thinking about being creative. Usually my creative streak will arrive after several cups of coffee or listening to good music.

#### MARY ANN SHIRLEY ROMERO-SOTO

I don't stop embroidering. Even if I have no orders, I still create at least 10 items a day, usually dish towels, aprons or T-shirts, and I use them as marketing tools. Sometimes they even become sellers!

**CATHY CATTLE**  
This may be cruel, but I ask my husband for some random ideas, and then go in the opposite direction of what he suggests. It reopens my mind.

**JANE SWANZY**  
I also ask my husband and then do just the opposite. I look through magazines, window shop and toss ideas around with industry friends.

**MELANIE MUNSTERMANN**  
A cup of coffee helps sometimes, but loud music, singing and dancing work much better.

**LINDA JOYCE MINOR**  
A dry block is a time to come down, relax and do something else. I don't force them to "be over" because they end at their own time and place. If I force it, then the project is useless and I've wasted time, money and material. I don't accept suggestions, ideas or help; that just prolongs it. You have to come down and then go back up.



**@JOSHELLSWORTH**  
The Innovative Stahls' Rip-Away Applique - Key Markets <http://wp.me/p2qGR-lr>

**@DAT757DEEVA**  
1st project using my @BrotherSews Innovis 950D. @tweetsimplicity pattern 3893 Khaliah Ali Collection #sewing pic.twitter.com/7NIL2rMcli

**@LINKEDIN**  
You can now mention connections & companies in conversations on LinkedIn. How will you use this new feature? <http://linkd.in/145mpAX>

**@BROTHERSEWS**  
The Simplicity by Brother SB7050E will allow you to add #beautiful #embellishments to your #runway looks! <http://bit.ly/ZaUJ7Q>

**@DANNYROSIN**  
Don't mess with Sharon Ozzborne, the true #IronMaiden! #ozzfest <http://shaaaaaaaron.livejournal.com/16335.html>

**@PRO.TOWELS**  
We're very excited to Welcome Ben Norris to the Pro Towels team as our new Southwest Representative! <http://www.protowel-setc.com/public/index.cfm?fuseaction=articles.view&id=15298>

**@CORELSOFTWARE**  
The importance of a work-life balance <http://bit.ly/ZcLW3e>. #Productivity #Motivation

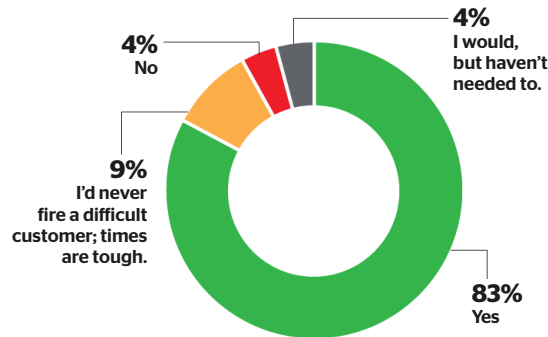
**@RICHMADEART**  
While I am still not a big fan of digital art imagery due to its predictability and limited colors, this is ... <http://fb.me/GhVkbqSE>

**@FIBRE2FASHION**  
Cold March freezes British apparel retail sales <http://goo.gl/fb/8sAbL>

## INDUSTRY POLL

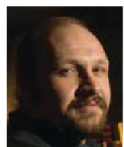
In a recent poll on *Stitches.com*, we asked:

### Have you ever "fired" a problematic customer?



## BLOG EXCERPT

### On Links and Needles Breaking Down the Blame Game



Everyone knows the players in this sorry game; we have an angry, disappointed customer and everyone in your shop is ready to play, all looking to avoid the fallout. Something is incorrectly stitched; maybe a customer's contact wasn't returned – perhaps a garment didn't get ordered in time. The particulars don't matter to our players – each has a solitary objective in mind: placing the blame. Some look for ways to cover up or excuse their part in the problem. Some who may not have been involved still take pains to distance themselves from the guilty party. Add to the blame a little angry gossip and we've completed the toxic cycle around the board.

It's obvious that we need to redirect those impulses that lead us to play the Blame Game. If everyone is keen to evaluate and scrutinize, let them do it constructively by weighing in on questions that might actually lead to improvements in our operation. When a problem occurs, the first question should be: "What do we need to do to fix the immediate effects of this mistake?"

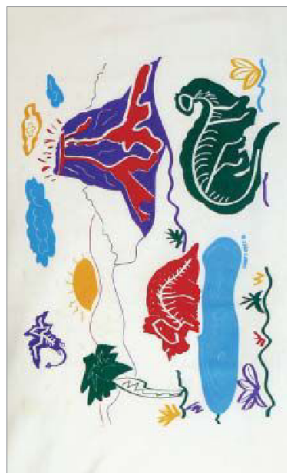
Scan this code to read the entire blog entry by Black Duck Inc.'s Erich Campbell.



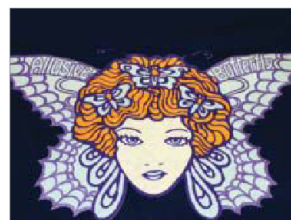
## Pinterest

Check out the following designs that we pinned on Stitches' Pinterest page – from the *Screen-Printed Designs* and *Cool Embroidery Design Boards*.

### From the Board: Screen-Printed Designs



Glow-in-the-dark screen-printed pillowcase. From Comfy Cozy, East Fallowfield, PA

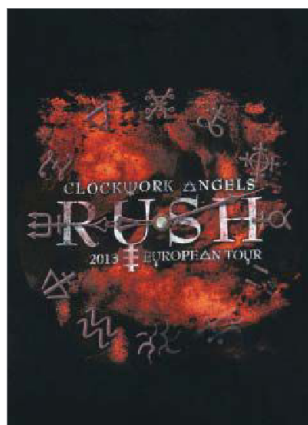


Screen-printed fairy by Tiffany Rader of Allusive Butterfly, Kissimmee, FL

Visit Stitches' Pinterest page - and all of our great boards - at [Pinterest.com/stitchesmag](http://Pinterest.com/stitchesmag).

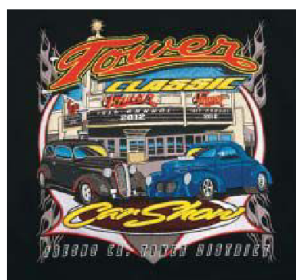


Screen-printed design featuring chrystalina specialty ink. By Apple Imprints Apparel, Buffalo, NY



Concert tee for Rush's Clockwork Angels 2013 European tour. Features 8-color simulated process with plastisol inks, 55 LPI, 230-305 mesh, 70-75 Durometer squeegees. By T Productions in Mishawaka, IN.

### From the Board: Cool Embroidery Designs



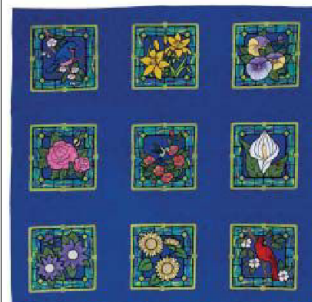
Stitches Golden Needle Awards 2012 winner: Design of the Year, Artistic, Corporate (Embroidery); Design of the Year, Artistic, Corporate (Digitizing); Stitches Editors' Pick. Embroidered jacket back, 190,000 stitches. By Gary Holcomb of California Embroidery, Fresno, CA



Stitches Golden Needle Awards winner: Design of the Year, Artistic, Fashion (Digitizing). Painting translated into 163,383 stitches. By Kristen Wigner and Ben Thompson of Edigitize (*asi/700456*) and Preston Reynolds of Peabody & Kent Designs in Tulsa, OK



Punch needle starfish barrette. By Erin Flanagan Lind of Harp and Thistle Stitchery, New York, NY



Stitches Golden Needle Awards runner-up: Best Home or Fashion Accessories Design (Digitizing). Quilt featuring 10 stained glass designs and almost 15 million stitches. By Jackie Green of Green Bee Designs Inc. in Tillsonburg, Ontario

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*What's the most encouraging/positive thing going on in the apparel-decorating industry today?  
What's one thing that needs improving?*

## Come Together

I'm encouraged by the now-affordable tools and technology that are good investments for my business. They help me to provide services to a broad range of clients from specialized individual requests to large-quantity orders. When I started in the industry 10 years ago, much of the equipment available seemed out of my reach in both price and space to accommodate it. Now, I feel the sky is the limit.

However, competitors are still tense and cutthroat with each other when it comes to sharing ideas and giving support. There's a lack of healthy association on the local level where decorators can learn and grow together. I grew up in a family-run plumbing business, and my parents had a strong support group in their competitors through their association meetings. They could reach out and share, and pool

resources to bring in experts to continue learning and experience renewed passion for their profession. When I try to reach out at local expos or trade shows, there are always barriers and suspicion. When I do connect to someone, they feel the same way, yet are often hours away geographically.

I believe the dialogue I witnessed in a well-connected local trade association shaped a great deal of what I believe about being in an industry. If we could meet as a group, from craftspeople to high-volume shops, we could create a pie that's big enough for all of us, and maybe help new people understand the real costs in providing services.

**Cynthia Lehman**  
*Grand Rapids Embroidery*

## Customer's Always Right

Customer service is one of the most important concentrations for salespeople and supplier

companies. We need expert, qualified and patient customer service reps who understand product lines, and that's where the improvement is very much needed.

Some of the companies we deal with have poorly trained reps who make it harder and harder for us to achieve sales. They don't follow up or they shift you off to someone else, and then you get their voice-mail and they don't call back unless you have an outstanding invoice. My business then goes to another vendor. After being in this business for over 20 years, I use a handful of companies that meet most of our needs, and the others just don't get the calls. These companies think they're doing a great job when in reality they're losing business and opportunities down the road, and their reputation is crashing.

**Thomas Mann**  
*Thomas Mann & Associates*

## Booming Business

I started a home business when my son was selling screen-printed and embroidered products. He was always waiting for his embroidery items to be completed by a local embroiderer. So I bought an old Toyota 850 and worked out of my home doing mainly his business. Now, seven years later, I'm one busy grandma. I run three machines and love every stitch they've taken. In my lifetime, I have had several jobs, including mom-and-pop grocery store owner, bank teller and sales rep. I love what I do and I wish I had started earlier. My son has told me that one of the best things that ever happened to him was my buying that first machine. Since then, he has moved on, but continues to sell product as a side job. However, I am so busy supplying product to all my other customers that it's perfect for both of us.

I've never advertised my business, but I have as much as I can handle. It has been a great business and a job I truly love. Thanks for the great magazine and all the effort put forth for us decorators.

**Doreen Bjercknes**  
*Designs By Doreen*

## OOPS...

### How I Screwed Up and What I Learned From It

I was working on an entry for the Bernina Fashion Show, and I was creating a brocade out of beautiful rose designs. After completing a good-sized patch of roses, I realized that the fabric underneath had gotten caught in a way that distorted the shape of the bodice. I couldn't start over, so I cut right through the fabric (embroidery and all) to release it where it got caught. Now I had a rather large hole in the side front of my bodice. After walking away (sometimes the essential step in successfully fixing a problem), I decided to fuse interfacing to the wrong side of the fabric, covering up the hole. Then I embroidered right over the hole. I had to overlap the edges of some of the roses to fix it, but it looked great. I ended up overlapping roses all over the bodice. I think the overall effect was better because of it.



Submitted by  
Jennifer Stern-  
Hasemann,  
owner of  
JSternDesigns in  
Manchester, CT;  
[info@jstern  
designs.com](mailto:info@jsterndesigns.com)

### TALK TO US!

Tell us what challenges you're facing in your shop. React to a story you've just read in *Stitches* or on our Facebook page. E-mail us a shot of the latest and greatest embroidery design you've just run. We can't wait to hear from you, so send letters to the editor to [nroller@asicentral.com](mailto:nroller@asicentral.com).

# Phil Stitch Answers

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## Got a question for Phil?

If you can't find what you're looking for in the Embroiderers Sourcing Guide, write to: *Stitches*, Attn: Phil Stitch, 4800 Street Rd., Trevoise, PA 19053. Or fax your question to (215) 953-3107. For the quickest response, e-mail [askphil@asicentral.com](mailto:askphil@asicentral.com). For RN

inquiries, visit [www.stitches.com](http://www.stitches.com) for the RN Database link.

Although I try my best, I can't always answer every request, so please continue your search on your own. Remember, if you contact the companies I mention, tell them you heard about them here!

PS: If you become an ASI Decorator Member with ESP, you'll have access to every item in the wearables and promotional products industry from 3,000+ reputable suppliers. Just call (800) 546-1388 to get started!

## I have been trying to locate a source for wholesale yoga mats. Help! - *Kathy*

Gain peace of mind working with an industry leader like Leeds' ([asi/66887](http://asi/66887)); (866) 533-3724; [www.leedsworld.com](http://www.leedsworld.com). It carries a yoga mat, item 1630-32, which features a non-slip surface and easy roll-up structure to fit in the included carrying bag. Logomark ([asi/67866](http://asi/67866)); (800) 789-4438; [www.logomark.com](http://www.logomark.com); also offers a yoga mat (product GR6510) at a low minimum of 25 pieces. Finally, end with a stretch and a visit to Crown Products ([asi/47700](http://asi/47700)); (800) 367-2769; [www.crownprod.com](http://www.crownprod.com), which has item YOGA-MAT, made from colorful PVC that comes with a mesh drawstring carrying bag.

## Where can I buy wholesale towel chaise lounge covers? - *Ingrid*

Terry Town ([asi/90913](http://asi/90913)); (800) 742-9793; [www.promotionalterry.com](http://www.promotionalterry.com); is definitely the best place for chaise lounge covers. It offers covers in velour and terry cloth fabrics in a variety of colors – products CL6002-C-P, CL6002-W-E, CL6002-C-E, and more. Time for some R&R!

## I'm looking for youth-size orange polos wholesale. Either 100% cotton or a 50/50 blend will do just fine. - *Tracey*

BAW Athletic Wear ([asi/37689](http://asi/37689)); (800) 493-3745; [www.bawonline.com](http://www.bawonline.com); carries 981Y, a youth short-sleeve classic polo shirt made of 100% combed cotton with a three-button placket, extended tail and double-stitched half-moon yoke. Also check out ED365Y

from this supplier. Then visit Trademarks Embroidery ([asi/91755](http://asi/91755)); (888) 993-4747; [www.trademarkspromos.com](http://www.trademarkspromos.com); for a peep at product 8800B, a youth 5.6-ounce 50/50 cotton/poly sport shirt with contoured welt collar, a two-button placket and double-needle stitched hemmed bottom.

## I have a customer asking for white satin jackets. I have looked in all my vendor catalogs and cannot find them. Any suggestions? - *Mona*

Don't let the name fool you - 20 Degrees Below ([asi/92366](http://asi/92366)); (800) 413-2129; [www.20belowasi.com](http://www.20belowasi.com); offers more than skiwear. This supplier has a baseball-style satin jacket (item S500S-JACKET) in white, and is a nice vintage item for the men. Bishop The Garment Co. ([asi/40585](http://asi/40585)); (800) 797-9629; [www.bishopwear.com](http://www.bishopwear.com); carries the Lisa jacket, a trendier satin jacket for the ladies, product 2180. This hip piece features a zip front with a storm flap, front patch pockets and rib cuffs and waistband.

## Blanco, Texas, is the Lavender Capital of Texas, and we are getting ready for our annual festival. We are trying to find lavender cowboy hats and have had no luck! Any suggestions? - *Kendra*

Philadelphia Rapid Transit ([asi/77945](http://asi/77945)); (800) 847-1110; [www.phillyrapid.com](http://www.phillyrapid.com); is a great source for any style hat, including cowboy. It carries a straw cowboy hat in purple, pink and green (item 1329). If you're going for the fun and spirit-filled approach, try the purple foam cowboy hat (item CBL202) at Foamworx ([asi/54886](http://asi/54886)); (888) 633-2233; [www.foamworx.com](http://www.foamworx.com). Both are brighter than lavender, but they can surely help get the message across!

## I have a client who is looking for options for a western-style vest for the annual Pikes Peak Range Ride.

## Any suggestions for a wholesale provider? - *Phil*

Yeehaw! Carhartt Workwear & Haws USA ([asi/43861](http://asi/43861)); (919) 267-3231; [www.hawsusa.com](http://www.hawsusa.com); is a staple for western apparel. Choose from several vests for men and women including styles 81085 and 35461. Redline ([asi/81133](http://asi/81133)); (214) 333-6016; <http://products.redlineimprint.com>; also has a spectacular selection of hand-sewn pebble grain leather and cowhide leather that is sure to turn heads. Lastly, round up a few vests at Roper Apparel and Footwear ([asi/83580](http://asi/83580)); (800) 825-6555; [www.erooper.com](http://www.erooper.com); which carries suede, leather and denim options (items 0207505000713, 0207505200701, 0207505000810), and even has some vests available in youth sizes.

## Do you know where I can find sandals/flip flops that could be embroidered on the top of the foot? - *Wanda*

Neet Feet ([asi/73525](http://asi/73525)); (760) 721-1944; [www.neetfeet.com](http://www.neetfeet.com); has a few great options: FIESTA, LUNA, BALI and NF SPORT, all sandals that can be embroidered on the top of the fabric strap.

## I've been contracted to supply decorated ladies' and men's underwear. I need a supplier at wholesale pricing. Do you have any direction? - *Carl*

Robinson Manufacturing Company ([asi/82502](http://asi/82502)); (800) 251-7286; [www.robinsonmfg.com](http://www.robinsonmfg.com); carries several men's boxer briefs, including products 2968, B2220, R-983 and 2420. Try on items 8360, 8315, 4314 and 8301 from American Apparel ([asi/35297](http://asi/35297)); (213) 488-0226; [www.americanapparel.net/wholesalereources](http://www.americanapparel.net/wholesalereources). Assertive Creativity ([asi/37166](http://asi/37166)); (347) 350-6349; [www.assertivecreativity.com](http://www.assertivecreativity.com); and UMI Direct ([asi/43851](http://asi/43851)); (800) 222-1474; [www.umidirect.com](http://www.umidirect.com); also have much to offer in the undergarment department for men, women and kids.

# I

# INTERACT

Expert Weigh-In

*Kevin Price, president of RB Digital in Vancouver, BC, shares his insights on the evolution of equipment offerings, machine improvements and user-friendly software. Contact: kevin.price@rubenstein.ca.*



## **I came across decorating machines by chance.**

I was in the engineering program at the University of Waterloo in Waterloo, ON, often called the MIT of Canada. The two biggest decoration software companies, Pulse and Wilcom, are both headed by Waterloo grads: Tas Tsonis and Bill Wilson, respectively. I saw an embroidery machine when I was a student there, and it was my first exposure to decorated apparel machines.

In the mid-1980s I was doing computer consulting for Rubenstein Brothers. Embroidery was becoming more computerized, and the shops had mostly machine people, not so many computer people. So I trained employees on machine operations and digitizing. I was asked to travel to Japan with several Americans to help Brother design equipment, and I also sold HAPPY machines for seven years.

## **We have diverse product offerings.**

RB Digital is a division of Rubenstein Brothers. We offer industrial equipment by Tajima, DTG by Brother, screen-printing equipment by M&R and vinyl print/cutter machines by Mimaki. We're very much like Hirsch in the U.S.; I often see top executives Paul Gallagher and Kris Janowski at trade shows and we compare notes.

## **There are more decorating options now for shops.**

Ten years ago, people only thought of embroidery and screen-printing equipment for decorating. Ink heads have become computerized and inks have changed. Direct-to-garment and vinyl print/cut are a result of the evolution of inkjet heads. Also, there's now more secondary equipment, like rhinestone and stone-setting attachments.

## **Decorators want flexibility from their machines.**

Order sizes have shrunk in North America and they continue to do so. Decorators across the board are feeling the pressure to get jobs done, so they need to minimize setup times. Mom-and-pops used to do 24-piece orders; now they sometimes do one- or two-piece orders. Screen printing has a really long

setup time. A two-hour setup for 700 to 800 shirts isn't a problem, but for smaller orders, that's just too long.

## **Manufacturers are making improvements across the board.**

In machines, embroidery has come back because of the quality associated with it. The strength of vinyl print/cut is in the substrates. It used to be like rubber and cracked when washed. Now it's softer and suppler. In screen printing, the new inks have a much softer hand and are more comfortable to wear.

## **To survive, shops need to diversify and machines are helping them do that.**

Decorators must be able to offer more options to their customers. It used to be just one method in a shop; now, when a decorator offers just embroidery and another offers both embroidery and direct-to-garment, the latter will say, "Come to me and get everything done in one place!" Because of the competitive nature of business, you have to diversify to keep customers happy and coming back.

## **Decorators want user-friendly software.**

Because of all the advances in software, decorators expect

it to be simple to use. Apple and others are pushing the envelope for simplicity, so now people want to sit down with a program for 10 minutes and be able to use it. As the packages get cheaper, more people are using them, so you have to make them as accessible as possible.

## **Acoustic music floats my boat.**

I really like acoustic music, especially acoustic guitar. I like everything from Hootie and the Blowfish to Pink Floyd. I have three teenage girls so there's a lot of young music in my house, like Rihanna. I prefer slightly older music. I'm not a huge rap fan, but there's some I don't mind.

## **I always have a good book on my tablet while I travel.**

I just finished *Steve Jobs* by Walter Isaacson, and I liked it so much I read his *Benjamin Franklin: An American Life*. It's amazing what Franklin did – he made Steve Jobs look like an idiot! I also just finished a funny Swedish novel called *The 100-Year-Old Man Who Climbed Out the Window and Disappeared*, by Jonas Jonasson. I read everything on my iPad because I travel so much, so I ask friends for recommendations and then download them from Amazon.

## Problem Solved

### **Q** *What are some inexpensive things decorators can do to start expanding their customer base?*



**Andy Shuman,**  
Rockland Embroidery (asi/734150):

1. Ask for a referral.

This is a simple, cost-free tactic that many sales reps avoid, forget or simply feel out of place practicing.

2. Network and meet people. Most of them, at some point, will need what you sell or know someone who does.

3. Create a social media presence. Facebook and Twitter are inexpensive ways to get people to know you and your business.



**Howard Potter,**  
A&P Master Images:

1. Treat every customer the same way. They'll spread your name like wildfire.

2. If a customer places a \$500 to \$1,000 order, throw in something for free, embroidered with their logo that they did not order but will use.

3. Set up a Facebook page and get your customers to comment on it. It'll show that you're an honest business and have nothing to hide. It allows you to have your customers say great things about what you do for them. On the other hand, if something is subpar, expect to hear about it.



**Steve Freeman,**  
Qdigitizing (asi/700501):

1. Examine your own customer database and reach out to inactive customers. This can be far more lucrative than you might think.

2. Break out of your comfort zone and attend functions like Chamber of Commerce meetings, and talk to other members of your local business community. Network, network, network.

3. Add a new product to your menu of products/services and then market to your customer database with a "look what's new" campaign. Keep your product offerings and image fresh.

**“Network and meet people. Most of them, at some point, will need what you sell or know someone who does.”**

**Andy Shuman,**  
Rockland Embroidery  
(asi/734150)



**Geri Finio,**  
Studio 187:

1. Join a business-to-business networking group, or start one.  
2. Put yourself out there so people know where to find you.



**Deborah Jones,**  
My Embroidery Mentor:

1. Join the Chamber of Commerce and take part in its activities. The other members typically own small businesses, and this is an ideal group with which to network.  
2. Donate embroidered prizes to Chamber functions for increased exposure.  
3. Find other businesses that can help you expand your client base. For example, if you do baby items, try to meet the owner of a children's specialty store. If you embroider business identity apparel, look for small-business owners who need apparel for their staff.



**Jane Swanzy,** Swan Marketing LLC:

1. Find new networking groups to join. Check with your local Chamber of Commerce about groups in your area. There are many networking groups that cost nothing to join. The only expense is your time and maybe the cost of coffee or lunch.

2. Donate decorated goods to local charity or school events for their fundraisers. Volunteer to help them at the event and make sure you are wearing some of your work.  
3. Never leave the house or shop without having something with you that you decorated. You need to be dressed when you go out, so you might as well advertise your business at the same time.



**Anna Johnson,**  
Super Embroidery and Screenprinting (asi/700101):

1. Always wear an embroidered shirt with your logo on it. Talk to people wherever you go. Always hand out two business cards at a time and tell the person the other one is for a friend.  
2. Put vinyl signs on your car windows or truck sides, and have your business cards made into magnets.  
3. Let your current customers know that you're looking for more. Most people love to help and you will get great leads.

#### **PROBLEM SOLVED**

Have a problem you need solved? Send your question for the *Stitches* Editorial Advisory Board to [nrollender@asicentral.com](mailto:nrollender@asicentral.com).

# INTERACT

VOILA!

## The Best Piece I Ever Embroidered

About 10 years ago, by chance I met a woman from Germany who came here as a war bride after World War II. She got a job in a Chicago embroidery factory, back in the days when all the work was done free motion. She was getting older and wanted to teach someone how to use her three older machines. I was extremely interested and ended up with two of them, a 1929 Singer embroidery machine and a chenille machine. I didn't think I'd ever learn to master them, but with persistence I did! They're chain stitch machines with a handle underneath the table that you turn. It's almost like driving a car: Turn the handle one way and the needle goes that way. I've used those machines a great deal and done many embroidery projects with them, including this winter coat. Having learned how to use the old machines has really helped my understanding of digitizing and using a new machine. It's fascinating to see how far embroidery has come.



Submitted by Marilyn Lee, owner of Marilyn's Embroidery in Pinewood, MN; [marilyn1@paulbunyan.net](mailto:marilyn1@paulbunyan.net)

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# HIRSCH

Success Has No Compromise

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**Expert Tips To  
Improve Garment  
Decoration**

**The Right Equipment  
For Printing,  
Embroidery, Laser  
Cutting & More**

**Produce Exciting  
Applications  
Profitably**

**Dear Decorators,**

There's good reason for our motto: Success Has No Compromise. We never want our customers to settle for second best. We know that with the right equipment, expert training, and attentive support, you can achieve more creative, more profitable embellishment than you ever imagined possible.

Let's face it, we're all competing in an age in which decorated-apparel buyers expect one-stop shopping and multiple embellishment mediums to be an option. You need to diversify, and we're providing the best equipment and training for you to exceed those buyers' expectations. That's why we've put together this special guide. It's full of useful tips to maximize your production and ways to expand your decorating capabilities. You'll also learn the secrets of other successful decorators. Read on and see how you too can take your business to that next level of success.



**Paul Gallagher**  
CEO



**Kris Janowski**  
President



# Learn More, Dec

Hirsch International offers more ways to learn machine operation and trendy decoration techniques than any other equipment supplier.

Let's face it: You can have the best decorating equipment in the world but it's useless without proper training and support. That's why Hirsch International has invested so much in educational resources to teach its customers how to get the most from their machines. We know you've made a significant purchase; we want you to see a return on that investment as quickly as possible.

## Product Training

There are many ways to learn with Hirsch. We have the ultimate training options including technician-based training, classroom training and our innovative live webinar based training. Training options are tailored to the exact needs of each product purchase.

Beyond your initial start-up training, Hirsch offers continuing education webinars. These sessions take you beyond the basics of embroidery software to build your repertoire of profitable techniques and to help you make more efficient use of your technology. A robust collection of online tools includes an electronic library of training manuals, step-by-step application instructions, videos on demand, and trouble-shooting tips.

Of course, we're always ready to address any challenges you come across with a quick, knowledgeable response from an equipment expert. You'll get to know the support team



# Decorate Profitably

personally so that you never have to feel frustrated; they'll understand your unique needs to provide the best possible solutions.

## Application Inspiration

In addition to training and support, Hirsch provides innovative examples of what you can achieve with your decorating equipment. The Gallery is a unique showroom located at our Solution Studio. Its goal is to go beyond traditional apparel decoration to inspire innovative embellishment techniques.

The Gallery pushes the boundaries of screen printing, embroidery, appliqué, and direct-to-garment printing as individual applications and as part of a multimedia approach. On display are dozens of decorated garments created by both Hirsch experts and customers. You'll not only find inspiration here; you'll learn how to create the look yourself.

For a quick shot of ideas, check out Hirsch's active social media presence. Our Facebook page stays up-to-date with product news, useful decorating tips and creative examples of how customers have used their decorating machines for stand-out designs. Follow us on Twitter @hiccommunity for quick updates on events, special equipment offers and ideas.

## The Solution Studio

Need face-to-face inspiration? You can receive hands-on demonstrations from our product experts at the Solution Studio in Huntersville, North Carolina. Recognized as the only such facility of its kind, the Studio is a unique opportunity to see the newest technology from every major decorating discipline in action. It's a one-stop showroom that brings together embroidery, screen printing, direct-to-garment digital printing and laser technology under one roof.



Many industry decorating trends can be traced to our R&D efforts.

Meet the experienced Studio staff, who are constantly researching and developing creative multimedia pieces, experimenting with new fabrics and products, and innovating new methods for greater productivity. Their work has appeared on the covers of leading industry trade publications. Their advice is sought throughout the decorating world.

The Hirsch Solution Studio team welcomes you to visit and learn how to set yourself apart from the competition by making the most of the equipment you have. These experts don't sell equipment; they're actually using it to create exciting applications that, in turn, they can teach to you.



# Tajima Embroidery Machines

One out of every two embroidery companies is a Hirsch customer with Tajima equipment. Here's why.

Dependable. Durable. Flexible. Those are the words embroiderers use to describe Tajima Embroidery Machines.

The brand has proven itself over the last 60 years to build the most trustworthy machines in the industry. The Tajima M Series Machine technology delivers incredibly efficient and reliable production, with the most consistent stitching quality, resulting in the absolute lowest cost of ownership and greatest return on your investment. The fact that more than 100,000 Tajima machines are steadily at work in North America testifies to the brand's performance. This is why Tajima has the absolute highest resale value in the industry.

In addition, with more than 350 international patents, Tajima has earned a reputation for pushing the boundaries of technology. That translates to equipment with more features to simplify and speed the embroidery process. Our advanced computerized control panel confirms every stitch movement while consuming 50% less energy. Unique quality control processes deliver an accuracy rate of 0.001mm – a performance benchmark other brands can only envy.

Whether you start with a single-head in your home or a multi-head in a commercial location, have confidence that with more than 250 machine configurations, Tajima has the right machine for your business.



## Initials, Inc. Increases Productivity By 129%

When a company experiences phenomenal growth, it must have the equipment and systems in place to keep up with demand. For Initials Inc., that crossroads came in 2011 as the home party planning company for personalized products generated more orders than ever before. "We knew that continuing to do embroidery and personalization the way we had been doing it in the past was not going to get us to the future," recalls Chief Operations Officer Darren Vickery. After extensive research, Initials, Inc.'s management decided that commercial-grade Tajima embroidery machines and customized automation from Hirsch International were the best option for greater efficiency.

*Keep up with technological advances to increase productivity. Tajima M Series Machines are designed for high output production with low maintenance requirements. Machine purchases include easy, cost-free upgrades as they're developed, automatically giving you the latest in software enhancements.*

"The fact that we can create personalization as the customer ordered it and apply it to the end product in one seamless step is amazing. In the past, the old way of doing embroidery production would have meant several manual steps," Vickery says. "Initials, Inc. has been able to increase productivity by an astonishing 129% by combining the hardware and software solutions provided to us by Hirsch."

Choosing Hirsch as a partner is a decision Vickery feels good about, not just because of quality and efficiency, but also because of the support Hirsch delivers. "From the very first day, Hirsch has provided great service from installation of the hardware, to implementing the software, to assisting with any follow-up questions that our team members may have had in implementing the embroidery automation. It has been a very good experience, and we are extremely pleased with the results that we have obtained by utilizing the equipment and software that Hirsch has recommended."

## Automation Makes The Difference At Coastal Pets

As the world's largest pet collar and leash manufacturer, Coastal Pet Products Inc. has over 5,000 SKUs of products, many of which can be custom embroidered with a pet's name, a home phone number, and/or decorative icons for a thematic touch. There was a time when each order was input by hand to run on one of the company's Tajima embroidery machines. It was too easy for an operator to accidentally misspell a name, for example, or input the wrong information. Not anymore, thanks to the Pulse automation software that Hirsch customized for Coastal's specific needs.

"Today we accept customers' requests via the Internet, which go into our main computer system. We can then scan the order into the equipment so there are no more 'fat fingering' errors," says Jeff Cleveland, Manufacturing Manager at Coastal. "All the operator has to do is simply place the collar on the machine." Where Coastal used to need one operator per embroidery machine, today each operator can manage three machines. Not only has productivity increased, but the manufacturer's "scrap rate" has also dropped significantly. In addition to order information always being correct, the Pulse software automatically adjusts the Tajima machines for product style and width, setting font size to proper scale.

Cleveland is eager to expand use of the Pulse system to take advantage of even more capabilities. In particular, he notes a reporting function that will enable him to quantify productivity of each shift and each employee. It can also track specifics such

as amount of each thread color used to facilitate inventory management. "As we've implemented the Pulse system, Hirsch has been excellent to work with," Cleveland says. "Hirsch tailor-made a solution for our operation. They have good knowledge of systems and capabilities, and they always pick up the phone when we have a question."



## Go Pro Increases Production 30% With Tajima

Chester Graham of Go Pro Ltd. has decades of experience with Tajima equipment. This Atlanta-based embroidery company has relied on Tajima machines since the 1980s, upgrading each time a new model was introduced. "When you think Tajima cannot improve on their machines' capabilities, they do," Graham says. "Sixty days ago we purchased what we consider the superstar of all embroidery machines, the Tajima TEMXC 15-needle 12-head machine. This machine has increased our production on flats and caps by 12% (compared to our previous Tajima models), which at the end of the work week is a lot of units. I cannot say enough about this new machine. I never thought we would be able to run six-panel caps at such a fast speed with rarely a thread break. From the original



TME-HC machines to today's TEMX-C1512 machine, we have seen an increase of over 30% in production.

"We have always been very pleased with the salespeople, the techs and the customer service reps. Tajima makes quality equipment and has wonderful customer service. We currently have 199 heads of Tajima embroidery equipment and hope to continue to grow."



*Create embroidery inside Adobe Illustrator and CorelDraw. Pulse Embroidery i2 is the only embroidery software that is both Mac and PC compatible, allowing you to plug in to your existing graphics program without switching to another program for embroidery design.*



*Cure two jobs with different retention times at once using a split belt model with individual speed controls.*

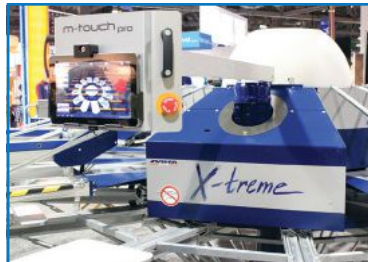


*Avoid spray adhesives, which are not friendly to the environment or the equipment. Seit's laser technology virtually eliminates the need for them.*

## HOT TIPS From Hirsch Experts



*Kornit's reliability includes simple daily maintenance: wipe the heads off in the morning and print until you simply turn the printer off at night. There is no reason to flush any lines or even agitate the 100% water-based ink. Kornit uses 100% aluminum print heads by Spectra – they simply do not clog, and need little attention. Kornit, in 10 years, has yet to replace a print head on any model when proper maintenance was followed.*



*Shorten the learning curve for new operators with MHM's intuitive, easy-to-use Android Tablet Control Panel with clear graphic icons.*



*Reduce noise and machine maintenance. Because Tajima M Series Machines house all of their electronic parts inside their framework, they run more quietly than other brands, use less energy and require less frequent cleaning.*

# Seit Textile Lasers

You can take your business to the next level with integrated laser and etching technology for your embroidery machine.

Seit laser equipment gives you the power to create more intricate and detailed designs than ever before. Precisely cut or etch a variety of fabrics in a matter of seconds. Produce appliqués up to four times faster than traditional methods. Wow customers with distressed and reverse appliqués with ease.

Seit Elettronica has been a world leader in the development of textile laser technology for over 30 years, obtaining multiple patents on their innovative cutting-edge processes. Among the many innovations to their product lines is water cooling for consistent performance; an extruded steel beam for ultra high speed and quiet, smooth movement; improved aspiration and real-time diagnostics.

As part of the Hirsch line of high-quality embellishment equipment, Seit works directly with Tajima and Pulse Microsystems in their development of laser technology, making it a true family of strategic partners. However, Seit can be used with many current brands of embroidery machines. Build a laser bridge over a custom configuration, and then expand to more machine heads or workstations as you grow. Another option is the popular single-head laser, which makes laser cutting technology

attainable for virtually any embroiderer. With exceptional equipment, training and support, you can reap the benefits of trendy decoration as a start-up decorator or high-production facility. Seit has laser technology to meet your specific needs.



*Cut appliqués directly on the garment using Seit laser technology, saving time and money while improving accuracy. No need to pre-order or pre-cut lettering or designs, keeping inventory in check. Operators no longer have to hand-place the individual letters or designs, therefore speeding the process and improving consistency.*

## Embroidery Unlimited Makes The Most of Market Trends

Bruce Perryman of Embroidery Unlimited was aware of Seit Laser technology for a few years before committing. He knew it could be useful to his business but wasn't ready to invest ... at least not until Hirsch got involved. "Once Hirsch began representing the SEIT brand, it was easy," Perryman says. The embroiderer purchased a Seit Laser nearly five years ago and has ridden the wave of "distressed" apparel decoration ever since. "From a production standpoint, the laser speeds the appliqué process tremendously, not to mention a vast improvement in quality given the precision cutting. Reverse appliqué is nearly impossible without a laser, as is etching. All three of these applications have opened up new markets and have contributed to the bottom line exponentially."

Perryman praises Hirsch for an easy adaptation of technology. "The installation and training were seamless," he says. "As with any new technology, one expects 'bumps in the road.' At each and every 'bump,' Hirsch was there with support... We successfully added new capabilities without increases in labor or materials. Once again we've leveraged technology to provide our clients the ability to sell trendy processes to a broader market."

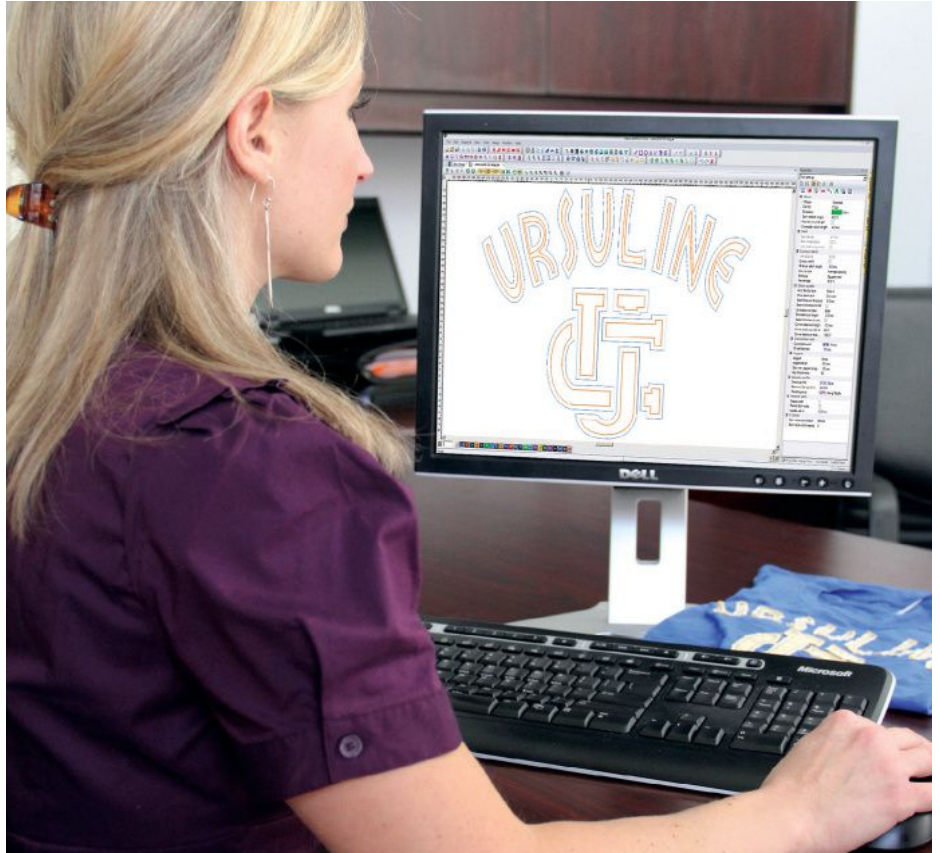
# Pulse Software & Automation

Maximize production efficiency and improve embroidery design quality with Pulse, the most technologically advanced apparel software available.

Great embroidery starts with great software. Pulse is the world's most technologically advanced decorated apparel software company. Its software includes lettering, editing and digitizing capabilities. Tajima DG/ML by Pulse is known for its superior lettering and advanced digitizing capabilities. The program is designed for maximum compatibility with popular graphics software – CorelDraw and Adobe Illustrator. Pulse automation solutions are designed to crush the challenges associated with repetitive tasks associated with variable data including personalization, design templates and reporting data. Pulse automation solutions are available for virtually any decorating technique including Embroidery, Direct-to-Garment, Textile Laser, Transfers, Sublimation, Laser Engraving and much more.

LAN connectivity makes networking your Tajima machine virtually plug and play.

Whether you need an embroidery software solution or an automated networking solution to improve efficiency between decorating platforms, Pulse has the software for you.



*Interested in multimedia designs? Tajima DG/ML by Pulse Software makes it simple to mix traditional embroidery with specialty multimedia stitching and applications such as direct-to-garment printing, screen printing, sequin, appliqué, laser and more.*

## Prism Embroidery Produces Award-Winning Design

Judy Furdyn of Prism Embroidery has relied on Pulse software since the beginning. "When I started my embroidery business in 1998, I wanted a top-of-the-line embroidery software. I chose Pulse software and have never regretted the decision," she says. "The easy-to-use features in Pulse helped me to become a better digitizer. In fact, I won a digitizing award from *Stitches* magazine in 2011. The 'Three headed dragon' design was digitized on my Pulse Software."

## World of Isabella Wows Clients

Tonessa West Crowe at World of Isabella Inc. has used Pulse software to digitize embroidery and streamline orders for over five years. She wouldn't dream of using another brand of software. In fact, when she's too busy to digitize in-house, her preferred subcontractor is also a Pulse user.

Thanks to the program's efficiency, however, she does most digitizing herself. "Pulse software has increased my business... when customers want something created right on the spot, they're impressed at how quickly and easily I can do it for them," she says. "I chose Pulse because of its ease of use, accuracy, and the quality of its small lettering. It amazes people how small and clean my lettering can be."

When Crowe does need help, she knows someone from Hirsch will respond quickly. "Calling Hirsch when you are frustrated is like taking a step back," she says. "It gives you a moment to calm yourself, and they'll figure the problem out for you... I know them all and see myself as part of the Hirsch family."

# Kornit Direct-To-Garment Digital Printers

Kornit is the only reliable family of on-demand, full-color printers.

There are six models of Kornit to meet your production needs.

Kornit Digital develops and manufactures high-production industrial direct-to-garment printers for the garment printing industry. Kornit offers the most advanced, cost-effective production workflow available in the market. With its unrivaled reliability and 24/7 operating capability, Kornit's direct-to-garment printers are the optimum solution for a range of businesses that are looking to achieve fast turnarounds with maximum profit.

The savings on a Kornit printer is measured by ink cost, maintenance and labor. Kornit is a completely vertical company as they design and hand-assemble the printers and manufacture their ink and other chemistries. At an ink cost of 88 cents per square foot and pennies for the pretreatment, Kornit outshines the competition in cost per print and quality.

Kornit's CMYK water-based inks provide better color density while being the least expensive in the industry. Kornit's wet-on-wet solution allows for a white base to be applied to a dark garment followed by the CMYK to seal the printing surface for exceptional washability and print integrity. Kornit's inks are quite elastic after they are cured, rivaling screen-print inks wash after wash. Kornit's "PreT" system is the application of a wet pretreatment moments before the printing process begins. The pretreatment and the ink combine and then bind to the garment's fibers; this creates an optimum printing result.

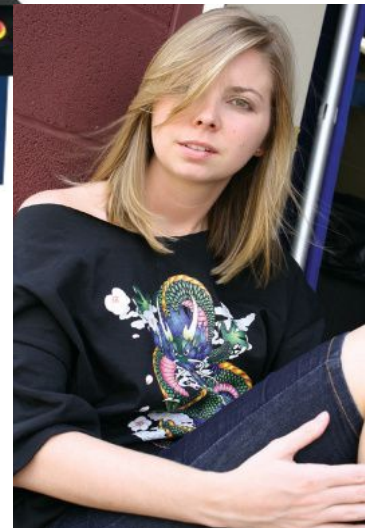
Kornit inks and chemistries are environmentally friendly, Oeko-Tex and GOTS V3 compliant, and formaldehyde and heavy metal free – safe for children's clothing. Maintenance on a Kornit printer is simple; customers simply wipe the print heads off in the morning and start printing. Kornit uses

100% aluminum Spectra print heads with 256 and 512 nozzles that release an 80 Pico-liter drop for maximum coverage, opacity and detail. These heads simply do not fail or clog like their ceramic counterparts with only a 2-5 Pico-liter drop. Kornit has never had to replace a print head due to normal use – they are that good.

Customers also save money on labor vs. traditional screen printing. Where a screen print may employ up to three people to run one press, Kornit owners employ one person, regardless of the model they own. Reliability can be described as repeatability or consistency – no matter how you define it, Kornit is simply reliable.



*Save on ink costs. Kornit's ink cost is the least expensive in the direct-to-garment industry. Competitors' ink costs up to 5 times more per liter than Kornit's ink, making the average cost per print a fraction of the cost of our competitors, resulting in a lower cost of ownership.*



## Majestic Apparel Sets A High Standard

When Glen and Liebe Staes of Majestic Apparel in Corona, CA, first shopped for a direct-to-garment printer, they weren't impressed. The quality did not meet their high standards. Then, they learned about the Kornit from Hirsch. The Staes were sold on the machine's superior ability to print on darks and its reliability.

"The Kornit has been a workhorse," Glen tells us. "In the two years we've had the machine, it has never been down. I'm really glad we made this purchase, rather than going with another printer. We couldn't have grown our business the way we have if it weren't for the reliability of the Kornit and the quality it produces. The machine is simple to use and the learning curve was short. Hirsch has been wonderful. They're always there to answer any questions."

# MHM Screen-Printing Equipment

The world's leading screen-print operations use MHM machines for award-winning image quality. You can too.

MHM textile printing presses are in a class of their own when it comes to maximizing productivity. MHM has several models and configurations to choose from, making MHM affordable for everyone. All MHM machines are engineered with time-saving set-up features such as a screen pin registration system, snap-in squeegees and flood bars, precise X-Y micro registration system with front/rear adjustment (no locking/unlocking of screens or micro system is needed), and cycle speeds up to 1,400 pieces per hour on most models. All models have a standard, automatic pallet lock/unlock system that shaves minutes off each pallet change without any pallet re-leveling.

The minutes saved at each step of the set-up quickly mount up. For a six-color job, you can save approximately 30 minutes for each job. At three jobs per eight-hour shift, printing at 500 shirts per hour, you'll be able to print

an additional 750 shirts per shift. That productivity boost turns into real money. At 50 cents per print, you'll gain an additional \$375 per eight hours.

The user-friendly Android Tablet main control panel allows screen printers to easily manage a variety

of functions that affect print outcome. These include individual print head control, multiple print stroke capability, plastisol/water-based modes, sequential start/finish, sample/test printing, and dwell timer for the quartz flash cure.

## Cool Air Creations Increases Productivity

For years, screen printers at Cool Air Creations thought they had the best equipment possible. Then David Campbell, president of Cool Air, stopped by the MHM booth at an ISS Long Beach show. "I had always known about MHM," Campbell recalls. "I knew they had a great reputation, but had also heard they were more expensive and it was harder to get them serviced. Nevertheless, I just went into the booth to take a look. I think it took me about eight minutes to realize that we had been doing everything the hard way for the last



13 years. Some of the most obvious of production stumbling blocks were simply gone. You don't even know you are fighting them until someone points it out to you. So, it took me eight minutes to realize this, and I think it took me an additional eight to sign on the bottom line, replacing every machine in my facility."

Today Cool Air has a 12-color S-Type, a 16-color Synchroprint 4000 and a new 10-color X-Treme. "Amazingly, the learning curve on these machines is very small," Campbell says. "Within three weeks of installing our first machine, we noticed a 25% to 30% gain in throughput. We attribute this to the simple set-up and breakdown. Hirsch personnel have been there every step of the way to answer any questions or help with anything we need. As mentioned earlier, servicing the machines was a concern at first, but the Hirsch team is so responsive, it has never been an issue. Truth be told, in eight years we have been running MHM presses, we've only had a press go down twice, and we were back up and running in the morning."

That kind of reliability is what Campbell cites as the biggest advantage of his MHM equipment, explaining: "Yes, they set up and break down much faster; yes, they run smoother and cleaner; and, yes, all of this leads to much more productivity. But that all goes out the window if the press breaks down; MHM simply doesn't."



## Adelco Textile Dryers

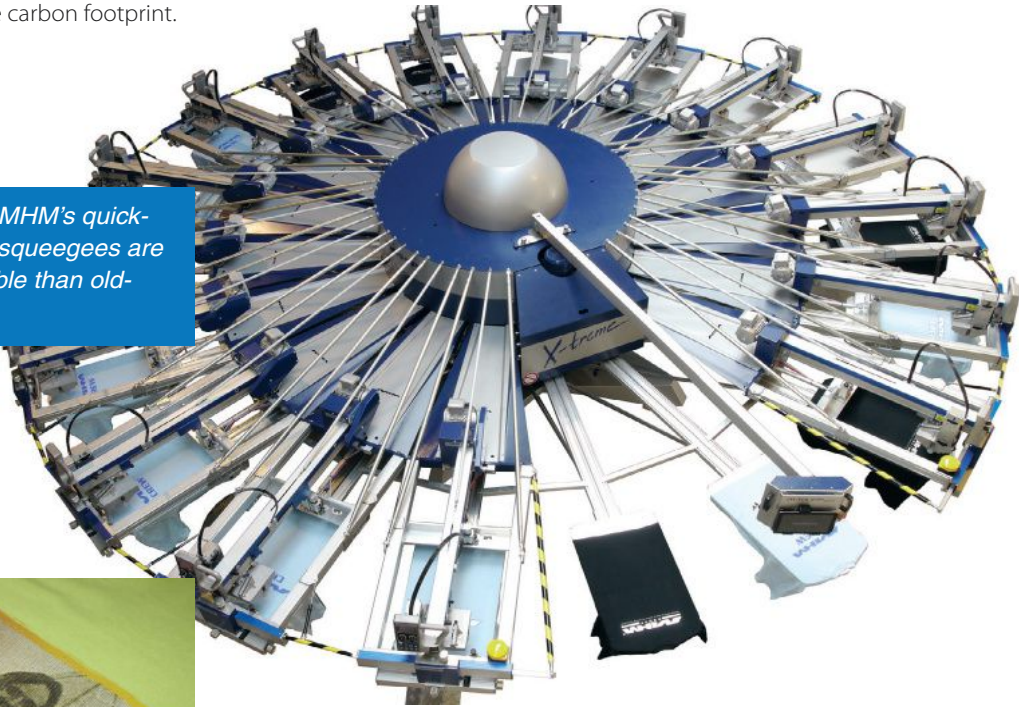
There's an energy-efficient, cost-effective textile drying solution for every type and size of shop.

For decades, Adelco has led innovation in industrial/commercial drying technology. Its renowned Ecotex series incorporates massive volumes of super-heated air for the fast curing of plastisol, water-based and specialty inks. Superior air and heat distribution provide even belt temperatures throughout the oven for perfectly cured garments. Solid State Controls and a Digital Belt Speed Display show exact time of product in the oven and temperature. Various belt widths and oven lengths are available to meet everyone's production needs, and are manufactured in gas, electric or dual-energy heat source. The Ecotex dryers are modular in design, and additional oven sections in 40-inch or 80-inch lengths can be added as your production needs increase. The Ecotex dryers' energy heat systems lower energy consumption and reduce carbon footprint.



*Extend the capacity of a dryer with modular drone sections, which can increase throughput by up to 60% without the need for additional gas or electrical consumption.*

*Save time on set-up. MHM's quick-release screens and squeegees are faster and more reliable than old-fashioned air clamps.*



## Jakprints Are Print Perfect

For years, Jacob Edwards, owner of Jakprints Inc., dealt with timely set-ups and inconsistent image reproduction using another brand of press. Then he had an opportunity to see MHM presses in action. "The setup times were half what we had," Edwards says. "The consistency of each and every print was perfect and the user interface design was easy, like playing a video game with your kid."

Edwards made the switch. Today Jakprints runs MHM's SPS 4000 and S-Type machines. "They both have their place on the floor," he says. "The S-types we use for agility of setting up sleeves and multiple locations per garment. The 4000s are a workhorse of a press and usually run our oversized multicolor prints."

Jakprints transitioned to new equipment without a hitch. "The presses are very well designed, plus Hirsch has a great team of technicians and local service staff to help along the way," Edwards says. MHM machines cut set-up time in half and eliminated the worry of inconsistency. Edwards continues: "With our previous machines, there was always a percentage of unknowns. With the MHM machines, we don't have to worry whether a job will print right. We can put all our attention on other parts of the business."

# 5 Reasons To Choose Hirsch

**1. Diverse Product Range for Multimedia Decoration** – As the exclusive U.S. distributor of Tajima embroidery machines; Pulse Software; MHM Screen Printing Presses; Adelco Dryers; and Seit Textile Lasers, and a sales leader for Kornit Direct-to-Garment Printers; Hirsch is quick to market with top manufacturers' newest technologies for cutting-edge decoration. We're a one-stop solution for multiple decorative techniques. This means we can better serve you with the big picture of what you can accomplish with equipment components that are best suited to your goals.

**2. Technical & Application Specialists** – Hirsch employees have over 1,000 years of combined industry experience. That knowledge is shared freely with our customers. A coast-to-coast network of factory-certified staff technicians assist with your equipment set-up and maintenance. You'll enjoy toll-free phone support Monday through Saturday. You'll be inspired by techniques developed by experienced decorators.

**3. Expert Product Training/State-of-the-Art Facilities** – Our online resource center provides access to documents and videos on demand to help you research our extensive product lines. An extensive training curriculum is included as part of every equipment and software package. Our Solution Studio brings together every major decorating discipline under one roof in Huntersville, North Carolina, so that our customers can see firsthand cutting-edge techniques.

**4. Innovation** – As a leading distributor of top equipment brands, Hirsch has direct input to R&D teams at product manufacturers. Not only do we learn and share with you what technologies are on the horizon, we also help to shape equipment advances to better meet your needs. In practice, we also innovate decorative applications. Our embellishment experts research, develop and teach the decorative trends that imprinted apparel buyers desire.

**5. Lower Cost of Ownership/Highest Resale Value** – Hirsch sells more efficient and reliable machines than any other industry equipment provider; resale values are typically 30% higher than competitive equipment. Superior technology and innovative patents create an overall lower cost of ownership than other lower-priced brands. Don't be fooled by a purchase price.

## Stay Current with Hirsch

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By Christopher Ruvo

## SanMar Opens New Midwest Warehouse

SanMar (*asi/84863*) opened its newest full-scale warehouse just outside Minneapolis. The 570,000-square-foot distribution center replaces SanMar's temporary 100,000-square-foot facility, which opened last year to more quickly serve the Midwest region.

The Minneapolis location offers next-day shipping to Iowa, Minnesota, North Dakota and Wisconsin, as well as portions of Nebraska and South Dakota. Over the coming months, SanMar will add more products, sizes and color options to its stock of inventory in the new warehouse, which features a large showroom, customer meeting room and on-site ordering kiosk. "Our goal is to provide customers with the inventory and overall experience they expect, from ordering through fulfillment and shipment," says Jeremy Lott, SanMar president.

## Neons Shine Bright at ISS Atlantic City

Scott Marino jokes that "we got a little lucky" with the neon craze. But in truth, the owner of Neon Tees (*asi/73583*) put quite a bit of foresight into his company's specialty. "We saw a niche five years ago for the neon colors," says Marino, whose company is based in Cranford, NJ. "We anticipated it would be hot, and now it's out in full force."

So it was at ISS Atlantic City, a trade show that ran this spring. Neon Tees was featuring new products like crop tanks, reversible mesh tanks and youth tanks in neon colors. Meanwhile, headwear supplier Flexfit was showing off new flat-visor snapback caps in a variety of neon hues, while Pearsox Corp. featured athletic socks and winter toques in neons. Additionally, Next Level Apparel (*asi/73867*) representatives noted how they've generated a lot of sales with neon colors for fashion tees and crop sweatshirts. "Neons are really, really happening for us," says Mark Seymour, vice president of sales for Next Level.

## Broder Receives \$100 Million in Financing

Broder Bros. (*asi/42090*), the largest apparel supplier by revenue in the industry, has received \$100 million in senior secured debt financing from

equity company Prospect Capital Corp. (NASDAQ: PSEC). The financing is meant to be used by Broder to recapitalize the company. Broder's majority stockholder, Littlejohn & Co., worked with Prospect to secure the financing.

"Prospect impressed us with its diligent and efficient underwriting process, helping to recapitalize Broder to position the company for long-term success," says David Simon, a managing director of Littlejohn.

## Ben Stein Keynote Highlights ASI Long Beach

Humor – and hope. Those two complementary elements characterized Ben Stein's speech at The ASI Show Long Beach this spring. The famous funnyman may be best-known for his television show hosting and comedic roles in movies like *Ferris Bueller's Day Off*, but Stein is also an Ivy League-educated economist and lawyer with a keen perspective on American history and the current political and economic landscape.

During his speech to a ballroom packed with apparel decorators, suppliers and ad specialty distributors, he drew on this multi-faceted background to spark laughs and inspire insights about what the nation must do to prosper in the years ahead. "I know if we have the right attitude in our hearts," says Stein, borrowing from Richard Nixon, "our best days lie ahead." Watch an ASI interview with Stein at [www.stitches.com](http://www.stitches.com).

## Nike Pledges \$50 Million to Combat Childhood Obesity

Nike is committing \$50 million to "Let's Move," a campaign spearheaded by First Lady Michelle Obama that is aimed at fighting childhood obesity. Over the next five years, the money will be used to support the campaign's multi-faceted effort to encourage a resurgence in physical activity among American children before, during and after school.

## Event Calendar

[Stitches.com](http://Stitches.com)

See a complete industry event calendar.

**June 9-12**

**Marlboro, MA**  
**New England Apparel Club Show**  
 (781) 326-9223  
[www.neacshow.com](http://www.neacshow.com)

**July 16-18**

**Chicago**  
**The ASI Show**  
 (800) 546-3300  
[www.asishow.com](http://www.asishow.com)

**July 26-27**

**Nashville**  
**Embroidery Mart - EAST**  
 (800) 866-7396  
[www.nnep.net](http://www.nnep.net)

**Aug. 4-6**

**Las Vegas**  
**ISS Shows**  
 (508) 743-0532  
[www.issshows.com](http://www.issshows.com)

**Aug. 7-8**

**Long Beach, CA**  
**The SAAC Show**  
 (805) 484-7393  
[www.saac.net](http://www.saac.net)

**Aug. 12-16**

**Ft. Worth, Dallas, Austin, San Antonio, Houston**  
**Advantages Roadshow**  
 (800) 546-3300  
[www.advantagesroadshow.com](http://www.advantagesroadshow.com)

# 87%

Percentage of consumers who say online social engagement positively impacts their likelihood to purchase from companies with which they're connected. Conclusion: Engage your customers and prospects via social media.

Source: J.D. Power & Associates

## Training Aims to Protect Chinese Apparel Workers

To help better protect garment factory workers in the developing world from unsafe working conditions, Worldwide Responsible Accredited Production has expanded its “Fire Safety Training Course” to China, bringing vital information about fire safety

and prevention to the world’s largest apparel exporting nation.

WRAP, which audits factories in an effort to promote lawful, humane and ethical manufacturing,

says this move builds on the success of the course that was first launched in Bangladesh in 2011 and expanded to Pakistan in 2012. The course, WRAP asserts, provides brands and retailers in China with the key resources to help ensure that proper fire safety practices are followed at apparel facilities. Stuart Webster, WRAP’s vice president of education and training, says so far the course has had a positive impact on many levels. “The attendees appreciate learning about fire safety from a preventative point of view as well as through hands-on exercises,” Webster says.



### Apparel Retailer Focuses on Workers’ Rights

Professing a commitment to sustainability and workers’ rights, British retailer Marks & Spencer has announced that it aims to train 500,000 workers at its suppliers’ factories by 2015.

The goal is to better educate the laborers on their rights and responsibilities, while also teaching them financial literacy. Called “Train the Trainer,” the two-day education session focuses on three main areas: health and safety, workers’ rights and company information.

*continued on page 36*

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GT-381 (not shown) **\$926<sup>‡</sup>** per month plus tax and extras\*

Graffiti Series GT-361 **\$799<sup>‡</sup>** per month plus tax and extras\*

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Images for illustrative purposes only. Samples shown may require white ink model GT-361/GT-381. †This lease offer is valid between March 7, 2013 and June 30, 2013. This offer is valid only on the lease of a new Brother™ Graffiti Series GT-341, GT-361 or GT-381 Garment Printer leased directly from Brother International Corporation (“Brother”) and is valid within the United States only. The term of the lease shall be 27 months. Monthly payments equal to 1/27 of the initial promo price (the purchase price divided equally by the number of months in the finance period) are required until the full promo price is paid in full. No finance charge will be assessed if (1) the promo price balance is paid in full within 27 months, and (2) all minimum monthly payments are paid when due. Otherwise, the lease may be terminated and/or penalties and interest will be applied. All potential lessee’s must successfully complete a full credit review and be approved by Brother. Brother reserves the right to withhold approval in its sole discretion. Furthermore, Lessee shall sign an Equipment Lease Agreement which sets forth the terms and conditions of the lease in more detail. Brother reserves the right to discontinue this offer and leasing program at any time. Not to be combined with any other promotion. ‡ Graffiti Series GT-341 monthly payment of \$741 based on MSRP of \$19,999; GT-361 monthly payment of \$799 based on promotional price of \$21,676 (MSRP \$21,999); GT-381 monthly payment of \$926 based on MSRP of \$24,999; prices quoted as of 3/6/13 and may be subject to change. Visit a participating Authorized Brother Distributor or [www.brother-usa.com](http://www.brother-usa.com) for terms and conditions. \*Standard terms apply to non-promotional purchases and optional charges, including \$350 document fee, taxes, \$300 freight charge within continental US (by quote for HI, AK, PR), delivery, installation, training or auxiliary items. †Fulfilled at time of delivery by Brother. Must call 800-432-3532 for activation code. Internet access required for activation and to access certain images. MSRP of GraffitiPro Studio™ software is \$499. ©2013 Brother International Corporation. All rights reserved.

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Worker's Rights from page 35

The course, a joint venture between M&S and World-wide Responsible Accredited Production, is designed to give factory training personnel valuable lessons on training both new and existing workers in a way that's both effective and engaging.

### Embroidered 'Townscape' Celebrates U.K. Town's History

Rhoda Nevins isn't just the former mayoress of the English town of Guildford – she is also a talented embroiderer. So, when considering a way to commemorate the town she loves, it made sense for her to create an elaborate embroidery design.

Over the course of four years, [www.getsurrey.co.uk](http://www.getsurrey.co.uk) reported, Nevins and 25 other stitchers diligently needed to life Nevins' vision of a large embroidered townscape of Guildford. After all the hard work, the embroidery, which bore the words "The Celebration of Guildford Surrey 2012," was unveiled this spring. The massive work – 4 feet tall and 7 ½ feet wide – features important local landmarks and events, including Guildford Cathedral, the River Wey raft race and Surrey University. Check out images of the work at [www.stitches.com](http://www.stitches.com).

### WORLD

## Little Dresses for Africa

Feeling altruistic and want to put your sewing skills to use for a good cause? Then consider Little Dresses For Africa ([www.littledressesforafrica.org](http://www.littledressesforafrica.org)).

The Brownstown, MI-based nonprofit provides relief to children in Africa by distributing volunteer-made dresses to little girls in villages on the continent. Through LDFA, volunteer stitchers from the U.S., Canada, Australia and the U.K. join together to make

dresses out of pillow cases or other simple patterns. Some supporters donate cash toward the cause, and others travel to Africa to make a difference firsthand. "Because of the widespread AIDS pandemic, little girls are often left to be the primary caregivers of their young siblings," the Little Dresses for Africa website says. "It is our hope that in delivering dresses to these young girls, that a seed will be planted in their hearts, in the name of

Jesus, that they are worthy."

In addition to providing clothing, the Christian nonprofit holds children's camps, Bible classes and teaching sessions to increase kids' knowledge about nutrition, clean water and sanitation. The idea is to promote healthier living and family skills knowledge. "We also visit the patients who are suffering from AIDS and their caregivers to offer encouragement and hope," the LDFA website says.

### MARKETING

## Tried-And-True Methods

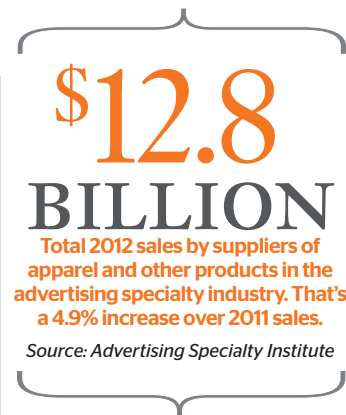
When implemented properly, tech-age marketing tactics can power sales at your decorating shop. Embroiderers and screen printers across the country have stories about how they've leveraged their Facebook presence to connect with new clients, and how the blogs and online videos they've created have boosted their credibility.

While embracing digital marketing strategies is proving increasingly pivotal, it's also important to persist with cost-effective traditional marketing methods that have been effective for your business. Linda Knoche, owner of Sew Biz Plus, knows that to be true.

In business for nearly 20 years, Knoche is a home-based owner/operator who does the

stitching and promoting for her Middleton, WI shop. One of her top clients is a local fire department, for which she prints T-shirts and embroiders duty gear. Given her friendly long-standing relationship with the department, the firefighters allow Knoche to leave flyers for her business at the station. It's a real boon that they do, for the department gets a lot of foot traffic. "There are different businesses in town that have picked up the flyers and then asked if I can work with them too," says Knoche.

Beyond flyers, word-of-mouth marketing has helped Knoche drive annual growth at her shop – 15% in 2012 over 2011 alone. While satisfied customers speak positively about Sew Biz Plus, helping to promote the business, Knoche



is much more than a passive beneficiary when it comes to word-of-mouth. "I'm not afraid to open my mouth," says Knoche, adding that she believes 2013 can be a lucrative year for shops that position themselves well with prospects and existing customers. "I think people are getting back into spending a little money to promote their business," says Knoche, who anticipates a 20% jump in sales this year.

SALES

## Focus on Niches You Know

Patty Holihan anticipates 10% growth this year at her Denison, IA-based shop. But it's not just the quietly rebounding economy that has the owner of Patty's Stitches optimistic. It's also her commitment to a simple but effective sales strategy that has her feeling sunny. That strategy centers on being a service-focused niche provider to industries she's connected to and understands.

When she launched her home-based business, Holihan started off working with construction companies. It made sense: Her husband owns a construction firm, and she has strong ties to the industry. "I knew a lot of guys in construction," she says. "I knew how to get around in that business."

Holihan has also focused on turning farmers into clients. It was natural for her to target the agricultural market, for she grew up on a farm and her in-laws are farmers. Given that background, she can more easily relate to farmers, which helps in providing personable service. Not surprisingly, her understanding of both the agriculture and construction industries has helped her suggest apparel items and provide embroidered designs that appeal especially to builders and farmers. "T-shirts and polo shirts in the spring, and lots of Carhartt in the fall," she says of farmers' tastes, for instance.

By keying in on industries she's familiar with, Holihan has had doors of opportunity open unexpectedly for her. She now turns a nice trade in monogramming and personalizing items that range from towels and robes to clutches. That line of business began after the wives of some of her construction customers started asking for monogramming. "Once you start doing one thing, people find out and it really grows," Holihan says, emphasizing that word-of-mouth has helped her generate a wealth of new business. "You also have to be out there and be seen," she adds. "I'm always participating in community activities and handing out business cards."

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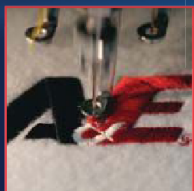
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# N NEWS Strategy

## SHOP MAKEOVER

### Efficiency Upgrade



Steve McKee

In the decorated-apparel business, efficiency is everything. Without it, embroiderers and printers can soon find themselves in the red.

Steve McKee is acutely aware of this. That's why the owner of Warminster, PA-based Heritage Screen Printing (*asi/700490*) began researching ways to streamline his screen-printing operation. After several years of digging and careful pro-and-con weighing, McKee invested in a Kiwo I-jet 2.

Since the computer-to-screen imaging system for garment printers went live at Heritage about 15 months ago, the shop has achieved business-building efficiencies in the screen-printing process. "We're able to get 40% more screens made in a day," McKee says. "On average, we can complete 10% more jobs in a week." As a result, the Heritage staff can whisk a greater number of orders through the bustling shop. While that wasn't the only reason business increased last year, it certainly contributed. "We were up about 15% in 2012," McKee says.

Put broadly, the Kiwo system offers capabilities that enable Heritage to eliminate labor-intensive steps from the process of creating ready-to-print artwork designs on screens. With the new system in play, approved artwork can be exported through Heritage's network to the Kiwo printer, which then utilizes a heated wax block to develop the artwork image directly onto a screen, thus nixing the manual process of using films to ready screens with a client's design.

Not only does this save Heritage time in the midst of the production race; it

also reclaims hours on the back end. No longer does Heritage have to document and file away films – or search for them if a client places a reorder. Plus, it keeps a little more change in McKee's pocket because he no longer has to pay for films and related supplies (saving about \$800 a month).

### After several years of digging and careful pro-and-con weighing, Steve McKee invested in a Kiwo I-jet 2.

Even so, McKee notes the Kiwo didn't come cheap: He spent about \$70,000 on the system. As such, it will likely take several years before he sees a return on the investment. Nonetheless, the efficiency gains and competitive edge that the system affords McKee's high-volume shop – which also offers embroidery, signs and banners – is worth the expense. McKee came to that conclusion after doing his homework – something he suggests all shop owners do before investing in new equipment that can potentially help you bump up your business. "I looked into it for about two years, following as the technology evolved," he says. "There was the learning curve and the price, but the time savings were very important, and that's a huge plus for us."

## WEB SUCCESS

### Etsy and Beyond



MariLynn McCloskey

In 2011, MariLynn McCloskey's home-based stitching business – a side venture to her day job – brought in less than \$20,000. The following year, Designs by Daffy exceeded \$100,000 in sales. The stupendous growth at the Jackson, TN-based shop was the result of McCloskey keying in on a niche and using social media and Etsy.com to generate buzz for her business.

At Designs by Daffy, McCloskey focuses on providing monogrammed and personalized items, from baby quilts, burp cloths, bags and jackets, to robes, clutches, wallets, handkerchiefs and much more. Imbued with a personal touch, the uniquely stylized wares McCloskey creates appeal particularly to the bridal party market and young families who want something special for their infants. Knowing this is where the bread and butter of her business lies, McCloskey has constructed an online pro-

**Imbued with a personal touch, the uniquely stylized wares MariLynn McCloskey creates appeal particularly to the bridal party market and young families who want something special for their infants.**

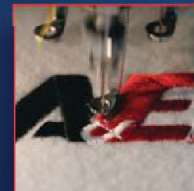
file that caters to these types of customers.

On the Designs by Daffy Facebook page (<http://goo.gl/od7qk>), for example, McCloskey routinely posts images of monogrammed and personalized items she has completed. She also puts up pictures of satisfied customers donning products she has personalized, and announces specials and deals. The page features links to the online store on McCloskey's website and her Etsy store ([www.etsy.com/shop/DesignsbyDaffy](http://www.etsy.com/shop/DesignsbyDaffy)). Plus, when a product image is posted, it often includes a link to the Etsy shop, which allows folks who've found her on Facebook to click through and buy the pictured item. It's a similar story on McCloskey's Pinterest page (<http://goo.gl/9ihR0>), where everything from monogrammed windbreakers to infinity scarves are featured. Each product image on Pinterest comes with a link back to McCloskey's store on Etsy, allowing an easy conduit by which browsers on the picture-sharing site can become paying customers.

Furthermore, savvy use of Etsy itself has helped McCloskey drive sales. People surfing the site – where folks sell vintage and handmade items – have discovered the Designs by Daffy store thanks to her clever use of keywords. With potential wedding customers in mind, for instance, McCloskey puts words like “bride” and “bridal party” in certain product headers. Meanwhile, “personalized” and “monogrammed” appear almost uniformly in item titles. Through such strategic keywords, quality prospects interested in McCloskey's services can more easily find her. “The improvement I saw in my business last year was definitely in big part a result of the time I spent getting items on Etsy and listing them in the right way,” she says. “This year, is on track to be even better than 2012.”



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# LOOK BOOK

## Runway

By Alissa Tallman

## Trend Alerts

Some of the most stimulating and impressive fashion trends ever to hit the catwalks have come alive this summer. A proliferation of patterns abounds for apparel of all types, and women's trousers and leggings are no exception. Adding some serious sizzle to summer clothing is the presence of red, a color that never fails to attract attention when it comes to implementing it as a promotional tool. Finally, playing more of a leading than supporting role these days are scarves, which are available in countless fabrics, lengths and designs.

Isabel Marant



PHOTO: VICTOR VIRGILE

This elegant **Isabel Marant** ensemble, which debuted during Paris Fashion Week, pays notable kudos to lightweight patterned pants. A beautiful splash of color via florals weaves its way through a whimsical black and white geometric print; the white jean jacket balances out the patterning while brilliantly echoing it with metallic embellishments.

Zac Posen



PHOTO: CHRIS MOORE

Red is the fashion industry darling this season. This luxurious dress designed by **Zac Posen** was featured during New York Fashion Week. Form-fitted, flattering and feminine is the name of the game when it comes to women's summer apparel, whether it's a dress, a button-down or even a tank.

Altuzarra

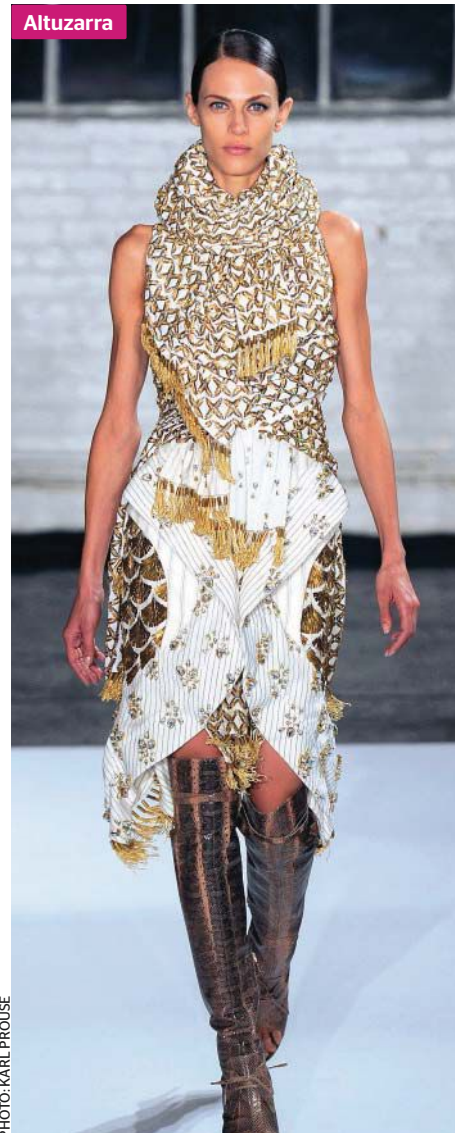


PHOTO: KARL PROUSE

This summer's scarf designs possess a certain majesty all their own. **Altuzarra** turned out a stupendous array of delectable scarves and wraps during New York Fashion Week, including this extraordinary piece sporting gold tassels.

APPAREL

## Patterned Bottoms

Patterned trousers and leggings are a super-hot summer trend that got top billing during spring/summer 2013 Fashion Week in designs by the likes of Etro and Isabel Marant. Available in numerous prints ranging from paisleys to florals to geometric designs, these decorative bottoms are a fun and flamboyant addition to any wardrobe.

“The current trends in women’s pants involve unique and feminine styles,” says ToniMarie Anselmo, sales manager at Rothco (*asi/83708*). “Women are looking for trendy colors and patterns that stand out.” She assesses that the mere fashionabil-

ity of patterned pants and leggings guarantees that the end-user will enjoy wearing them: “Items like these that have an aesthetically pleasing appearance, especially when combined with a logo, are far more popular than traditional products.”

Keeping informed about fashion trends in general is key to implementing a successful promotional campaign, Anselmo says. “One of the most important things to remember in the promotional business is to keep up with the trends. Pants like these are definitely one of those trends right now.”

Rothco (*asi/83708*; circle 155 on Free Info Card) distributes these mod pink camo flare jeans (3348) made of a cotton twill/spandex blend.

Days Off Designs Inc. (*asi/48720*; circle 156 on Free Info Card) carries these chic and comfy polyester/spandex stretch pants (RWSP Pant).

These adorable footless leggings (137) made of 75 denier cotton can be found at Celeste Stein Designs Inc. (circle 157 on Free Info Card) and are available in two sizes.



# LOOK BOOK

Trends

## COLOR

## Red

The prominent presence of red caused quite a lot of excited hullabaloo during Fashion Week. Showcased in show-stopping designs by Jean-Pierre Braganza, Saint Laurent and Chloe, red has become the go-to summer hue.

“Red is definitely in this year and will continue to get more and more popular,” says Meadow Lacy, brand manager for Sunday Afternoons Inc. (asi/90134). “It’s a ‘confidence’ color and a great way to add a little pop of style to any outfit.” She contends that accessories in particular have been endowed with this powerful color. “Red has found its way into a lot of accessories; it’s exciting to see the effect it’s having on current styles and fashions overall,” she says.

Jenny Straub, marketing and product development coordinator for Vitronic Promotional Group (asi/93990), explains how red managed to establish itself as the present focus of the fashion industry: “There has been a natural transition of reds over the past few seasons, starting with pale pinks and eventually ending with the deep oxblood reds evident in fall 2013 fashions.” She describes how to best use this authoritative hue when promoting your company: “Choose a specific product in red or add a little splash of it to your logo or tagline.”



You can find this graceful broad-brimmed women’s sunhat (Santa Fe) at Sunday Afternoons Inc. (asi/90134; circle 158 on Free Info Card).



Sportailor Inc. (asi/88796; circle 160 on Free Info Card) distributes this silk/viscose embroidered men’s camp shirt (M031969).



This cross-body handbag (A451) is crafted with soft and supple Litchi fabric and can be found at Vitronic Promotional Group (asi/93990; circle 159 on Free Info Card).



This is Flexfit’s Classic Jockey Cap (7005; circle 161 on Free Info Card).

## Trends

### EMBELLISHMENT

## Scarves

A gorgeous array of printed scarves paraded on the spring/summer 2013 Fashion Week catwalks; designers such as Nicholas K, Altuzarra and Marc Jacobs presented head and neck wraps exhibiting eye-catching designs and saturated hues.

Peter Schlieckmann, product manager for Assertive Creativity LLC (*asi/37166*), commends this summer's scarf lineup and assures their superb application to promotional events. "Promotional campaigns can be wonderfully supported with scarves that feature embroidery or screen printing," he says. The most popular fabrics currently being showcased are silk and faux silk, both of which are ideal for embellishing. "Because these are lightweight materials, they can hold embroidery well and are equally dependable in terms of durability," he says.

This summer's scarves are available in arresting, bold colors and feature extra décor of their own. "Many come with tassels and/or metallic threading," Schlieckmann says. He suggests imprinting scarves with company logos or custom-made artistic prints.



This silk scarf featuring an ethereal floral print (silk scarf) can be found at Tornado Promotions (*asi/91541*; circle 162 on Free Info Card).



BSC SRL (*asi/42331*; circle 163 on Free Info Card) distributes this delicate, Italian-made chiffon silk stole (HR3315).



Assertive Creativity LLC (*asi/37166*; circle 164 on Free Info Card) carries many scarf designs, including this playful fringed bubble scarf (SU-PP4-8).

# LOOK BOOK

## Niche: Racewear

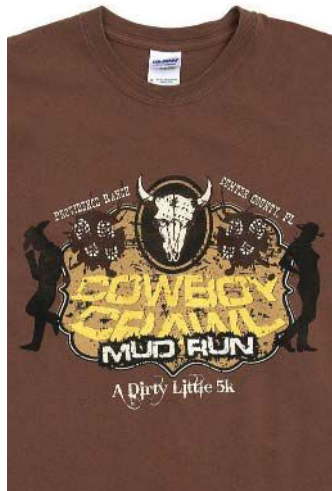
The racewear apparel niche has arrived. When it comes to running apparel trends, Marc Kozak, president of FL-based Blue Monster Promotions (*asi/466761*), says bright colors are hot. “Neon is a must,” he says. “You’re a true racewear hipster with running shoes in hot pink, yellow, orange or green.” Eric Deem of New Whiteland, IN-based Threads Online Inc. also stresses the importance of color in current racewear styles. “Full-color designs are more popular as the pricing continues to go down with direct-to-garment printing,” he says. “Appliqués give designs a grungier, more vintage look.”

Kozak also points to large fonts, distressed styles and appliqués. “Big, bold lettering is popular with youth, when presented in combination with bright colors,” he says. “And, more of my clients want apparel with a distressed and worn look.”

Racewear items sell well in a variety of settings. Kozak says mud-run events are at the top of the list for profitable races. “Mud-run events are now a multimillion-dollar business, which makes them ideal for optimizing promotional campaigns,” he says. Deem says it’s the quality of the product itself that determines the market and, in turn, the effectiveness of the running event. “Applying quality and originality to an entire event will increase its marketability and participation,” he says.



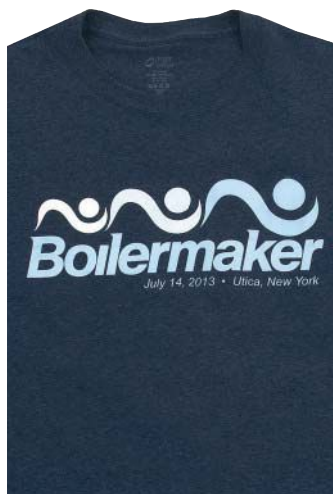
**Tim Vadney**, owner of RaceReady (*asi/74894*), Torrance, CA; [customerservice@raceready.com](mailto:customerservice@raceready.com)  
This tech tee was screen printed for the Fall Classic in Strongsville, OH, an annual event hosted by the Cleveland West Road Runners Club that includes a half marathon distance, a 5K and approximately 1,500 runners.



**Bill Cournan**, owner and president of BC Sales, submitted by Marc Kozak, owner and president of Blue Monster Promotions (*asi/466761*), Wildwood, FL; [info@bluemonsterpromos.com](mailto:info@bluemonsterpromos.com)  
This 100% cotton basic T-shirt features a screen print promoting the Cowboy Crawl Mud Run 5K race in Sumter County, FL.



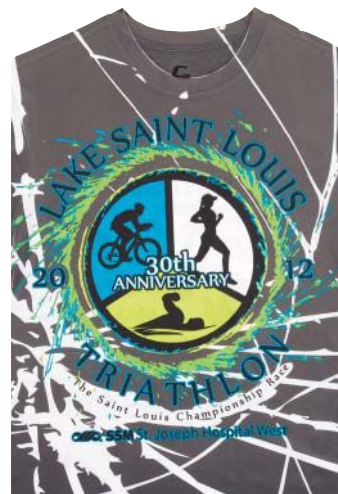
**Eric Deem**, owner of Threads Online Inc., Indianapolis; [sales@threads-online.com](mailto:sales@threads-online.com)  
This black T-shirt was decorated with a NeoFlex digital printer and given to participants in the Indianapolis Women's Half Marathon Training Program.



**Howard Potter**, CEO of A&P Master Images, Yorkville, NY; [hpotter@masteryourimage.com](mailto:hpotter@masteryourimage.com)  
This screen-printed 50/50 T-shirt was designed with a two-color process using a gradient fade made with Adobe Illustrator. It'll be given to participants in an annual 15K road race.



**Scott Champoux**, print plant manager at Pro Towels (*asi/79750*), submitted by Stephanie Protz, director of marketing, Pittsburgh; [info@protowels.com](mailto:info@protowels.com)  
This imprinted fitness towel was distributed to participants of the 2012 Promotions East 5K on the boardwalk in Atlantic City, NJ.



**Robert Bohannon**, vice president of S&K Manufacturing (*asi/84325*), submitted by Gena Breyne, COO, O'Fallon, MO; [info@couponshirt.com](mailto:info@couponshirt.com)  
A 100% polyester tee for the 30th anniversary of the Lake Saint Louis Triathlon features an all-over sublimation and sponsor names listed on the back.

## Showcase: Tanks

Men's and women's tanks have been extensively revised and updated for the summer season to accommodate the newest styles. You'll see cropped, corset and racerback tanks for women and vintage designs for men, not to mention a plethora of graphic prints.

Kevin Miles, marketing operations manager for Alternative Apparel (*asi/34850*), says it's all about retro. "Vintage-inspired tanks are a favorite," he says. One such tank Alternative has designed for men is the Double Ringer: "It features double-contrast binding on the neck and armholes, a style that was inspired by classic men's athletic wear circa 1970," he says. Yvette Corona, customer service representative for American Apparel (*asi/35297*), makes specific mention of women's cropped tanks. "Form-fitted cropped tank tops are trending," she says.

Miles says patterned tanks are hot now. He says, "This season, you'll see novelty prints on tanks, such as bold stripes, classic houndstooth designs, paisleys and camouflage, all of which speak to broader bohemian chic."

The increased availability of updated tank styles in the promotional arena makes a strong statement. Corona says, "People want to stand out from the crowd, so using something unique helps set your business apart." She also emphasizes that tanks are easily embellished. "Embroidery or other embellishments can easily be applied wherever you choose to feature them – whether it's a company name across the front of the tank or just a small, subtle logo by the shoulder," she says.



This unisex fine jersey tank (2408) from American Apparel (*asi/35297*; circle 165 on Free Info Card) is made from 100% ring-spun combed cotton and comes in 25 colors, including this shade of Sunshine that fits perfectly with summer's explosion of bright colors.



Rothco (*asi/83708*; circle 155 on Free Info Card) distributes this fashion-forward women's poly/cotton digi-camo tank (8765).



This soft, chic tank dress (4MCSJ308) combines Lenzing Modal and cotton with spandex for a seductive sense of movement that makes "eco-friendly" a whole lot friendlier. Available from Blanks Plus (*asi/40642*; circle 168 on Free Info Card).

Take a look at SanMar (*asi/84863*; circle 166 on Free Info Card) for sporty designs like this men's moisture-wicking sleeveless tank (ST352) and this women's tie-dye racerback (DT2301).



This bright cropped tank (RSABB381) is available from American Apparel (*asi/35297*; circle 165 on Free Info Card), also in neon heather blue, neon heather orange, neon heather pink and neon yellow.



Broder Bros. Co. (*asi/42090*; circle 167 on Free Info Card) offers this men's fitted ribbed tank (3400C) made of soft ringspun cotton. Choose from athletic heather, black or white.



*the*  
**Grow**  
*of*



# th Green

The “green” building industry is sprouting, providing sales opportunities for apparel decorators like never before. Get key insights into this market, along with top products to pitch.

By Christopher Ruvo

**W**hile the construction industry as a whole may have taken a hit during the Recession, a segment of the sector did more than weather the downturn, it positively boomed.

From 2002 on, the green and sustainable construction business experienced annualized revenue growth of 29%, according to IBISWorld Inc., a leading independent market research firm. “We’ve been seeing demand increase for 10 years, and we expect the growth to continue,” says Michael Deane, vice president and chief sustainability officer at Turner Construction, a multi-billion dollar builder headquartered in New York.

Deane’s expectations appear to be on the mark. With dollars finally starting to flow back into the construction industry in general, the sustainable building market is poised to continue its bullish ascent. Over the next five years, predicts IBISWorld, revenue for the industry will grow at an average of 23% per year.

The robust growth forecast isn’t just welcomed news for companies that specialize in sustainable construction. It’s also a positive sign for apparel decorators interested in ramping up revenue by connecting with new clients. After all, it’s no secret that you should pursue qualified customers who need what you offer and who have cash to spend. As sales soar at green building firms, these companies will require everything from more looged hoodies and hats, to polo shirts and work and safety wear. Savvy stitchers will recognize the opportunity, and step in to capitalize on the potentially lucrative niche. “Targeting growing industries or markets,” says Joyce Jagger, who owns The Embroidery Coach apparel-decorating consultancy, “can help you reach or exceed your goals.”

## Green Building Boom

If you think the green building growth predictions are just hype, think again. A variety of factors have contributed to make the market fertile for sustainability-focused construction firms, which build energy-efficient buildings that typically use eco-friendly materials.

Over the last 10 years, ballooning energy costs and a more environmentally-aware public and corporate sector have helped drive dollars to planet-conscious construction projects. Government

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# 23%

The forecasted average annual revenue growth of the **green and sustainable construction industry** over the next five years.

Source: IBISWorld Inc.

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programs, such as Energy Star and Leadership in Energy and Environmental Design (LEED), have also stoked demand. So have more stringent local and state building codes, which promote and/or require the use of energy-efficient building design and materials. In California, for example, an executive order mandates that all new and renovated state-owned buildings must conform to the LEED silver standard, a certification granted only if buildings achieve certain sustainability benchmarks. Plus, notes Deane, the current cost-effectiveness of green construction has helped spur interest, too. “We can build,” he says, “a sustainable building for the same cost as


or a slightly higher cost than a ‘traditional’ building.”

At Turner Construction, Deane and his team have been quick to capitalize on the expanding market for green building. When he joined the company nine years ago, sustainable building projects accounted for about 15% of Turner’s total business. Last year, green construction amounted to 60% of the corporation’s work, equating to \$5.2 billion. Consider, too, that while Turner’s overall revenue declined by 20% during the depths of the recession, its green building business accelerated, increasing annually by about \$400 million. “It made the recession less painful for us than our competitors,” Deane says.

With diverse projects across the country, the eco-conscious construction surge at Turner has by no means been a regional or industry-specific phenomenon. “We’re doing everything from hospitals and office buildings, to schools, government work and specialty buildings like airports and sports stadiums,” Deane says.

Elsewhere, small and mid-sized green building companies also held firm during the recession and are experiencing revenue rises thanks to interest in sustainable construction. “We weathered the downturn in part because we renewed our emphasis on sustainability,” says Sam Hagerman, president of Hammer & Hand, a builder with offices in Portland, OR, and Seattle.

Over the past five years, the company’s number of employees has doubled to about 80. A rise in construction of sustainably-built homes has helped propel the hiring. It used to be that Hammer & Hand built one or two such houses annually. But over the past couple of years, Hagerman’s hardworking team has built six homes per year. Plus, the company’s primary business of remodeling – also permeated by the science and philosophy of sustainable building – has been grow-



ing, rising over the last three quarters after having remained steady through the recession. “Sustainable building adds value to the equation of a home,” Hagerman says. “People want more value in the buildings they’re developing.”

## Beyond the Builders

Encouragingly, the green building boom has benefited more than just construction companies. Related businesses, like providers of sustainable building materials, have also experienced amplified bottom lines, making them potentially healthy prospects for apparel decorators. At Natural Built Home, things have gone so well that the one-stop shop for safe and sustainable building and finishing materials is poised to expand beyond its Minneapolis base, with hopes of launching at least one other location before the year’s end. “There’s a strong market for this, and we’d like to grow across the country,” says company President Lynne Jensen Nelson.

For the better part of a decade, Natural Built Home has turned a tidy trade selling to homeowners who want to outfit their houses with eco-friendly materials. Of late, business from designers, architects and professional builders/remodelers has also bolstered considerably. “Because of consumer demand, more pros are seeking out sustainable materials,” says Nelson, noting the popularity of everything from marmoleum (natural linoleum) flooring to countertops made with recycled glass.

The national reach and expanded business with building pros that Natural Built Home is accelerating toward is already a reality at Green Depot, a nationwide supplier of environmentally friendly building and lifestyle products. Driven by its goal of making green building products easily accessible to homeowners and builders so that sustainable practices can easily be adopted into standard construction operations, Green Depot has 11 stores, including ones in New York and Seattle, and 20

distribution warehouses across the country. The company has provided eco-friendly materials for everything from single-family homes to instantly recognizable institutions and corporations, including the U.S. Capitol Building in Washington D.C., Harvard University, and the corporate offices for both Microsoft and Amazon. “Absolutely,” says Susanna Schultz, Green Depot marketing manager, when asked if the green building industry will continue growing. “The market is picking up.”

With demand increasing, manufacturers of environmentally-friendly building

“We’ve been seeing demand increase for 10 years, and we expect the growth to continue.”

Michael Deane, *Turner Construction*

materials and firms that specialize in green energy stand to reap the rewards, too. Going forward, for instance, solar panel manufacturing is forecast to build upon what has already been a decade-long revenue spike. Says IBISWorld: “Over the next five years, revenue for the solar panel manufacturing industry is expected to continue expanding at an average annual rate of 8.2%.”

## Sustainable Stitching

As green construction gains steam, apparel decorators are working with firms in the field and seeing an uptick in sales potential. “We’ve definitely gotten more inquiries lately. Not just from solar panel contractors and companies doing environmentally-friendly building, but also people like

cabinet makers that make sustainable products,” says Tim Guza, co-owner at Los Angeles-based Sunday Print Co.

Further north, Hyder Graphics has counted Hammer & Hand as a client for years. The Tigard, OR-based apparel decorating shop first connected with the green builder through a designer friend who created Hammer & Hand’s logo. Since then, Hyder has produced everything from screen-printed T-shirts and hooded sweatshirts, to embroidered Carhartt-style work jackets for Hammer & Hand. “They’re a consistent customer for us,” says shop owner Bryce Hyder. “Quality and service are the main things they want.”

Meanwhile, Black Duck Inc. has delivered a range of decorated apparel and hard-good promotional products for solar energy companies. For a solar panel manufacturer, the Albuquerque, NM-based decorator put together individual promo packages for each of the company’s several thousand employees. The package included a logoed water bottle, lunch bag, two embroidered hats, a couple of stitched-logo polos and a screen-printed T-shirt.

Black Duck has also partnered with solar panel installers that have just a handful of employees, providing them with items like embroidered polo shirts and unstructured, low-profile curved bill baseball caps. Erich Campbell, Black Duck’s digitizer and e-commerce manager, says that once you connect with a client in the sustainable field, the positive word-of-mouth that can result from a job well-done can lead you to other customers. “With solar panels,” he says, “you may get in with the manufacturer, who then tells the distributor about you, who then tells the installer – or vice versa. It can be a real snowball effect.”

And that can only be good for your bottom line. ●

**CHRISTOPHER RUVO** is a staff writer for *Stitches*; follow him on Twitter @ChrisR\_ASI and contact him at [cruvo@asicentral.com](mailto:cruvo@asicentral.com).

## What Green Buyers Want

Fair price, on-time delivery, responsive service, and well-executed embroidery and screen printing: Those are things buyers in the sustainable construction market want. But they also desire quality apparel, workwear and outerwear that is comfortable, durable and eco-friendly. Here are a few suggestions:



Made from 100% recycled plastics, this bluesign-approved men's triple-needle stitch polo (610063) offers sustainability and style, making it a great corporate casual piece for company executives. Modern and classically understated, the shirt itself is recyclable, adding to its green attributes. Available from Boardroom Eco Apparel (asi/40705; circle 153 on Free Info Card); [www.boardroomecoapparel.com](http://www.boardroomecoapparel.com).



With a 70/30 bamboo/cotton blend, this impressively soft ladies' polo (209-BPK) has antimicrobial and moisture-wicking qualities. Perfect for the female executive visiting job sites. Available from AKWA (asi/33280; circle 170 on Free Info Card).



A sturdy bulwark against the elements, this thermal-lined hooded sweatshirt (SZ101NV) is a workwear must. Made of 60% cotton/40% polyester, the insulated hoodie features two-needle stitched main seams, a double-layered three-piece hood, reinforced bar tacks at stress points, and more. Available from Berne Apparel (asi/40260; circle 152 on Free Info Card); [www.bernepparel.com](http://www.bernepparel.com).



This 100% organic cotton structured chino twill cap (FP261-72) comes in lots of bright colors. This carrot hue is good for the eyes and there are imprinting options all over, including an embossed flip buckle. Just the thing to keep the sun out of workers' eyes. Available from Fersten (asi/53974; circle 172 on Free Info Card).



There's a lot of positive commitment in this comfy pullover fleece sweatshirt (BESHL-NEEL), made with a 50/50 blend of recycled PET polyester and cotton. Crafted completely from domestic materials and union-manufactured in the USA, it earns its green reputation. Available from Eco Show Respect Apparel (asi/51600; circle 171 on Free Info Card).



Made from 100% ringspun certified organic cotton, this UltraClub men's short-sleeve T-shirt (8600) offers the comfort hardworking builders want and the earth-friendly qualities that align with the ethos of sustainable construction companies. Available from Bodek and Rhodes (asi/40788; circle 151 on Free Info Card); [www.bodekandrhodes.com](http://www.bodekandrhodes.com).



This orange, seamless knit reversible work glove is made from recycled fibers. Made in the USA, it comes in a variety of colors and is certified by OEKO-TEX. Keep hands warm and protect on the job site. Available from Honest Abe (asi/62192; circle 175 on Free Info Card).



The Cyclone Eva Poncho (9207) is crafted from eco-friendly and PVC-free materials (70% EVA and 30% PE). It's lightweight and durable, featuring heat-sealed seams and side snap closures under the arms. When it starts to rain the job doesn't stop, so this will keep everyone dry for the day. Available from Charles River Apparel (asi/44620; circle 174 on Free Info Card).



This knit beanie cap (7040) is made from 100% organic cotton and is made of a sweater rib knit. Perfect for cold winter days on the job site. Available from Kati Sportcap (asi/64140; circle 173 on Free Info Card).

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*the*  
**GREEN**  
**STANDARD**

There's a movement underway to measure and standardize apparel's sustainability. Here's how the eco-culture is getting its feet back on the ground.

By Christopher Ruvo





**E**co-friendly. Green. Environmentally friendly. Over the past couple of decades, these terms have increasingly been used in an attempt to appeal to conscientious consumers interested in purchasing items that cause *de minimis* environmental impact. The problem? As phrases that are used vaguely, they can be misappropriated by the overly aggressive and profit-driven to imply a product has specific and far-reaching environmental benefits when it does not. “There was a point when everyone seemed to be saying they had ‘green’ this and ‘green,’ that,” says Mark Trozduk, president of Boardroom Eco Apparel (*asi/40705*). “The problem was that it wasn’t clear what that meant or what, if anything, was being done to mitigate environmental impact.”

But now, there is a broad shift in the way the eco movement operates. Green claims and terminology are no longer intended to stand meaningless in a vacuum. Within the apparel business, there is a groundswell to evaluate, measure and quantify the true sustainability of products throughout their entire lifecycle. “We’re working toward creating a shared vision of sustainability within the industry that’s based on a unified approach,” says Jason Kibbey, executive director of the Sustainable Apparel Coalition.

As sustainability in apparel becomes more defined, decorators will eventually be able to identify the least environmentally impactful garments and choose suppliers with the highest level of eco-friendly certifications, something that could become increasingly important as retail-inspired tastes and corporate social responsibility initiatives help spur what may be a rebound in interest in “green” imprinted apparel. Plus, decorators will better be able to ensure that their customers are protected from damaging charges by the Federal Trade Commission, which has of late

taken steps through its “Green Guides” to issue clear parameters for what constitutes truthful claims about eco products – and has demonstrated a willingness to punish those who repeatedly misrepresent their products as green. As the apparel industry brings the underlying data into focus, everyone can start to believe that the reality of the sustainable movement will live up to its moral potential.

### Keeping Score

Founded in 2009, the Sustainable Apparel Coalition (SAC) is a nonprofit with a membership list of companies that represent about a third of global apparel and footwear sales – mega-names like Adidas, Levi’s, Patagonia, Walmart and many more. Last year, the coalition released its Higg Index (see page 55), a groundbreaking tool that enables companies to measure the environmental impact of apparel making. Built on the skeletons of two existing models, the index enables companies to score their relative sustainability based on an evaluation of everything from the materials they use to the production facilities where their garments are produced.

One useful feature of the index is a scoring chart that rates and compares the environmental impact of different textile materials. The higher a material’s score, the more sustainable it is. For example, polypropylene (a synthetic fiber used in performance apparel) produces minimal waste and requires little land, water and energy to make; it receives a score of 36.1. That nearly doubles the score of wool, which needs ample land and toxic, energy-intensive chemical processes to make its itchy fibers comfortable.

The Higg Index is already having an effect on the apparel world. Last year, Nike, a leading coalition member, was influenced to use recycled polyester in uniforms it created for national teams at the 2012 European Cup soccer tour-

namment. Furthermore, it helps bottom lines; one coalition member was able to increase marker efficiency (using as much fabric as possible), thereby reducing fabric waste and costs.

Quite simply, the Higg Index is viewed as a groundbreaking tool for the eco apparel movement. “There is a real chance that the index will help drive efficiencies of scale that will make sustainable fabrics ubiquitous and not something you have to search for,” says Kriya Stevens, brand manager at apparel supplier Econscious (*asi/51656*). While the index is currently just for internal and industry use, there remains the tantalizing possibility of creating a consumer rating with a score that rates an apparel piece’s sustainability on garments. Though likely years away, the prospect remains an exciting end goal. “We feel that this could be a real game-changer,” Stevens says.

And there is more on the horizon. Zurich-based textile association OEKO-TEX is this year releasing Sustainable Textile Production (STeP), a new certification system for textile manufacturing. The goal is to provide transparent documentation of the sustainable production conditions of global brands, retail companies and textile manufacturers, and spur improvements. To ensure continued compliance, unannounced audits at the certified companies are part of the STeP system. “With requirements specifically adapted to the situation in the textile industry,” says OEKO-TEX in a statement, “STeP currently offers the most comprehensive and reliable independent proof of sustainable conditions in textile production.”

Beyond that, SGS Consumer Testing Services is now offering services to measure and evaluate the “greenness” of a company’s operations and products in 10 different areas. SGS performs lifecycle assessments of apparel products that measure everything from materials used to the



## MAKING SENSE OF SUSTAINABILITY

The government is tightly scrutinizing marketing claims about the environmental friendliness of products, while industry groups and apparel companies are increasingly trying to measure and quantify the sustainability of their products. What should decorators do in such a marketplace? Here are a few tips:

✓ **VERIFY:** If a supplier markets a product as “sustainable” or “organic,” don’t be shy to ask for documentation that substantiates the claims. “If you are selling organic cotton, for instance,” says Kriya Stevens, brand manager at Econscious (*asi/51656*), “you should at the very least be able to receive a transaction certificate for the cotton used in the product.”

✓ **MARKET WISELY:** In your own marketing and sales pitches, only make claims concerning a product’s relative sustainability if you can back them up. “The key (for decorators) is to not make any claims that they cannot verify when it comes to sustainable products,” Stevens says.

✓ **EDUCATE CLIENTS:** Sustainability can be a strong selling point with an array of clients, from universities and governmental entities, to corporations with internal initiatives to improve their environmental stewardship. By intelligently conveying the verified green credentials of products to such prospects, you will put them at ease that the apparel they buy from you meets their core values on sustainability – and that it will pass any third-party scrutiny. Plus, you may impress decision-makers as a reliable expert they can turn to for such service again.

“We’re working toward creating a shared vision of sustainability within the industry that’s based on a unified approach.”

Jason Kibbey, *Sustainable Apparel Coalition*

transportation needed to bring the product to market. Decorators could even use SGS’ green procurement services, which include helping to verify the information suppliers provide about their sustainability by conducting on-site audits. “In the future,” says Jennifer C. Dwyer, SGS marketing manager, “we plan to support the verification process that comes out of the work of the Sustainable Apparel Coalition.”

### Intensifying Regulation

Step one for the apparel industry is to determine what is sustainable and put some actual metrics behind its definition. Next is to confidently – and accurately – market and convey that information to consumers. That’s no small feat in a marketplace in which regulators are demanding that companies be able to validate claims about the supposed sustainability of their operations and products.

So it was last October when the FTC released revisions to its “Green Guides.” The guides themselves aren’t regulations, but rather a description of the types of environmental claims companies may make that the FTC could find deceptive – and thus punishable under Section 5 of the FTC Act. (The guides can be found at [www.ftc.gov/os/2012/10/greenguides.pdf](http://www.ftc.gov/os/2012/10/greenguides.pdf).)

Most broadly, the guides warn marketers to refrain from making any sustainable claims they cannot verify. Terms like “environmentally friendly” or “eco-friendly” are nebulous, the FTC says, because few products have the attributes consumers associate with those terms. Likewise, degradability claims should not be made on items des-

tined for landfills, incinerators or even recycling facilities. Certifications or seals should only be used if they convey a clear basis for why they are given. The guides spell out what is required to make truthful marketing assertions about compostability, recyclability, recycled content, source reduction, and more.

The government has also honed in on the labeling of organic textiles. Garments that bear a USDA organic seal must be in full compliance with regulations set forth in the U.S. Department of Agriculture’s National Organic Program, and must state what percentage of fibers are organic. As a practical alternative, organic textiles may be sold in the U.S. if they are produced in accordance with the Global Organic Textile Standard (GOTS). The goal is to ensure that eco certifications convey trust and quality. “We all benefit from the standards of green guidelines,” Stevens says. “It helps us speak in a common language and employ commonly agreed upon practices necessary to carry the title of being ‘green.’”

### Green-Hearted Suppliers

As the government and apparel organizations strive to establish a standard of sustainability, a number of imprinted apparel suppliers and apparel industry organizations are already ahead of the curve.

At Boardroom Eco Apparel, Trotzok and his team take steps to lessen impact at every stage of the lifecycle of their wearables. Working with independent third-party auditors to get objective metrics, Boardroom tests waste water and air emissions, making sure no harmful



dyestuffs or chemicals are in the production of components used to manufacture its clothing. Trotsuk has personally tested his company's natural and recycled fabrics to make sure they require less energy to maintain through washing and drying. His aim is to "close the loop" on his products, offering customers the option of returning garments made of 100% polyester to be recycled back into new fabrics and eventually garments. "We don't say we make environmentally friendly clothes because that would imply there is a net benefit for the environment from apparel making, which there is not," Trotsuk says. "But what we can say is that we try to reduce impact at every stage of what we do."

At Econscious, the focus is on creating garments with organic cotton fibers that are certified through GOTS and verified by an independent third-party agency. By working with organic farmers, econscious helps keep millions of pounds of fertilizers and pesticides out of the environment, reducing degradation of watersheds and detriments to wildlife and people. Transparent in its practices, Econscious makes transaction certificates available that verify its fibers are grown in accordance with organic agricultural standards.

On a broader level, encouraging environmental responsibility (while maintaining profitability) is part of the goal of the Quality Certification Alliance. Formed in July of 2008, the independent accreditation organization (specific to the ad specialty industry) ensures social compliance and high-quality production. "An organization such as QCA improves our ability to provide products that are safe, contain no restricted ingredients and are not only made safely, but also with social and environmental accountability issues in mind," says Jennifer Gluck, senior vice president at supplier Gordon Sinclair (*asi/57800*). To achieve certification, companies must complete multiple third-party audits and meet stringent standards on a number of factors, including environmental stewardship. The environmental component centers on

ensuring companies establish practices that reduce negative effects on the planet.

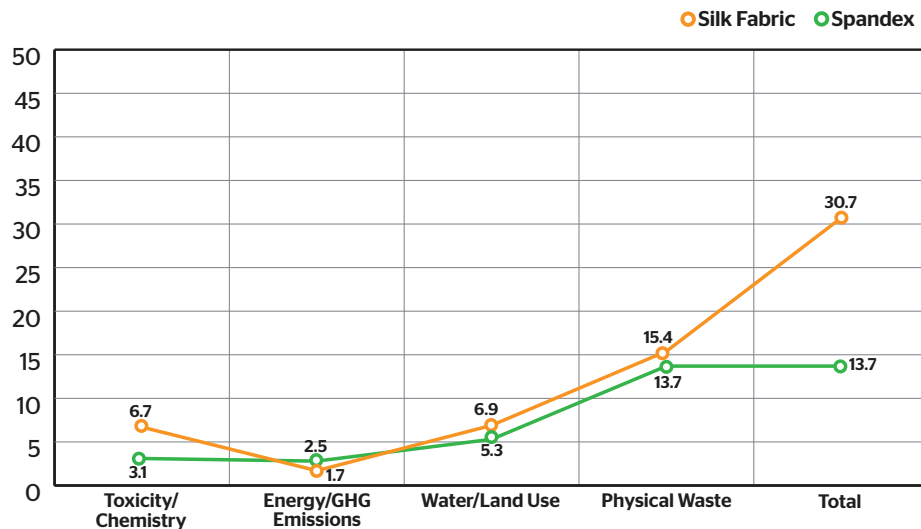
On the printing side, the Sustainable Green Printing Partnership provides certification for sustainability to shops that specialize in screen printing, digital printing and other print-driven graphics communications. Before its creation in 2008, there were no boundaries or parameters to define a sustainable printing operation. Certification is only earned after an independent audit, and is valid for two years at a time; shops must continually demonstrate that their practices conform to the nonprofit's green benchmarks to keep the certification current. To get certified, printers must implement a sustainability management system that focuses on preventing pollution; use safer, approved inks, coatings, adhesives, laminates and hot-stamping foils; and identify ways to minimize packaging and shipping redundancies.

Earlier this year, Douglass Screen Printers of Lakeland, FL, completed an approximately 16-month-long process to get SGP certified. "One of our largest customers is the federal government," says Debbie Carrigan, government sales specialist. "We felt a certification like this could one day be required by them, so we decided to jump out ahead on it." By implementing best practices necessary to get certified, the company has become not only greener in its operations, but more efficient, saving time and money. "Sustainability has to make sense for the planet, people, and for profit," Kibbey says. "Otherwise, it doesn't make sense." And with the right mechanisms in place, sustainable apparel can continue to make sense for a lot of people. ●

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## The Right Materials

The Sustainable Apparel Coalition has developed the Higg Index to help apparel companies evaluate the sustainability of their operations. Within the index is a Material Sustainability Index. Originally developed by Nike and updated based on an independent review last year, the MSI provides a relative gauge of the impact of 44 different apparel fiber sources, graded in four overall categories. The materials are graded on a 50-point scale, with a higher score indicating increased sustainability. While the numbers are only a general guideline (which can change depending on a company's processes), they provide insight into the actual metrics that SAC is using to define apparel production. Here is the MSI breakdown for two fabrics at opposite ends of the scoring spectrum.



# Sourcing Guide

## index

We hope this special issue of *Stitches*, the 2013 Embroiderers Sourcing Guide, will act as a version of the Yellow Pages, designed to help you find the suppliers, products and services you need. To track down a specific type of wearable, machine, embroidery supply or service, start by checking here, in the Sourcing Guide Index. This index will tell you what page the product/service category you're

looking for is located on, and once you turn to that page you'll find a list of suppliers for that particular product or service. Once you select some suppliers you'd like to learn more about, flip back to the alphabetical company listings section starting on page 81 to find contact information for those suppliers.

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# Sourcing Guide

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# Sourcing Guide

## category listings

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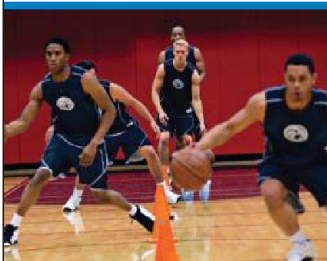
#### ACTIVEWEAR/AEROBIC/ WORKOUT APPAREL

##### A4

AddVenture Products  
Alo  
American Apparel  
Americana Sportswear  
Blake and Hollister  
Brook Textiles  
Colorado Timberline  
Fersten Worldwide/FILA Golf  
Gildan Activewear SRL  
Holloway Sportswear  
In Your Face Apparel  
New Balance  
One Stop  
Otto International Inc.  
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Soyad Textiles/Prestige Lines Inc.  
Tonix Corp.  
Vantage Apparel  
WOV-IN (Universal Strap Inc.)

#### APRONS

AdCapitol Aprons, Bags, Banners, Flags  
& Wearables/Freckles & Maya  
AddVenture Products  
A Design N Time Inc.  
Ad Products Bazaar Inc.  
Alpha Shirt Co.  
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ATT Proline  
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asi/48724

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Colorado Timberline  
Continental Bag Co.  
Continental Mktg. Svc. Inc.

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Cross Canvas Co. Inc.  
Davy Manufacturing Inc./Creative  
Aprons  
Direct Manufacturing Corp.  
Dungarees LLC  
Edwards Garment  
ERB Safety/Fame Fabrics  
Executive Apparel Inc.  
Fairdeal Import & Export LTD (FIEL)  
Fairworld Inc.  
Gemline  
Janco & Winnex  
KC Caps  
Konvex  
Macro Industries Inc.  
Markoff Industries Inc.  
Multigraphics Inc.  
NES Clothing Co.  
Occunomix International LLC  
One Stop  
Otto International Inc.  
Personalitee's Inc.  
Pride Uniforms Inc.  
Professional Designs Inc.  
River's End Trading  
S&S Activewear  
SanMar  
Semco Specialties  
Southbay Sportswear  
Starline USA Inc.  
Street N Sport  
Superior Promotional Bags  
Tiger Hill/Cottex  
Tommy's T-Shirt Factory  
US Box Corp.  
USAprons Inc.  
VF Imagewear  
Wahner Importing Co. Inc.  
Wolfmark Neckwear  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

#### BAGS - ATTACHÉ/BRIEFCASE

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AddVenture Products  
Allcasion Travelware Co.  
Alpha Shirt Co.  
Antigua Group  
Avaline  
Bagline Inc.  
Banaka Inc.  
Beardmore Leathers  
Bravo Enterprise Corp.  
Broder Bros.  
Bugatti Inc.  
Bullet  
Canyon Outback Leather Goods  
Caplee Corp.  
Carrigar  
Cross Canvas Co. Inc.  
Gemline  
Golden Wing Luggage Corp.

Golf Plus  
Good Hope Bags Industry Inc.  
Heritage Leather Co.  
INDIGO  
Kobe Sportswear Inc.  
Konvex  
Leed's  
Luggage USA Inc.  
Mercury Luggage Manufacturing Co.  
Mundi Westport  
NES Clothing Co.  
Redline  
Roma Leathers Inc.  
Rothco  
S&S Activewear  
SanMar  
Starline USA Inc.  
Steel Threads Inc.  
TRG Group  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

#### BAGS - BACKPACKS/FANNY PACKS A4

ADCAPITOL Aprons, Bags, Banners,  
Flags & Wearables/Freckles & Maya  
AddVenture Products  
Advantage Bag Industries  
Allcasion Travelware Co.  
Alpha Shirt Co.  
Americana Sportswear  
Anaconda Sports  
ATT Proline  
Bag Makers Inc.  
Bravo Enterprise Corp.  
Broder Bros.  
Country Line Inc.  
Endurapack  
Everest/Soady  
Executive House, The  
Fairdeal Import & Export LTD (FIEL)  
High Sierra Sport Co.  
Import Boutique  
It's All Greek To Me  
Jetline  
Joann Marie Designs  
Landes Inc.  
Lewtan Industries Corp.  
NES Clothing Co.  
Patagonia  
Picnic Time Inc.  
Pizzazz Performance Wear  
Rothco  
S&S Activewear  
SanMar  
Sigma Sportswear  
SnugZ/USA Inc.  
Superior Promotional Bags  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

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# Sourcing Guide

## category listings

### **BAGS - BEACH**

AddVenture Products  
Alpha Shirt Co.  
Alstar Creations  
American Option  
Bag Factory, The  
Bravo Enterprise Corp.  
Broder Bros.  
Built NY Inc.  
Fairdeal Import & Export LTD (FIEL)  
Hometown Favorites  
Leed's  
M V P Giftbag  
NES Clothing Co.  
New Sun Industries Inc.  
One Stop  
S&S Activewear  
SanMar  
Terry Collection  
Towel Specialties  
Virginia Designs Inc.  
WOV-IN (Universal Strap Inc.)

### **BAGS - CARRY-ONS/TRAVEL BAGS**

AddVenture Products  
Bravo Enterprise Corp.  
Latico Leathers  
River's End Trading  
Rothco  
S&S Activewear  
SanMar  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

### **BAGS - COOLERS/LUNCH BAGS**

AddVenture Products  
Alpha Shirt Co.  
Americana Sportswear  
ATT Proline  
Bravo Enterprise Corp.  
Broder Bros.  
Fairdeal Import & Export LTD (FIEL)  
Huppee Creations  
KC Caps  
NES Clothing Co.  
One Stop  
River's End Trading  
Rothco  
S&S Activewear  
WOV-IN (Universal Strap Inc.)

### **BAGS - COSMETIC**

Pendergrass Inc.  
WOV-IN (Universal Strap Inc.)

### **BAGS - DRAWSTRING**

Ad Shade  
AddVenture Products  
Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.

Fairdeal Import & Export LTD (FIEL)  
NES Clothing Co.  
One Stop  
Pizzazz Performance Wear  
River's End Trading  
Rothco  
S&S Activewear  
SanMar  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

### **BAGS - DUFFEL**

AddVenture Products  
Alpha Shirt Co.  
American Apparel  
Americana Sportswear  
Bagmill Group Inc.  
Bravo Enterprise Corp.  
Broder Bros.  
Caddydaddy Golf  
Dove Wear  
Huppee Creations LLC  
Fairdeal Import & Export LTD (FIEL)  
Gael Inc.  
Game Sportswear Ltd.  
In The Bag  
KC Caps  
NES Clothing Co.  
New Age Inc.  
One Stop  
Pizzazz Performance Wear  
Pro Am Golf  
River's End Trading  
Rothco  
S&S Activewear  
SanMar  
Southern Tier Athletics Inc.  
Starline USA Inc.  
Sun Mountain Sports Inc.  
Watersports Warehouse Inc.  
Windy City Products  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

### **BAGS - GARMENT/LAUNDRY BAGS**

AddVenture Products  
Alpha Shirt Co.  
Ar-Bee Transparent Prod. Inc.  
Bag Man  
Branded Apparel Designs  
Bravo Enterprise Corp.  
Broder Bros.  
Creative Packaging  
Gayla Canada  
Goldpak LLC  
Kingsway Paper Co.  
Modern Plastic Bags Inc.  
NES Clothing Co.  
One Stop  
Pacific Western Sales Inc.  
Packco Inc.  
Red Wing Bags  
Rothco

S&S Activewear  
SanMar  
Uniforms Mfg. Inc.

### **BAGS - GOLF**

AddVenture Products  
All American Golf Inc.  
Chaparral-Hs-Smokin'  
Dunlop Sports Group Americas  
Fairdeal Import & Export LTD (FIEL)  
Gibas Industries Inc.  
Golf Tee Printers  
Impact Action Golf Co.  
Nexgen Golf Products Inc.  
Progressivewear LLC  
Reliable of Milwaukee  
S&S Activewear  
SanMar  
Tartan Sports  
Teeworks  
TLT Leather  
Tmax Gear  
Tomax Ent.  
World Emblem International Inc.

### **BAGS - GYM**

**A4**  
Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
NES Clothing Co.  
Rothco  
S&S Activewear  
SanMar  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

### **BAGS - HAND BAGS**

AddVenture Products  
American Apparel  
Clava American  
Joann Marie Designs  
Rothco

### **BAGS - LUGGAGE/TRAVEL**

AddVenture Products  
Augie Leopold Adv. Spec. Inc.  
Beemak Plastics Inc.  
Bravo Enterprise Corp.  
Crospepe Sports  
Jobar International Inc.  
Oobe  
Piel Leather  
Premium Crafters Ltd.  
Regal Poly-Pak  
River's End Trading  
Ru-Nell Manufacturing Co. Inc.  
SanMar

### **BAGS - MESH**

AddVenture Products  
Alpha Shirt Co.  
Broder Bros.  
Fairdeal Import & Export LTD (FIEL)  
NES Clothing Co.  
One Stop  
Rothco  
S&S Activewear

### **BAGS - MESSENGER**

3 E Trading LLC  
AddVenture Products  
Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Fairdeal Import & Export LTD (FIEL)  
Fossil Special Markets Division  
NES Clothing Co.  
Numo  
One Stop  
River's End Trading  
Rothco  
S&S Activewear  
SanMar  
Skagen Designs Ltd.  
Trademaster International LLC  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

### **BAGS - SHOE BAGS**

SanMar  
Vantage Apparel  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

### **BAGS - SOCCER**

Ads Etcetera  
Anga Supply LLC  
Ariel Premium Supply Inc.  
Challenger Teamwear  
Chenco Inc.  
Jornik Manufacturing Corp.  
Nu Promo International  
Penguin Products LLC  
Ramco

### **BAGS - SPORT**

**A4**  
AddVenture Products  
Alpha Shirt Co.  
Bravo Enterprise Corp.  
Broder Bros.  
NES Clothing Co.  
Pizzazz Performance Wear  
S&S Activewear  
SanMar  
World Emblem International Inc.

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## category listings

### BAGS - TOTES

Alpha Shirt Co.  
Americana Sportswear  
Amstar Sports  
Broder Bros.  
NES Clothing Co.  
Otto International Inc.  
S&S Activewear  
SanMar  
Terry Town  
Tommy's T-Shirt Factory  
Towel Specialties  
World Emblem International Inc.



**WOV-IN**  
TOTE BAGS  
BLANKETS & MORE  
1-800-558-1709  
www.wov-in.com

### BAGS - WHEELED BAGS

AddVenture Products  
Bravo Enterprise Corp.  
SanMar  
World Emblem International Inc.

### BAGS - WINE BAGS

Book Co., The  
Boutross Imports  
Calconix Inc.  
CPI Brands  
Fairdeal Import & Export LTD (FIEL)  
Faro USA  
Navika USA Inc.  
Okina/Symphony Seed Papers  
SanMar  
World Emblem International Inc.

### BELTS/SASHES

Fersten Worldwide/FILA Golf  
Rothco  
WOV-IN (Universal Strap Inc.)

### BLANKETS - BEACH

Alpha Shirt Co.  
Broder Bros.  
Gildan Activewear SRL  
KC Caps  
NES Clothing Co.  
Rothco  
S&S Activewear  
Terry Town  
Vantage Apparel  
WOV-IN (Universal Strap Inc.)

### BLANKETS/TROWS

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Fersten Worldwide/FILA Golf  
Gildan Activewear SRL  
KC Caps  
NES Clothing Co.  
Rothco  
S&S Activewear  
SanMar  
Terry Town  
WOV-IN (Universal Strap Inc.)

### CAR SEAT COVERS

Fairdeal Import & Export LTD (FIEL)  
Vantage Apparel

### CASES - CD

World Emblem International Inc.

### CASES - LAPTOP

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
NES Clothing Co.  
S&S Activewear  
World Emblem International Inc.

### CASES - PORTFOLIOS

Fairdeal Import & Export LTD (FIEL)  
M2 Enterprises Inc.  
World Emblem International Inc.

### CASES - SUITCASE

Bravo Enterprise Corp.  
SanMar  
World Emblem International Inc.

### CHAIRS - CANVAS

Picnic Time Inc.  
Promochair  
Showdown Displays  
TLT Inc.

### DRESSES /SKIRTS

Americana Sportswear  
ATT Proline  
Fersten Worldwide/FILA Golf  
MONAG Apparel  
S&S Activewear

### ECO-FRIENDLY ACCESSORIES

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Daystar Apparel  
NES Clothing Co.  
S&S Activewear  
SanMar  
Terry Town

### ECO-FRIENDLY APPAREL - T-SHIRTS

Alpha Shirt Co.  
Alternative Apparel  
American Apparel  
Americana Sportswear  
Anvil Knitwear Inc.  
Broder Bros.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory

### ECO-FRIENDLY HEADWEAR

Alpha Shirt Co.  
American Apparel  
Americana Sportswear  
Broder Bros.  
Fersten Worldwide/FILA Golf  
KC Caps  
NES Clothing Co.  
Otto International Inc.  
S&S Activewear  
SanMar  
Vantage Apparel

### FLAGS/BANNERS

Chicago Flag & Decorating Co.  
Colorado Timberline  
Fairdeal Import & Export LTD (FIEL)  
Hat Flags Marketing Inc.

### FLEECEWEAR - BIG AND TALL

AddVenture Products  
Anvil Knitwear Inc.  
Blue Generation

Colorado Timberline  
Fersten Worldwide/FILA Golf  
Gildan Activewear SRL  
Vantage Apparel

### FLEECEWEAR - CARDIGAN

Anvil Knitwear Inc.  
Fersten Worldwide/FILA Golf  
S&S Activewear  
World Emblem International Inc.

### FLEECEWEAR - CREWNECK A4

Alpha Shirt Co.  
Americana Sportswear  
Anvil Knitwear Inc.  
Broder Bros.  
Fersten Worldwide/FILA Golf  
Fruit of the Loom  
Gildan Activewear SRL  
Hanes Imagewear  
MONAG Apparel  
NES Clothing Co.  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel  
World Emblem International Inc.

### FLEECEWEAR - HEAVYWEIGHT (9 OZ.-10.9 OZ.)

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Fersten Worldwide/FILA Golf  
Gildan Activewear SRL  
Hanes Imagewear



NES Clothing Co.  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel  
World Emblem International Inc.

### FLEECEWEAR - HIGH-COTTON CONTENT (80% PLUS)

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Fersten Worldwide/FILA Golf  
Hanes Imagewear  
NES Clothing Co.  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel

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# Sourcing Guide

## category listings

### FLEECEWEAR - HIGH-PILE NORDIC FLEECE

AddVenture Products  
Blue Generation  
Colorado Timberline  
Fersten Worldwide/FILA Golf  
Vantage Apparel

### FLEECEWEAR - HOODED A4

Alpha Shirt Co.  
Americana Sportswear  
Anvil Knitwear Inc.  
Broder Bros.  
Fersten Worldwide/FILA Golf  
Fruit of the Loom  
Gildan Activewear SRL  
Hanes Imagewear  
JERZEES  
MONAG Apparel  
NES Clothing Co.  
Otto International Inc.  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory



VANTAGE

World Emblem International Inc.

### FLEECEWEAR - MID-WEIGHT (7 OZ.-8.9 OZ.)

Alpha Shirt Co.  
Americana Sportswear  
Anvil Knitwear Inc.  
Blue Generation  
Broder Bros.  
Fersten Worldwide/FILA Golf



FRUIT OF THE LOOM.

Gildan Activewear SRL  
Hanes Imagewear  
JERZEES  
MONAG Apparel  
NES Clothing Co.  
Otto International Inc.  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel  
World Emblem International Inc.

### FLEECEWEAR - PERFORMANCE A4

Americana Sportswear  
Blue Generation  
Broder Bros.

**RUSSELL ATHLETIC**  
854EFM  
**TECH FLEECE**  
(800) 521-0850 sales@broderbros.com  
**ALPHA**  
www.alphashirt.com  
**broder**  
www.broderbros.com  
**N•E•S**  
www.nesclothing.com

Fersten Worldwide/FILA Golf  
Gildan Activewear SRL  
Hanes Imagewear  
NES Clothing Co.  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel  
World Emblem International Inc.

### FLEECEWEAR - SHORTS

One Stop  
Tommy's T-Shirt Factory

### FLEECEWEAR - SUPER HEAVYWEIGHT (11 OZ. AND ABOVE)

Alpha Shirt Co.  
Broder Bros.  
Fersten Worldwide/FILA Golf



FRUIT OF THE LOOM.

NES Clothing Co.  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Turfur  
Vantage Apparel  
World Emblem International Inc.

### FLEECEWEAR - SWEATSUITS

AddVenture Products  
Americana Apparel  
Americana Sportswear  
Colorado Timberline  
Fersten Worldwide/FILA Golf  
Hanes Imagewear  
King Louie America  
MONAG Apparel  
One Stop  
Pacific Promos  
S&S Activewear

### FLEECEWEAR - VESTS

AddVenture Products  
Blue Generation  
Colorado Timberline  
Fersten Worldwide/FILA Golf  
River's End Trading  
S&S Activewear  
Vantage Apparel  
World Emblem International Inc.

### FLOOR MATS

Creative Mat Inc.  
Entrance Inc.  
Logo Mats LLC  
PromoMatting by Americo

### FOOTWEAR - FLIP-FLOPS

Assertive Creativity LLC  
Foamworx - Canada  
Krazy Klothes Ltd.  
Neet Feet Inc.  
Rockleigh Industries Inc.

### FOOTWEAR - SLIPPERS

AMC Line  
Apollo Group  
Boca Terry LLC  
Eastland Textiles  
Fairdeal Import & Export LTD (FIEL)  
Lakeside Mills Inc.  
Pro Towels

### HANKIES

Airtime Corp./Promotional Printwear  
Marmot Mountain LLC  
Viziato Corporation/Promotional Printwear

### HEADWEAR - BASEBALL - FITTED

Americana Sportswear  
Anvil Knitwear Inc.  
Broder Bros.  
Daystone International  
Fersten Worldwide/FILA Golf  
Graffiti Inc.  
KC Caps  
NES Clothing Co.  
Otto International Inc.  
Paramount Apparel International  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory

Vantage Apparel  
Viziato Corporation/Promotional Printwear  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

### HEADWEAR - BASEBALL - WOOL

Alpha Shirt Co.  
Broder Bros.  
Daystone International  
Fersten Worldwide/FILA Golf  
Graffiti Inc.  
KC Caps  
NES Clothing Co.  
Otto International Inc.  
Paramount Apparel International  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Viziato Corporation/Promotional Printwear  
World Emblem International Inc.

### HEADWEAR - BATHING CAPS

Daystone International  
KC Caps

### HEADWEAR - BEANIES/BERETS

Americana Sportswear  
Daystone International  
Fersten Worldwide/FILA Golf  
Graffiti Inc.  
Otto International Inc.  
Paramount Apparel International  
Rothco  
S&S Activewear

**PROMOTIONAL PRINTWEAR**  
Your Source for  
**Wearable Blanks and Embroidery**  
**Small Orders, Large Orders,  
Custom Overseas Orders  
Your Design/Our Design,  
We Can Handle It!!!**  
Let our experienced staff help you find  
the product needed to get the job done  
without breaking the bank.  
**Great prices, quality, selection  
and turnaround time.**  
**Free Samples Available, Give Us A Try!**  
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### HEADWEAR - BEANIES/BERETS (CONTINUED)

SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel  
Viziato Corporation/Promotional Printwear  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

### HEADWEAR - BEVERAGE CAPS

Daystone International  
Fersten Worldwide/FILA Golf  
Hobow Caps/JSW Enterprises Inc.  
Mohrs Intl. Inc.

### HEADWEAR - BICYCLING CAPS

AddVenture Products  
Daystone International  
Fersten Worldwide/FILA Golf  
Mohrs Intl. Inc.  
Paramount Apparel Intl. Inc.

### HEADWEAR - BIKER HATS

Daystone International  
Fersten Worldwide/FILA Golf  
Global Sourcing Connection Ltd.  
Mascorro Leather Inc.  
Otto International Inc.  
Paramount Apparel International  
Viziato Corporation/Promotional Printwear  
Weber's Camo Leather/Wilderness Dreams

### HEADWEAR - BUCKET HATS

Alpha Shirt Co.  
Broder Bros.  
Daystone International  
Fersten Worldwide/FILA Golf  
MONAG Apparel  
NES Clothing Co.  
Otto International Inc.  
Paramount Apparel International  
Rothco  
S&S Activewear  
Vantage Apparel  
Viziato Corporation/Promotional Printwear  
World Emblem International Inc.

### HEADWEAR - CAMOUFLAGE

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Daystone International  
Fersten Worldwide/FILA Golf  
Graffiti Inc.  
KC Caps  
NES Clothing Co.  
Otto International Inc.  
Paramount Apparel International  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Viziato Corporation/Promotional Printwear  
World Emblem International Inc.

### HEADWEAR - CHEF HATS

AddVenture Products  
Alter-Eno  
Beistle  
Daystar Apparel  
Daystone International  
Mohrs Intl. Inc.  
S&S Activewear  
Viziato Corporation/Promotional Printwear  
World Emblem International Inc.

### HEADWEAR - CORDUROY

AddVenture Products  
Advantage Series Ltd.  
Daystone International  
Fersten Worldwide/FILA Golf  
Graffiti Inc.  
Mohrs Intl. Inc.  
Otto International Inc.  
Viziato Corporation/Promotional Printwear  
World Emblem International Inc.

### HEADWEAR - DENIM

Alpha Shirt Co.  
Broder Bros.  
Daystone International  
Fersten Worldwide/FILA Golf  
Graffiti Inc.  
KC Caps  
NES Clothing Co.  
Otto International Inc.  
Paramount Apparel International  
SanMar  
Viziato Corporation/Promotional Printwear  
World Emblem International Inc.

### HEADWEAR - DO-RAGS/BANDANAS

Alpha Shirt Co.  
Broder Bros.  
Daystone International  
NES Clothing Co.  
Otto International Inc.  
Rothco  
S&S Activewear  
SanMar  
Viziato Corporation/Promotional Printwear  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

### HEADWEAR - FISHING/SAILING

Americana Sportswear  
ATT Proline  
Capsmith Inc.

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Custom Overseas Orders  
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[www.promotionalprintwear.com](http://www.promotionalprintwear.com)

Daystone International  
Fersten Worldwide/FILA Golf  
KC Caps  
Mohrs Intl. Inc.  
Paramount Apparel International  
S&S Activewear  
Viziato Corporation/Promotional Printwear

### HEADWEAR - FLEECE HATS

Americana Sportswear  
Daystone International  
Fersten Worldwide/FILA Golf  
Otto International Inc.  
Paramount Apparel International  
Rothco  
S&S Activewear  
SanMar  
Vantage Apparel  
Viziato Corporation/Promotional Printwear  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

### HEADWEAR - HUNTING

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Daystone International  
Fersten Worldwide/FILA Golf  
KC Caps  
NES Clothing Co.  
Otto International Inc.  
Paramount Apparel International  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Viziato Corporation/Promotional Printwear

### HEADWEAR - KNIT CAPS

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Daystone International  
Fersten Worldwide/FILA Golf  
Graffiti Inc.  
KC Caps  
NES Clothing Co.  
Otto International Inc.  
Paramount Apparel International  
Rothco  
S&S Activewear  
SanMar  
Vantage Apparel  
Viziato Corporation/Promotional Printwear  
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# Sourcing Guide

## category listings



Graffiti is an American headwear manufacturer that cuts, sews and assembles in the United States. Located in Cleveland, OH, we can manufacture over 10,000 units per week. We focus on high quality and quick service. Please call (800) 992-8093 or visit [www.graffiticaps.com](http://www.graffiticaps.com).

### HEADWEAR - LEATHER/SUEDE

Daystone International  
Fersten Worldwide/FILA Golf  
Mohrs Intl. Inc.  
Monterey Bay Hats  
Otto International Inc.  
Paramount Apparel Intl. Inc.  
SanMar

### HEADWEAR - LOW PROFILE

Alpha Shirt Co.  
Americana Sportswear  
Anvil Knitwear Inc.  
Broder Bros.  
Fersten Worldwide/FILA Golf  
Hatter International  
KC Caps  
Marnier Inc. dba Competition Headwear  
NES Clothing Co.  
Otto International Inc.  
Paramount Apparel Intl. Inc.  
Rothco  
S&S Activewear  
SanMar  
World Emblem International Inc.

### HEADWEAR - NOVELTY

Advantage Series Ltd.  
Alight Promos.com  
Alpha Shirt Co.  
Benay Hat Co.  
Broder Bros.  
Brooklyn Prods./Amerifoam  
Daystone International  
Fersten Worldwide/FILA Golf  
Mohrs Intl. Inc.  
Name It Apparel  
NES Clothing Co.  
Quality Foam Designs  
Spirit Industries Inc.



### American Made and Imported Headwear



No minimums on stock caps.  
36pc minimum on custom overseas orders.



### HEADWEAR - PAINTER CAPS

Daystone International  
Fersten Worldwide/FILA Golf  
KC Caps  
Mohrs Intl. Inc.  
Otto International Inc.  
World Emblem International Inc.

### HEADWEAR - PANEL PROGRAMS

Cameo Sports Inc.  
Cincinnati Line/Wear Magic  
CMC Golf  
Cobra Cap  
Daystone International  
DK Headwear  
Econscious  
Fair Hemp Inc.  
Fersten Worldwide/FILA Golf  
KC Caps  
S&S Activewear

### HEADWEAR - PARTY HATS

Mohrs Intl. Inc.  
Plush by Mascot

### HEADWEAR - PERFORMANCE

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Daystone International

**OTTO**  
HEADWEAR • APPAREL • ACCESSORIES

800.826.8903  
[www.ottocap.com](http://www.ottocap.com)  
ASI/75350 • PPAI/208720

Hidden Bay Sports  
KC Caps  
NES Clothing Co.  
Otto International Inc.  
Paramount Apparel International  
S&S Activewear  
SanMar

Paramount *apparel*  
PROMOTIONAL PRODUCTS DIVISION

ONE STOP  
HEADWEAR SOURCE

ASI: 75945  
PPAI: 133496  
UPIC: AMER0034  
SAGE: 82788  
I-8010  
[paramountapparel.com](http://paramountapparel.com)  
800.255.4287

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DECORATION TECHNIQUES

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Tommy's T-Shirt Factory  
Vantage Apparel  
World Emblem International Inc.

### HEADWEAR - PIGMENT DYED

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Daystone International  
Fersten Worldwide/FILA Golf  
Graffiti Inc.  
KC Caps  
NES Clothing Co.  
Otto International Inc.  
Paramount Apparel International  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel

### HEADWEAR - PRO STYLE

Alpha Shirt Co.  
Broder Bros.  
Daystone International  
Faya Co.  
Fersten Worldwide/FILA Golf  
Graffiti Inc.  
KC Caps  
NES Clothing Co.  
Otto International Inc.  
Paramount Apparel International

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# Sourcing Guide

## category listings

### HEADWEAR - SCRUB CAPS

Daystone International  
Fast Lane Clothing Co. Inc.  
Image Boxers  
National Scrubwear

### HEADWEAR - SKI CAPS

Alpha Shirt Co.  
Broder Bros.  
Daystone International  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
Paramount Apparel International  
SanMar  
Viziato Corporation/Promotional  
Printwear  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

Mohrs Intl. Inc.  
Otto International Inc.  
SanMar

### HEADWEAR - TRUCKER

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Daystone International  
Fersten Worldwide/FILA Golf  
Graffiti Inc.  
KC Caps  
NES Clothing Co.  
Otto International Inc.  
Paramount Apparel International  
S&S Activewear  
Vantage Apparel  
Viziato Corporation/Promotional  
Printwear  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

### HEADWEAR - TWILL

Alpha Shirt Co.  
Americana Sportswear  
Anvil Knitwear Inc.  
Broder Bros.  
Daystone International  
Fersten Worldwide/FILA Golf  
Graffiti Inc.  
KC Caps  
NES Clothing Co.  
Otto International Inc.  
Outdoor Cap Co.  
Paramount Apparel International  
S&S Activewear  
SanMar  
Vantage Apparel  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

### HEADWEAR - VISORS

Alpha Shirt Co.  
Americana Sportswear  
Anvil Knitwear Inc.  
Broder Bros.  
Daystone International  
Fersten Worldwide/FILA Golf  
Graffiti Inc.  
KC Caps  
Otto International Inc.  
Paramount Apparel International  
S&S Activewear  
SanMar  
Vantage Apparel  
Viziato Corporation/Promotional  
Printwear  
World Emblem International Inc.

### HEADWEAR - WESTERN HATS

Fersten Worldwide/FILA Golf  
Otto International Inc.  
Paramount Apparel International

### HOLIDAY - CHRISTMAS STOCKINGS

Beistle  
Fairdeal Import & Export LTD (FIEL)  
Lakeside Mills Inc.  
WOV-IN (Universal Strap Inc.)

### HOLIDAY - ORNAMENTS

Push By Mascot  
WOV-IN (Universal Strap Inc.)

### HOSIERY/SOCKS

**A4**  
Alpha Shirt Co.  
Broder Bros.  
Gildan Activewear SRL  
NES Clothing Co.  
Rothco  
S&S Activewear  
WOV-IN (Universal Strap Inc.)

### INFANT/TODDLER ACCESSORIES - BABY BLANKETS

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
MONAG Apparel  
NES Clothing Co.  
Rothco  
S&S Activewear  
SanMar  
Terry Town  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

### INFANT/TODDLER ACCESSORIES - BIBS

Alpha Shirt Co.  
American Apparel  
Americana Sportswear  
Broder Bros.  
MONAG Apparel  
Monograms of Distinction  
NES Clothing Co.  
Rothco  
S&S Activewear  
SanMar  
Terry Town  
World Emblem International Inc.

### Garden Lane Layette Bobbin Inc.



Bobbin Inc. offers a wide variety of high quality blank baby blankets under our Garden Lane and Embroider This! brands. You will love our soft Micro Fleece, Genuine Polar Fleece, Cotton Interlock, Thermal Cotton, and Cotton Waffle Blanket styles available in Solid Colors and Exclusive Prints! Register today for Easy online shopping at [www.wholesale-linens.com](http://www.wholesale-linens.com) Toll Free 800-881-8144

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### HEADWEAR - STRAW HATS

Advantage Series Ltd.  
Americana Sportswear  
ATT Proline  
Cape Cod Belt Co.  
Fersten Worldwide/FILA Golf  
Otto International Inc.  
Paramount Apparel International  
S&S Activewear

### HEADWEAR - SUEDE BILL

ATT Proline  
Capsmith Inc.  
Daystone International  
Fersten Worldwide  
Graffiti Inc.  
KC Caps

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## category listings

### INFANT/TODDLER APPAREL - DRESSES

American Apparel  
S&S Activewear  
World Emblem International Inc.

### INFANT/TODDLER APPAREL - FLEECE/SWEATSHIRTS

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.

#### Garden Lane Layette Bobbin Inc.



Bobbin Inc. offers a wide variety of high quality blank baby bibs under our Garden Lane and Embroider This! product lines. Choose from Infant and Toddler Cotton Interlock Bibs with matching Interlock Blankets and Newborn Baby Gowns, Premium White Terry Baby Bibs in your choice of easy neck closure or over-the-head styles. Pair these terry bibs with our matching burp cloths and hooded terry towels for a special baby gift set!

We also offer fancy Linen and Cotton Bibs in a variety of colors and styles for both baby boys and baby girls. Call us toll free 800-881-8144 for more details or visit us online at [www.Wholesale-Linens.com](http://www.Wholesale-Linens.com)



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S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
World Emblem International Inc.

### INFANT/TODDLER APPAREL - HEADWEAR

Alpha Shirt Co.  
American Apparel  
Broder Bros.  
Fersten Worldwide/FILA Golf  
MONAG Apparel  
NES Clothing Co.  
S&S Activewear  
SanMar  
World Emblem International Inc.

### INFANT/TODDLER APPAREL - ONESIES

American Apparel  
Americana Sportswear  
MONAG Apparel  
Rothco  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
World Emblem International Inc.

### INFANT/TODDLER APPAREL - OVERALLS

MONAG Apparel

### INFANT/TODDLER APPAREL - PLACKET SHIRTS

Alpha Shirt Co.  
American Apparel  
Broder Bros.  
MONAG Apparel  
NES Clothing Co.  
S&S Activewear

### INFANT/TODDLER APPAREL - SLEEPERS/ROMPERS

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
MONAG Apparel  
NES Clothing Co.  
S&S Activewear  
Tommy's T-Shirt Factory  
World Emblem International Inc.

### INFANT/TODDLER APPAREL - T-SHIRTS

Alpha Shirt Co.  
Americana Sportswear  
Anvil Knitwear Inc.  
Broder Bros.  
Fersten Worldwide/FILA Golf

Gildan Activewear SRL  
Hanes Imagewear  
MONAG Apparel  
NES Clothing Co.  
Rothco  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
World Emblem International Inc.

### JACKETS - AWARD/LETTERMAN

Cullinz Creek  
Dunbrooke  
Game Sportwear Ltd.  
Nucom/Burk's Bay  
River's End Trading  
SanMar  
World Emblem International Inc.

### JACKETS - BARN COATS

Fersten Worldwide/FILA Golf  
S&S Activewear  
World Emblem International Inc.

### JACKETS - BASEBALL/SOFTBALL A4

Fersten Worldwide/FILA Golf  
SanMar  
Vantage Apparel  
World Emblem International Inc.

### JACKETS - BASKETBALL A4

Fersten Worldwide/FILA Golf  
Scoreboard Sports

### JACKETS - BOMBER

Alpha Shirt Co.  
Broder Bros.  
Cockpit USA Inc.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
Rothco  
SanMar  
Vantage Apparel  
World Emblem International Inc.

### JACKETS - COACH

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Cockpit USA Inc.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
S&S Activewear  
SanMar  
Vantage Apparel  
World Emblem International Inc.

### JACKETS - CONVERTIBLE

Alpha Shirt Co.  
Broder Bros.  
Cockpit USA Inc.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
SanMar  
World Emblem International Inc.

### JACKETS - COTTON

Alpha Shirt Co.  
Broder Bros.  
Fersten Worldwide/FILA Golf  
MONAG Apparel  
NES Clothing Co.  
SanMar  
Vantage Apparel  
World Emblem International Inc.

### JACKETS - DENIM

Colorado Timberline  
Dunbrooke  
One Stop  
River's End Trading  
SanMar  
Tyca Corp.  
Whiteridge Inc.  
World Emblem International Inc.



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## category listings

### JACKETS - FLEECE

Alpha Shirt Co.  
Blue Generation  
Broder Bros.  
Edwards Garment  
Fersten Worldwide/FILA Golf  
Hanes Imagewear  
MONAG Apparel  
NES Clothing Co.  
Otto International Inc.  
Rothco  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel  
World Emblem International Inc.

### JACKETS - FOOTBALL

Game Sportswear Ltd.  
Pennant Sportswear Inc.

### JACKETS - GOLF

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
S&S Activewear  
SanMar  
Vantage Apparel  
World Emblem International Inc.

### JACKETS - LEATHER/SUEDE

Cockpit USA Inc.  
Cullinz Creek  
Dunbrooke  
Icon Leather Gifts  
Myleather.com  
One Stop  
Redline  
River's End Trading  
SanMar  
Scully Leather  
World Emblem International Inc.

### JACKETS - MICRO FIBER

Alpha Shirt Co.  
Broder Bros.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel  
World Emblem International Inc.

### JACKETS - NYLON

Alpha Shirt Co.  
Broder Bros.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
Rohde Royce  
Rothco  
S&S Activewear  
Tommy's T-Shirt Factory  
Vantage Apparel  
World Emblem International Inc.

### JACKETS - POLYESTER

**A4**  
Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Fersten Worldwide/FILA Golf  
MONAG Apparel  
NES Clothing Co.  
Rohde Royce  
Rothco  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel

### JACKETS - POPLIN

Alpha Shirt Co.  
Colorado Timberline  
Dunbrooke  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
River's End Trading  
Rugged Outfitters Inc.  
SanMar  
Spectrum Uniforms  
Tri-Mountain  
Vantage Apparel

### JACKETS - RACING

Bishop the Garment Co.  
Clava American  
Cockpit USA  
Cullinz Creek  
Fersten Worldwide/FILA Golf  
Nucom/Burk's Bay  
River's End Trading  
Saxon Leather Ltd.  
Sierra Pacific Apparel  
Tri-Mountain

### JACKETS - REVERSIBLE

Alpha Shirt Co.  
Broder Bros.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
Rothco  
SanMar  
Vantage Apparel

### JACKETS - SOCCER

Charles River Apparel  
Colorado Timberline  
Fersten Worldwide/FILA Golf  
Pennant Sportswear Inc.  
SanMar  
Scoreboard Sports  
Fersten Worldwide/FILA Golf

### JACKETS - TALL SIZES

Americana Sportswear  
Colorado Timberline  
Cullinz Creek  
Dri Duck Traders  
Dunbrooke  
Fersten Worldwide/FILA Golf  
One Stop

River's End Trading  
S&S Activewear  
Vantage Apparel/Vantage Apparel

### JACKETS - THREE-IN-ONE

A12.CA  
Alpha Shirt Co.  
Broder Bros.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
S&S Activewear  
Vantage Apparel

### JACKETS - VARSITY

AddVenture Products  
Alo  
American Apparel  
Ash City USA  
Broder Bros.  
Cullinz Creek  
Dunbrooke  
Fersten Worldwide/FILA Golf  
MV Sport/Weatherproof  
NES Clothing Co.  
Nucom/Burk's Bay  
One Stop  
River's End Trading  
Rothco  
SanMar  
Vantage Apparel

### JACKETS - WATERPROOF/ BREATHABLE

Americana Sportswear  
Broder Bros.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
S&S Activewear  
SanMar

### JACKETS - WESTERN

Carhartt Workwear & Haws USA Inc.  
Dri Duck Traders  
Dunbrooke  
Pella Products Inc.  
Redline  
Roper Apparel and Footwear

### JACKETS - WINDBREAKERS

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
Rothco  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
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### JACKETS - WINDSHIRTS

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Colorado Timberline  
Dunbrooke  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
One Stop  
Ramco  
River's End Trading  
S&S Activewear  
SanMar  
Vantage Apparel  
World Emblem International Inc.

### JACKETS - WOOL/WOOL BLENDS

Ash City USA  
Cullinz Creek  
Dunbrooke  
Edwards Garment  
Fersten Worldwide/FILA Golf  
Rapidribbons  
Rothco  
SanMar  
Trimark Sportswear Group  
World Emblem International Inc.

### JACKETS - WORKWEAR

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
Rothco  
S&S Activewear  
SanMar  
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### LINENS - NAPKINS

Colorado Timberline  
Edward Boutross Inc.  
Fairdeal Import & Export LTD (FIEL)



### LINENS - PLACEMATS

Colorado Timberline  
Fairdeal Import & Export LTD (FIEL)

### LINENS - TABLECLOTHS/COVERS

Boutross Imports  
Colorado Timberline  
Daystar Apparel

### OUTERWEAR - PARKAS

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
Rothco  
S&S Activewear  
SanMar  
Vantage Apparel

### OUTERWEAR - PERFORMANCE

**A4**  
Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
World Emblem International Inc.

### OUTERWEAR - PONCHOS

Americana Sportswear  
Aqua Sheen  
California Sensations Inc.  
Chen International Inc.  
Fairdeal Import & Export LTD (FIEL)  
Haas-Jordan by Westcott  
Jayline International Corp.  
KC Caps  
Mad Dasher Inc.  
Providence  
Rothco  
S&S Activewear

### OUTERWEAR - RAINWEAR

Alpha Shirt Co.  
Americana Sportswear  
Aqua Sheen  
Broder Bros.  
Chaby Inc.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
Rothco  
S&S Activewear  
SanMar  
Vantage Apparel

### OUTERWEAR - VESTS

Alpha Shirt Co.  
Broder Bros.  
Daystar Apparel  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
Rothco  
S&S Activewear  
SanMar  
Vantage Apparel

### PANTS

**A4**  
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Americana Sportswear  
Broder Bros.  
Edwards Garment  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
Rothco  
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### PET APPAREL

American Apparel  
Creature Comfort Toys Inc.  
MONAG Apparel  
S&S Activewear  
Toys Inc.  
WOV-IN (Universal Strap Inc.)

### PICNIC COOLERS

Alladin Plastics  
ATT Proline  
Epic Products Inc.  
Hickory Farms/Pfaelzer Bros.  
Jayline International Corp.  
Maccabee Sports  
Mr. Beach  
One Stop  
Proactive Sports Inc.  
Smarte Goods LLC  
Travelchair Co.  
WOV-IN (Universal Strap Inc.)

### PILLOWS/CUSHIONS

C&S Hot Stamping/Throw Pillows By CS  
Colorado Timberline  
Fairdeal Import & Export LTD (FIEL)

### PLUSH ANIMALS

AAA Curto Toy Mfg. Co. Ltd.  
Brighter Promotions Inc.  
Creature Comfort Toys Inc.  
Fields Manufacturing Inc.  
Vitronic Promotional Group

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### ROBES/WRAPS

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NES Clothing Co.  
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## category listings

### SHIRTS - BIG AND TALL

Alpha Shirt Co.  
Anvil Knitwear Inc.  
Broder Bros.  
Edwards Garment  
Fersten Worldwide/FILA Golf  
Gildan Activewear SRL  
Jensen Apparel  
NES Clothing Co.  
Rothco  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel

### SHIRTS - BOWLING

Alpha Shirt Co.  
Broder Bros.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
S&S Activewear  
Tommy's T-Shirt Factory

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### SHIRTS - CAMP

Alpha Shirt Co.  
Broder Bros.  
Cruisin' USA/BowlingShirt.com  
Edwards Garment  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel  
World Emblem International Inc.

### SHIRTS - DENIM/CHAMBRAY

Alpha Shirt Co.  
Broder Bros.  
Edwards Garment  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel

### SHIRTS - DRESS SHIRT

Alpha Shirt Co.  
Americana Sportswear  
Apparel Group Ltd., The  
Broder Bros.  
Edwards Garment  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
Rohde Royce  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel  
Virginia T's Inc.  
World Emblem International Inc.

### SHIRTS - EASY CARE

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Edwards Garment  
Fersten Worldwide/FILA Golf  
Gildan Activewear SRL  
MONAG Apparel  
NES Clothing Co.  
S&S Activewear  
Tommy's T-Shirt Factory  
World Emblem International Inc.

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### SHIRTS - FISHING

Alpha Shirt Co.  
Americana Sportswear  
Broder Bros.  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
S&S Activewear  
Tommy's T-Shirt Factory



### SHIRTS - GOLF

Americana Sportswear  
Broder Bros.  
Edwards Garment  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
Otto International Inc.  
Rothco  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel  
World Emblem International Inc.

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### SHIRTS - GOLF-PERFORMANCE WEAR

**A4**  
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Americana Sportswear  
Broder Bros.  
Edwards Garment  
Fersten Worldwide/FILA Golf



NES Clothing Co.  
Otto International Inc.  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Tri-Mountain  
World Emblem International Inc.

### SHIRTS - HENLEY

Alpha Shirt Co.  
Broder Bros.  
Fersten Worldwide/FILA Golf

NES Clothing Co.  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
World Emblem International Inc.

### SHIRTS - MOCK TURTLENECK

Alpha Shirt Co.  
Broder Bros.  
Fersten Worldwide/FILA Golf  
MONAG Apparel  
NES Clothing Co.  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel  
World Emblem International Inc.

### SHIRTS - POLO A4

Alo  
Alpha Shirt Co.  
American Apparel  
Americana Sportswear  
Ash City  
Atlantic Coast Cotton  
Blake and Hollister  
Blue Generation  
Bodek and Rhodes  
Broder Bros. Co.  
Colorado Timberline  
Dunbrooke  
Edwards Garment  
Eva Tees Inc.  
Expert Performance T  
Fersten Worldwide/FILA Golf  
Gildan Activewear SRL  
Golden State T's  
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SanMar  
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Tommy's T-Shirt Factory  
Vantage Apparel  
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Broder Bros.  
Fersten Worldwide/FILA Golf  
MONAG Apparel  
NES Clothing Co.  
Next Level Apparel  
Rothco  
S&S Activewear  
Tommy's T-Shirt Factory  
Vantage Apparel  
World Emblem International Inc.

### SHIRTS - T-SHIRT - YOUTH A4

Alpha Shirt Co.  
Americana Sportswear  
Anvil Knitwear Inc.  
Broder Bros.  
Ennis Inc./Alstyle Apparel  
Fersten Worldwide/FILA Golf  
Fruit of the Loom  
Gildan Activewear SRL  
Jensen Apparel  
JERZEES  
MONAG Apparel  
NES Clothing Co.  
New Balance  
Rothco  
S&S Activewear  
SanMar  
Tommy's T-Shirt Factory  
Vantage Apparel  
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### SHIRTS - TURTLENECK A4

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Fersten Worldwide/FILA Golf  
NES Clothing Co.  
One Stop  
Outdoor Cap Co.  
S&S Activewear  
SanMar  
World Emblem International Inc.

### SHORTS - ATHLETIC A4

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Americana Sportswear  
Broder Bros.  
Champion  
Colorado Timberline  
Fersten Worldwide/FILA Golf  
Force 2000 Athletic Apparel  
MONAG Apparel  
NES Clothing Co.  
S&S Activewear  
TSF Sportswear  
SanMar  
Under Armour  
World Emblem International Inc.

### SHORTS - BOXERS

Alpha Shirt Co.  
Boxer Boxer  
Boxercraft  
Broder Bros.  
Giraffe-X Graphics Inc.  
Image Boxers  
Krazy Klothes Ltd.  
NES Clothing Co.  
Rothco  
Simply Smashing Inc.

### SHORTS - CARGO

Alpha Shirt Co.  
Broder Bros.  
Edwards Garment  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
Rothco

### SHORTS - WALKING

Edwards Garment  
Fersten Worldwide/FILA Golf  
Rothco

### SWEATERS - CARDIGANS

Alpha Shirt Co.  
Blue Generation  
Broder Bros.  
Edwards Garment  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
River's End Trading  
S&S Activewear  
SanMar  
Vantage Apparel

### SWEATERS - COTTON

Alpha Shirt Co.  
Broder Bros.  
Edwards Garment  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
River's End Trading  
Rothco  
S&S Activewear  
SanMar



### SWEATERS - VESTS

Alpha Shirt Co.  
Broder Bros.  
Edwards Garment  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
SanMar  
Vantage Apparel

### SWEATERS - V-NECK

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Broder Bros.  
Edwards Garment  
Fersten Worldwide/FILA Golf  
NES Clothing Co.  
Rothco  
S&S Activewear  
Vantage Apparel

### SWEATERS - WOOL

Fersten Worldwide/FILA Golf  
Rothco

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Gulbenkian Swim Inc.  
Rothco  
Watersports Warehouse Inc.

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Buffalo Bay  
Chill Factor Performance  
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KTP Design Co.  
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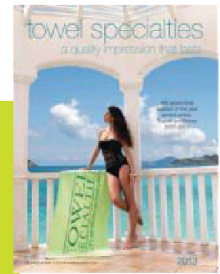
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Fersten Worldwide/FILA Golf  
NES Clothing Co.  
S&S Activewear  
SanMar  
Terry Town  
Tommy's T-Shirt Factory  
Towel Specialties  
WOV-IN (Universal Strap Inc.)

### TOWELS - KITCHEN

Anvil Knitwear Inc.  
Colorado Timberline  
Hilasal  
S&S Activewear  
Terry Town

### TOWELS - SPIRIT

Alpha Shirt Co.  
Americana Sportswear  
Anvil Knitwear Inc.  
Broder Bros.  
NES Clothing Co.  
S&S Activewear  
SanMar  
Terry Town  
Tommy's T-Shirt Factory

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Anvil Knitwear Inc.  
Broder Bros.  
NES Clothing Co.  
Terry Town  
Tommy's T-Shirt Factory  
Towel Specialties  
WOV-IN (Universal Strap Inc.)

### UNIFORMS - BAND/CHEERLEADING

Alo  
Codet Newport Corp.  
Fersten Worldwide/FILA Golf  
Golden Express  
One Stop  
Pizzazz Performance Wear  
Uniforms Mfg. Inc.

### UNIFORMS - CASINO

Cruisin' USA/BowlingShirt.com  
Daystar Apparel  
Edwards Garment  
Fersten Worldwide/FILA Golf

### UNIFORMS - FIRE RESISTANT

Daystar Apparel

### UNIFORMS - HEALTH INDUSTRY

Blue Generation  
Daystar Apparel  
Dickies Occupational Wear  
Edwards Garment  
Gildan Activewear SRL  
Michaels LA Fashion Inc.  
National Scrubwear  
One Stop  
SanMar  
Spectrum Uniforms

### UNIFORMS - OVERALL/COVERALL

Rothco  
S&S Activewear

### UNIFORMS - PUBLIC SAFETY

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Broder Bros.  
Edwards Garment  
Gildan Activewear SRL  
NES Clothing Co.  
Rothco

### UNIFORMS - RACING

Cruisin' USA/BowlingShirt.com  
Fersten Worldwide/FILA Golf  
New Balance

### UNIFORMS - RESTAURANT

Alpha Shirt Co.  
Broder Bros.  
Cruisin' USA/BowlingShirt.com  
Daystar Apparel  
Edwards Garment  
Fersten Worldwide/FILA Golf  
Gildan Activewear SRL

NES Clothing Co.  
S&S Activewear



### UNIFORMS - SCHOOL

Alpha Shirt Co.  
Broder Bros.  
Daystar Apparel  
Edwards Garment  
Fersten Worldwide/FILA Golf  
Gildan Activewear SRL  
NES Clothing Co.  
Rothco  
S&S Activewear  
Tommy's T-Shirt Factory  
Vantage Apparel

### UNIFORMS - SERVICE

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Americana Sportswear  
Broder Bros.  
Edwards Garment  
Fersten Worldwide/FILA Golf  
Gildan Activewear SRL  
NES Clothing Co.  
Rothco  
S&S Activewear  
Vantage Apparel

### UNIFORMS - TEAM SPORTS

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Augusta Sportswear  
Bishop the Garment Co.  
Broder Bros.  
Champion  
Dodger Industries  
Fersten Worldwide/FILA Golf  
Gildan Activewear SRL  
NES Clothing Co.  
New Balance  
One Stop  
Pizzazz Performance Wear  
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Under Armour  
Vantage Apparel

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Rothco  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

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Hirsch International  
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Pantograms Mfg. Co. Inc./Toyota  
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Stahls' ID Direct  
SWF Central

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Compucon USA  
Pulse Microsystems  
Ricoma International Corp.

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Compucon USA  
Gunold USA  
Melco Embroidery Systems  
SWF Central

### SOFTWARE - NETWORKING

Barudan America Inc.  
Capital Resource Corp.  
Compucon USA  
Melco Embroidery Systems  
Pulse Microsystems  
Ricoma International Corp.

### SOFTWARE - ONLINE DESIGNERS

Capital Resource Corp.  
DecoNetwork  
InkSoft  
Melco Embroidery Systems

### SOFTWARE - PRICING, PRODUCTION AND SCHEDULING

DecoNetwork  
Melco Embroidery Systems

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### SOFTWARE - SHOP MANAGEMENT

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### SOFTWARE - STITCH ESTIMATING

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Melco Embroidery Systems  
Pulse Microsystems

### SOFTWARE - VIRTUAL SAMPLE

DecoNetwork

### SPANGLE MACHINES

SWF Central

### SERVICES

#### CONSULTING AND EDUCATIONAL SERVICES - BOOKS/VIDEOS/FORMS

Capital Resource Corp.  
Fersten Worldwide/FILA Golf  
Gunold USA  
National Network of  
Embroidery Professionals  
SWF Central

#### CONSULTING AND EDUCATIONAL SERVICES - DIGITIZING TRAINING

Capital Resource Corp.  
Fersten Worldwide/FILA Golf  
Hirsch International

Melco Embroidery Systems  
National Network of  
Embroidery Professionals  
SWF Central

#### CONSULTING AND EDUCATIONAL SERVICES - MARKETING/ MANAGEMENT

DecoNetwork  
Gunold USA  
National Network of  
Embroidery Professionals

#### CONSULTING AND EDUCATIONAL SERVICES - TECHNICAL

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DecoNetwork  
Gunold USA  
National Network of  
Embroidery Professionals  
SWF Central

#### CONTRACT APPLIQUÉ

5 B's Inc.  
Fersten Worldwide/FILA Golf  
Stitches Embroidery Inc.  
Team Mates Inc.



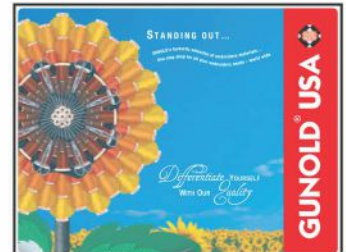
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#### CONTRACT EMBROIDERY

CLS Graphics & Embroidery  
Embroidery Experts  
Fawn Embroidery Services  
Fersten Worldwide/FILA Golf  
Graphic Odds & Ends LLC  
KC Caps  
Print Masters Ltd.  
RGR Embroidery  
Thread Branders  
TNT Custom Creations LLC  
Tommy's T-Shirt Factory  
Vantage Apparel  
Viziato Corporation/Promotional  
Printwear  
World Emblem International Inc.

#### CONTRACT SCREEN PRINTING

Cruisin' USA/BowlingShirt.com  
Fersten Worldwide/FILA Golf  
Huetone Imprints Inc.  
Overnight Line/Shirts by Bert  
St. Louis Print Company LLC  
Vantage Apparel  
Viziato Corporation/Promotional  
Printwear  
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# Sourcing Guide

## category listings

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 Broder Bros.  
 E-Zee Backing & Topping, div. of Madeira USA  
 Gunold USA  
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Gunold USA  
Madeira USA, Ltd.  
PAS Store, The  
SWF Central

### APPLIQUÉ MATERIAL AND YARD GOODS

Embroidery Store, The  
Gunold USA  
Imprintables Warehouse  
Madeira USA, Ltd.  
Stahls' ID Direct

### BACKINGS

Alpha Shirt Co.  
American Embroidery Supply  
Barudan America Inc.  
Broder Bros.  
Cotswold Industries Inc.  
Embroidery Store, The  
EmbSupplies.com  
E-Zee Backing & Topping, div. of  
Great Notions Inc.  
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Madeira USA Ltd.  
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Broder Bros.  
Embroidery Store, The  
EmbSupplies.com  
Gunold USA  
Hirsch International  
Madeira USA Ltd.  
NES Clothing Co.  
PAS Store, The  
Ricoma International Corp.  
SWF Central  
United Thread

### CAP FRAMES

Barudan America Inc.  
Embroidery Store, The  
Gunold USA  
Hirsch International  
PAS Store, The  
SWF Central

### CHENILLE YARN /NEEDLES

Barudan America Inc.  
ColDesi  
Colman & Co.  
Embroidery Store, The  
EmbSupplies.com  
Hirsch International  
Ricoma International Corp.

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Stahls' ID Direct  
Super Patch USA Inc.  
Uniport Industries  
United Thread  
World Emblem International Inc.  
WOV-IN (Universal Strap Inc.)

### DECALS

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Pro Print  
Stouse Inc.  
Zoogee World Inc.  
World Emblem International Inc.

### DISINTEGRATING BACKING

Alpha Shirt Co.  
Barudan America Inc.  
Broder Bros Co.  
Colman & Co.  
Cotswold Industries Inc.  
Embroidery Store, The  
EmbSupplies.com  
E-Zee Backing & Topping, div. of  
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Embroidery Store, The  
E-Zee Backing & Topping, div. of  
Madeira USA  
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Gunold USA  
Hotronix  
Imprintables Warehouse  
Madeira USA Ltd.  
Stahls' ID Direct

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## category listings

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E-Zee Backing & Topping, div. of  
Madeira USA  
Gunold USA  
Madeira USA Ltd.  
Stahls' ID Direct  
World Emblem International Inc.

### HEAT SEAL OR SEW ON

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Madeira USA  
Gunold USA  
Imprintables Warehouse  
Madeira USA, Ltd.

### HEAT-SEAL YARDAGE

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E-Zee Backing & Topping, div. of  
Madeira USA  
Gunold USA  
Imprintables Warehouse  
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### LETTER AND LETTERING SUPPLIES - EMBROIDERED

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Gunold USA  
Madeira USA Ltd.  
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### LUBRICANTS

Alpha Shirt Co.  
Amann USA  
Barudan America Inc.  
Broder Bros.  
Embroidery Store, The  
Gunold USA  
Madeira USA Ltd.  
NES Clothing Co.  
SWF Central  
United Thread

### MAGNETS

Stouse Inc.

### NEEDLES

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Amann USA  
Barudan America Inc.  
Broder Bros.  
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Colman & Co.  
Embroidery Store, The  
EmbSupplies.com  
Gunold USA  
Hirsch International  
Madeira USA Ltd.  
NES Clothing Co.  
PAS Store, The  
Ricoma International Corp.  
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# Sourcing Guide

## category listings

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Barudan America Inc.  
Broder Bros.  
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Colman & Co.  
Embroidery Store, The  
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Colman & Co.  
Dzyns Unlimited  
Great Notions Inc.  
Gunold USA  
Hirsch International  
Madeira USA Ltd.  
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### SCISSORS/CLIPPERS/ TRIMMERS/SHARPENERS

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Barudan America Inc.  
Broder Bros.  
Colman & Co.  
Embroidery Store, The  
Gunold USA  
Madeira USA Ltd.  
NES Clothing Co.  
PAS Store, The  
Southstar Supply Co.  
SWF Central

### SCREEN PRINTING - INKS FOR TEXTILE SCREEN PRINTING

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### SCREEN PRINTING - SCREEN- MAKING EQUIPMENT & SUPPLIES

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Hirsch International  
Inline Technologies  
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Ryonet Corp.  
Workhouse Products  
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Colman & Co.  
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EmbSupplies.com  
Great Notions Inc.  
Gunold USA  
Hirsch International

Madeira USA Ltd.  
Sprayway Inc.  
SWF Central  
United Thread

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Colman & Co.  
Embroidery Store, The  
EmbSupplies.com  
Great Notions Inc.  
Gunold USA  
Hirsch International  
Madeira USA Ltd.  
NES Clothing Co.  
PAS Store, The  
SWF Central  
United Thread

### STOCK DESIGNS

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Colman & Co.  
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EmbSupplies.com  
Green Bee Designs Inc.  
Great Notions Inc.  
Quality Punch  
Ricoma International Corp.  
Stahls' ID Direct  
SWF Central  
World Emblem International Inc.  
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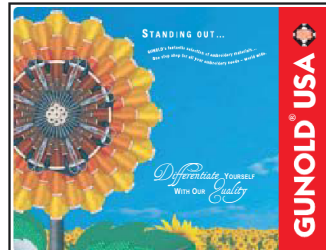
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ColDesi  
Colman & Co.  
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Colman & Co.  
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EmbSupplies.com  
Gunold USA  
Hirsch International  
SWF Central

### THREAD - FIRE RESISTANT

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Broder Bros.  
ColDesi  
Colman & Co.  
EmbSupplies.com  
Gunold USA  
Madeira USA Ltd.  
NES Clothing Co.  
PAS Store, The  
SWF Central  
United Thread

### THREAD - METALLIC

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Colman & Co.  
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EmbSupplies.com  
Gunold USA  
Madeira USA Ltd.  
SWF Central  
United Thread

### THREAD - POLYESTER

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A&E Inc./Robison-Anton  
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Barudan America Inc.  
Broder Bros.  
ColDesi  
Colman & Co.  
Embroidery Store, The  
EmbSupplies.com  
EnMart  
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# Sourcing Guide

## category listings

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ColDesi  
Colman & Co.  
EmbSupplies.com  
Gunold USA  
Hirsch International  
Madeira USA Ltd.  
NES Clothing Co.  
PAS Store, The  
SWF Central  
United Thread

### TOPPINGS/WINDERS


Amann USA  
Barudan America Inc.  
ColDesi  
Colman & Co.  
Embroidery Store, The  
EmbSupplies.com  
E-Zee Backing & Topping, div. of Madeira USA  
Gunold USA  
Hirsch International  
Madeira USA Ltd.  
SWF Central

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Art Brands LLC  
Great Notions Inc.  
Imprintables Warehouse  
Madeira USA Ltd.  
Stahls' ID Direct

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Web: www.us3a.com

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Web: www.3etrading.com

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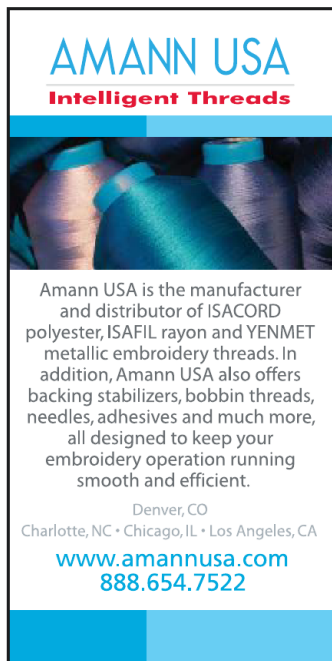
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Leominster, MA 01453  
(978) 534-5810 • (800) 368-9381  
Fax: (978) 840-2883  
E-mail: orders@baystateapparel.com  
Web: www.baystateapparel.com

**Bee-Jay Industries Inc. (asi/39410)**  
4650 N. Ronald St.  
Harwood Heights, IL 60706  
(708) 867-4431 • Fax: (708) 867-5035  
E-mail: sales@bee-jay.com  
Web: www.bee-jay.com

**Beemak Plastics Inc. (asi/39425)**  
13921 Bettencourt St.  
Cerritos, CA 90703  
(310) 886-5880 • (800) 421-4393  
Fax: (310) 764-0330  
E-mail: info@beemak.com  
Web: www.beemak.com

**Beistle Co., The (asi/39540)**  
1 Beistle Plz.  
Shippensburg, PA 17257  
(717) 532-2131 • Fax: (717) 532-7789  
E-mail: sales@beistle.com  
Web: www.beistle.com

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**Built NY Inc. (asi/42422)**  
520 Broadway, Fl. 2  
New York, NY 10012  
(212) 227-2044 • Fax: (212) 227-8685  
E-mail: dfrank@builtny.com  
Web: www.builtny.com

**Bullet Line Inc. (asi/42424)**  
P.O. Box 694507  
Miami, FL 33269  
(305) 623-9223 • (800) 749-7367  
Fax: (800) 920-9223  
E-mail: info@bulletline.com  
Web: www.bulletline.com

### C

**C&S Hot Stamping (asi/700183)**  
20 Edgewater Place  
Edgewater, NJ 07020  
(201) 840-4004  
Fax: (201) 840-4028  
E-mail: cshotstamp@aol.com  
Web: www.cshotstamp.com

**Caddydaddy Golf (asi/43093)**  
3155 N. Nevada St., Ste. 5  
Chandler, AZ 85225  
(800) 590-4039 • Fax: (707) 598-7320  
E-mail: greg@caddydaddygolf.com  
Web: www.tournamentgolfgifts.com

**Calconix Inc. (asi/43270)**  
821 Aubrey Ave.  
Ardmore, PA 19003  
(610) 642-5921 • (888) 256-2544  
Fax: (610) 642-5928  
E-mail: info@timezoneus.com  
Web: www.timezoneus.com

**California Sunations Inc. (asi/43528)**  
14785 San Jacinto Dr.  
Moreno Valley, CA 92555  
(877) 386-3475 • (877) 386-3475  
Fax: (877) 386-1769  
E-mail: mike@fundiskline.com  
Web: www.fundiskline.com

**Cameo Sports Inc. (asi/43654)**  
11911 Goldring Rd.  
Arcadia, CA 91006  
(626) 359-6882 • (800) 882-8912  
Fax: (626) 303-1382  
E-mail: cameosports@hotmail.com  
Web: www.cameotrading.com

**Canyon Outback Leathergoods (asi/39250)**  
2121 N. Broadway St.  
New Ulm, MN 56073  
(507) 359-3800 • (800) 769-3662  
Fax: (507) 359-3803  
E-mail: sales@canyonoutback.com  
Web: www.canyonoutback.com

**Cape Cod Belt Co. (asi/43793)**  
P.O. Box 1804  
Mashpee, MA 02649  
(508) 477-1188 • Fax: (508) 477-8560  
E-mail: ccbelt@cape.com

**Capital Resource Corp.**  
P.O. Box 106  
Terrell, NC 28682  
(828) 478-4272 • (877) 374-2272  
Fax: (828) 478-9139  
E-mail: sales@crsales.com  
Web: www.crcsales.com

**Caplee Corp. (asi/43798)**  
17145 Von Karman Ave., Ste. 110  
Irvine, CA 92614-0907  
(800) 847-3136 • Fax: (949) 477-3098  
E-mail: ppd@capleecorp.com  
Web: www.capleecorp.com

**Capsmith Inc. (asi/43796)**  
2240 Old Lake Mary Rd.  
Sanford, FL 32771  
(407) 328-7660 • (800) 228-3889  
Fax: (407) 328-7769  
E-mail: sales@capsmith.com  
Web: www.capsmith.com

**Carhartt by Haws USA Inc. (asi/43861)**  
1100 Classic Rd.  
Apex, NC 27539  
(919) 267-3231 • Fax: (888) 259-6123  
E-mail: sales@hawsusa.com  
Web: www.hawsusa.com

**Caro-Line/Bandanna Promotions (asi/44020)**  
P.O. Box 9138  
Greenville, SC 29604  
(864) 299-0600 • (800) 849-6644  
Fax: (864) 277-1477  
E-mail: sales@bandannapromotions.com  
Web: www.bandannapromotions.com

**Carrigar (asi/44080)**  
12 Roszel Rd., Ste. B103  
Princeton, NJ 08540  
(609) 936-0300 • (866) 331-0624  
Fax: (609) 514-0226  
E-mail: orders@carrigar.com  
Web: www.carrigar.com

**Centralia Knitting Mills Inc.**  
P.O. Box 269  
1002 W. Main  
Centralia, WA 98531  
(360) 736-3994 • (800) 723-4317

**Chaby Inc. (asi/44530)**  
P.O. Box 29368  
Philadelphia, PA 19125  
(800) 365-1250 • (800) 365-1250  
Fax: (215) 440-0641  
E-mail: chabyumb@aol.com  
Web: www.chabyumbrellas.com

**Challenger Teamwear (asi/44543)**  
8022 Flint St.  
Lenexa, KS 66214  
(913) 599-4884 • (800) 878-2167  
Fax: (913) 599-2928  
E-mail: jlavender@challengersports.com  
Web: www.challengerteamwear.com

**Champion (asi/59528)**  
1000 E. Hanes Mill Rd.  
Winston-Salem, NC 27105  
(800) 685-7557 • Fax: (800) 289-1870  
E-mail: hbi\_service@hanesbrands.com  
Web: www.championlocator.com

**Charles River Apparel (asi/44620)**  
60 Amaranth Ave.  
Medford, MA 02155  
(800) 225-0550 • Fax: (781) 395-7954  
E-mail: custserv@charlesriverapparel.com  
Web: www.charlesriverapparel.com

**Chenco Inc. (asi/44729)**  
P.O. Box 7370  
North Brunswick, NJ 08902  
(732) 438-8600 • Fax: (732) 438-8610  
E-mail: chenco@msn.com  
Web: www.chenimage.com

**Chen International Inc. (asi/44727)**  
1160 Chess Dr., Ste. 7  
Foster City, CA 94404  
(650) 578-9000 • (888) 691-6800  
Fax: (650) 578-8999  
E-mail: yvonne@chenintl.com  
Web: www.kasaumbrellas.com

**Chicago Flag & Decorating Co. (asi/42990)**  
65 Shields Rd.  
Huntsville, AL 35811  
(800) 633-2070 • Fax: (256) 851-2898  
E-mail: sales@cfflag.com  
Web: www.cfflag.com

**Chill Factor Performance (asi/44812)**  
2421 N.W. 16th Ln., Ste. 3  
Pompano Beach, FL 33064  
(954) 419-2445 • Fax: (954) 697-0300  
E-mail: info@chillfactorperformance.com  
Web: www.chillfactorperformance.com

**Clava American (asi/45335)**  
223 S. Van Brunt St.  
Englewood, NJ 07631  
(201) 503-0225 • (888) 45C-LAVA  
Fax: (201) 503-0226  
E-mail: info@clava.com  
Web: www.clava.com

**CLS Graphics & Embroidery (asi/700059)**  
26 N. Fountain Ave.  
Springfield, OH 45502  
(937) 215-6282 • Fax: (937) 342-7447  
E-mail: clsgraphics2100@woh.rr.com  
Web: www.clsgraphics.biz

**CMC Golf (asi/42997)**  
15695 N. 83rd Way  
Scottsdale, AZ 85260  
(480) 483-2163 • (800) 542-4454  
Fax: (480) 991-1305  
E-mail: veronica@cmcgolf.net  
Web: www.cmcgolf.net

**Cobra Cap (asi/45575)**  
P.O. Box 550668  
Dallas, TX 75355  
(214) 503-1400 • (800) 523-1598  
Fax: (214) 221-3381  
E-mail: cobracaps@aol.com  
Web: www.cobracap.com

**Cockpit USA Inc. (asi/43022)**  
15 W. 39th St., Fl. 12  
New York, NY 10018  
(212) 575-1616 • Fax: (212) 575-1636  
E-mail: jacky@cockpitusa.com  
Web: www.cockpitusa.com

**Codet Newport Corp. (asi/45605)**  
294 Crawford Rd.  
Newport, VT 05855  
(800) 992-6338 • Fax: (802) 334-8268  
E-mail: chris@bigbill.com  
Web: www.bigbill.com

**ColDesi**  
5409 S. West Shore Blvd.  
Tampa, FL 33611  
(813) 832-6830 • (877) 793-3278  
Fax: (813) 839-2896  
E-mail: sales@coldesi.com  
Web: www.coldesi.com  
**Branch Offices:**  
ColDesi  
1151 Broad St., Ste. 116  
Shrewsbury, NJ 07702  
(732) 544-8225 • (800) 648-0886  
Fax: (847) 793-3278  
ColDesi  
1305 Wiley Rd., #102  
Schaumburg, IL 60173  
(866) 793-3278 • Fax: (847) 793-3278

**Colman & Co.**  
5409 S. West Shore Blvd.  
Tampa, FL 33611  
(800) 891-1094  
Web: www.colmanandcompany.com

**Colorado Timberline (asi/91263)**  
9911 E. 47th Ave.  
Denver, CO 80238  
(303) 455-2800 • (800) 733-1033  
Fax: (303) 455-2875  
Web: www.coloradotimberline.com

**Compucon USA**  
1011 Lemons Rd.  
Stokesdale, NC 27357  
(336) 294-0604  
E-mail: info@compuconusa.com  
Web: www.compuconusa.com

**Continental Bag Co. (asi/46405)**  
P.O. Box 1016  
Mexico, MO 65265  
(866) 204-8869 • Fax: (573) 581-6316  
E-mail: daver@continentalbag.com  
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15381 Proctor Ave.  
City Of Industry, CA 91745  
(626) 626-8888 • (800) 238-4858  
Fax: (626) 626-8889  
E-mail: cm@cmbags.com  
Web: www.cmbags.com

### Cotswold Industries Inc.

10 E. 40th St., Ste. 3410  
New York, NY 10016  
(406) 854-2322 • Fax: (406) 854-2320  
E-mail: info@cotswoldindustries.com  
Web: www.cotswoldindustries.com

### Country Line Inc. (asi/46764)

90 Signet Dr., Unit 20  
Toronto, ON M9L 1T5  
(416) 740-3711 • (800) 310-7880  
Fax: (416) 740-4294  
E-mail: countryline@bellnet.ca  
Web: www.countryline.ca

### CPI Brands (asi/43040)

606 N. Broadway  
White Plains, NY 10603  
(914) 949-3176 • (800) 696-6876  
Fax: (914) 949-1120  
E-mail: dincents@earthlink.net  
Web: www.cpibrands.com

### Creative Mat Inc. (asi/47213)

180-1991 Savage Rd.  
Richmond, BC V6V 0A4  
(604) 276-2645 • (877) 906-0628  
Fax: (604) 276-2646  
E-mail: info@creativemat.ca  
Web: www.creativemat.ca

### Creative Packaging (asi/47180)

8743 Queens Gardens  
Brooklyn Park, MN 55443  
(763) 424-4087 • Fax: (763) 424-8107  
E-mail: envelopeking@comcast.net  
Web: www.creativepackagingusa.net

### Creature Comforts Toys Inc.

172 Holtz Dr.  
Buffalo, NY 14225  
(800) 667-2327 • Fax: (416) 789-0497  
E-mail: donna@creaturecomfortstoys.com  
Web: www.creaturecomfortstoys.com

### Crospe Sports (asi/47510)

6800 8th St.  
Buena Park, CA 90620  
(714) 739-9200 • (877) 814-8282  
Fax: (714) 739-9210  
E-mail: ceasar\_csi@sbcglobal.net  
Web: www.crospe.com

### Cross Canvas Co. Inc. (asi/47541)

P.O. Box 15024  
Asheville, NC 28813  
(828) 258-2247 • (800) 258-8854  
Fax: (828) 252-2839  
E-mail: glenn@crosscanvas.com  
Web: www.crosscanvas.com

### Cruisin' USA/BowlingShirt.com (asi/47743)

6262 Olive Blvd.  
St. Louis, MO 63130  
(314) 426-4886 • (800) 444-1685  
Fax: (314) 426-1713  
E-mail: tim@bowlingshirt.com  
Web: www.bowlingshirt.com

### Cullinz Creek (asi/47878)

P.O. Box 21551  
St. Paul, MN 55121  
(651) 683-0897 • (888) 683-0897  
Fax: (651) 683-0898  
E-mail: service@cullinzcreek.com  
Web: www.cullinzcreek.com

### Custom HBC Corp. (asi/47934)

888 Industrial Blvd.  
Waconia, MN 55387  
(952) 442-8241 • (877) 442-9881  
Fax: (952) 442-1084  
E-mail: info@customhbc.com  
Web: www.customhbc.com

## D

### Dakota Collectibles

2000 Schafer St.  
Bismarck, ND 58501  
(701) 255-2409 • (800) 331-3160  
Fax: (701) 255-7207  
E-mail: dakcoll@dakotacollectibles.com  
Web: www.dakotacollectibles.com

### Dalco Athletic Lettering

P.O. Box 550220  
Dallas, TX 75355  
(972) 494-1455 • (800) 288-3252  
Fax: (972) 276-9608  
E-mail: sales@dalcoathletic.com  
Web: www.dalcoathletic.com

### Davy Manufacturing Inc./Creative Aprons (asi/48650)

99 Sharon Ave., Unit D  
Collingdale, PA 19023  
(610) 583-8240 • (888) 523-0300  
Fax: (610) 583-8211  
E-mail: info@creativeaprons.com  
Web: www.creativeaprons.com

### Daystar Apparel Inc. (asi/48724)

124 Confederate Ave.  
Jasper, GA 30143  
(770) 479-2811 • (888) 250-7009  
Fax: (770) 250-7009  
E-mail: sales@daystarapparel.com  
Web: www.daystarapparel.com

### Daystone International Corp. (asi/48726)

1105 Stevenson Ct., Ste. 104  
Roselle, IL 60172  
(630) 295-8100 • (800) 323-2360  
Fax: (630) 295-8110  
E-mail: chi@daystone.com  
Web: www.daystone.com

### DecoNetwork

6528 Greenleaf Ave., Ste. 204  
Whittier, CA 90601  
(562) 320-8771 • (855) 332-6638  
E-mail: info@deconetwork.com  
Web: www.deconetwork.com

### Dickies Occupational Wear (asi/49675)

509 W. Vickery Blvd.  
Fort Worth, TX 76104  
(817) 336-7201 • (866) 746-7934  
Fax: (817) 810-4475  
E-mail: cbwright@dickies.com  
Web: www.dickieswear.com

### Direct Manufacturing Corp. (asi/49815)

13980 Mountain Ave.  
Chino, CA 91710-9018  
(800) 845-0888 • Fax: (909) 627-6088  
Web: www.directbag.com

### DJS Labels Inc.

700 Koehler Ave.  
Ronkonkoma, NY 11779  
(631) 737-2323 • (800) 967-2323  
Fax: (631) 737-2329  
E-mail: djslabels@aol.com  
Web: www.djslabels.com

### D K Headwear (asi/47999)

15154 Wyandotte St.  
Van Nuys, CA 91405  
(818) 268-3399 • Fax: (267) 790-1326  
E-mail: dan@dkheadwear.com  
Web: www.dkheadwear.com

### Dodger Industries (asi/50258)

1702 21st St.  
Eldora, IA 50627  
(800) 247-7879 • Fax: (641) 939-5185  
E-mail: skinny@dodgerindustries.com  
Web: www.dodgerindustries.com

### Dove Wear (asi/50688)

302 S.W. 4th Ct.  
Dania Beach, FL 33004  
(877) 897-3683 • Fax: (954) 925-1027  
E-mail: michael@dovewear.com  
Web: www.dovewear.com

### Dunbrooke (asi/50930)

4200 Little Blue Pkwy., Ste. 500  
Independence, MO 64057  
(816) 795-7722 • (800) 641-3627  
Fax: (816) 795-2111  
E-mail: greatservice@dunbrooke.com  
Web: www.dunbrooke.com

### Dungarees LLC (asi/50947)

500 E. Broadway  
Columbia, MO 65201  
Fax: (573) 442-4870  
E-mail: info@dungarees.net  
Web: www.dungarees.net

### Dunlop Sports Group Americas (asi/50948)

25 Draper St.  
Greenville, SC 29611  
(864) 605-4800 • (800) 768-4724  
Fax: (800) 766-8379  
E-mail: chris.hellams@dunlopsports.com

### Durkee Embroidery Hoops

P.O. Box 1906  
Huntersville, NC 28070  
(704) 947-8868 • (866) 743-5133  
Fax: (704) 947-8872  
E-mail: dehoops@dehoops.com  
Web: www.dehoops.com

### Dyenomite Apparel (asi/51185)

3706 Lacon Rd.  
Hilliard, OH 43026  
(888) 777-1916 • Fax: (614) 876-5704  
E-mail: info@dynomite.com  
Web: www.dynomite.com

### Dzyns Unlimited (asi/700263)

P.O. Box 1229  
Azle, TX 76020  
(817) 448-0279 • (877) 812-6390  
Fax: (877) 812-6390  
E-mail: sales@dzynsunlimited.com  
Web: www.dzynsunlimited.com

## E

### Econscious (asi/51656)

1805 S. McDowell Blvd. Ext.  
Petaluma, CA 94954  
(877) 326-6660 • Fax: (707) 766-8542  
E-mail: info@econscious.net  
Web: www.econscious.net

### Edwards Garment (asi/51752)

4900 S. 9th St.  
Kalamazoo, MI 49009  
(800) 253-9885 • Fax: (800) 234-9150  
E-mail: info@edwardsgarment.com  
Web: www.edwardsgarment.com

### Embroidery Experts (asi/700714)

141 Willett Ave.  
Port Chester, NY 10573  
(914) 934-1314 • Fax: (914) 934-1313  
E-mail: info@embroideryexperts.com  
Web: www.embroideryexperts.com



### Edwards Garment (asi/51752)

4900 S. 9th St.  
Kalamazoo, MI 49009  
(800) 253-9885  
Fax: (800) 234-9150  
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### Embroidery Store, The

3929-A Westport Blvd.  
Winston-Salem, NC 27103  
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Fax: (336) 765-0920  
E-mail: info@embstore.com  
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Tampa, FL 33611  
(813) 839-5697 • Fax: (813) 831-0441  
E-Mail: webmaster@embssupplies.com  
Web: www.embssupplies.com

### Endurapack (asi/52484)

900 Merchants Concourse  
Westbury, NY 11590  
(516) 629-3600 • (800) 411-6649  
Fax: (516) 394-8501  
E-mail: sales@endurapack.com  
Web: www.endurapack.com

### EnMart

1746 Keane Dr.  
Traverse City, MI 49696  
(866) 831-0481 • Fax: (888) 946-7583  
E-mail: info@myenmart.com  
Web: www.myenmart.com

### Ennis Inc./Alstyle Apparel (asi/52493)

2441 Presidential Pkwy.  
Midlothian, TX 76065  
(800) 972-1069 • Fax: (800) 645-8339  
E-mail: hotline@ennis.com  
Web: www.ennis.com

### Entrance Inc. (asi/52496)

2651 Leisczcs Bridge Rd.  
Leesport, PA 19533  
(800) 831-0481 • Fax: (610) 926-1229  
E-mail: info@entranceinc.com  
Web: www.entranceinc.com

### Epic Products Inc. (asi/52540)

2801 S. Yale St.  
Santa Ana, CA 92704  
(714) 641-8194 • (800) 548-9791  
Fax: (714) 641-8217  
Web: www.epicproductsinc.com

### ERB Safety/Fame Fabrics (asi/51204)

1 Safety Way  
Woodstock, GA 30188  
(770) 926-7944 • (888) 777-7702  
Fax: (770) 924-3068  
E-mail: msaputo@e-erb.com  
Web: www.famefabrics.com

### Eva Tees Inc. (asi/52835)

1532 S. Washington Ave.  
Piscataway, NJ 08854  
(732) 624-1110 • (800) 382-8337  
E-mail: admin@evatees.com  
Web: www.evatees.com

### Everest/Soady (asi/52887)

8201 Sepulveda Pl.  
Van Nuys, CA 91402  
(818) 780-1123 • (800) 500-7771  
Fax: (818) 780-7576  
E-mail: info@soadycompany.com  
Web: www.soadycompany.com

### Executive Apparel Inc. (asi/53418)

7912 Dungan Rd.  
Philadelphia, PA 19111  
(215) 464-5400 • (800) 227-3932  
Fax: (215) 464-7330  
E-mail: sales@executiveapparel.com  
Web: www.executiveapparel.com

### Executive House, The (asi/53423)

755 Center St.  
Lewiston, NY 14092  
(716) 754-1348 • Fax: (716) 754-0807  
Web: www.execgjfts-asi.com

### Expert Performance T (asi/53404)

3101 E. 26<sup>th</sup> St.  
Vernon, CA 90058  
(323) 526-5865 • Fax: (323) 526-5866  
E-mail: customerservice@expertbrand.com  
Web: www.expertbrand.com

### E-Zee Backing & Topping, div. of Madeira USA

30 Bayside Ct.  
Laconia, NH 03246  
(800) 399-5040 • Fax: (800) 598-7677  
E-mail: contactus@madeirausa.com  
Web: www.ezeebacking.com

## F

### Fair Hemp Inc. (asi/53508)

P.O. Box 254  
Saint Leonard, MD 20685  
(646) 485-0939 • Fax: (212) 656-1714  
E-mail: info@fairhemp.com  
Web: www.fairhemp.com

### Fairdeal Import & Export LTD (asi/53509)

#116-3855 Henning Dr.  
Burnaby, BC V5C 6V3  
(800) 353-3435 • Fax: (888) 311-3435  
E-mail: western.sales@fiel.com  
Web: www.fiel.com

### Faro USA (asi/53697)

1320 State Rt. 9  
Champlain, NY 12919  
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Fax: (401) 944-2630  
E-mail: ed@faro-usa.com  
Web: www.faro-usa.com

### Fast Lane Clothing Co. Inc. (asi/53753)

P.O. Box 311779  
Tampa, FL 33680  
(813) 879-3298 • (800) 959-0126  
Fax: (813) 871-2035  
E-mail: info@fastlaneclothing.net  
Web: www.toucandance.com

### Fawn Embroidery Services (asi/702575)

1537 Main St.  
P.O. Box 230  
New Park, PA 17352  
(717) 382-4855 • (800) 388-FAWN  
Fax: (717) 382-4711  
E-mail: info@fawn.com  
Web: www.fawn.com

### Faya Corp.

2330 S. Archibald Ave.  
Ontario, CA 91761  
(909) 923-6818 • (888) 868-8598  
Fax: (888) 868-8578  
E-mail: quote@capbargain.com  
Web: www.capbargain.com

### Fersten Worldwide/FILA Golf (asi/53974)

1 Trans-Border Dr.  
Champlain, NY 12919  
(800) 565-7462 • Fax: (800) 565-5624  
E-mail: marketing@fersten.com  
Web: www.fersten.com  
www.shopfilagolf.com

### Fields Manufacturing Inc. (asi/54100)

24795 County Road 75  
Saint Cloud, MN 56301  
(800) 654-1517 • Fax: (320) 252-5504  
E-mail: customerservice@fieldsmfg.com  
Web: www.fieldsmfg.com

### Foamworx-Canada (asi/55013)

55 Bren St.  
Cornwallis, NS BOSIHO  
(888) 633-2233  
E-mail: info@foamworx.com  
Web: www.foamworx.com

### Force 2000 Athletic Apparel (asi/55056)

2126 Porter Field Way  
Upland, CA 91786  
(909) 949-9180 • (877) 503-6723  
Fax: (909) 949-9184  
E-mail: accesstrade@yahoo.com  
Web: www.hooraysport.com

### Fossil Special Markets Div. (asi/55145)

2280 N. Greenville Ave.  
Richardson, TX 75082  
(800) 699-9580 • Fax: (469) 587-2995  
E-mail: sburnett@fossil.com  
Web: www.fossilcorporatemarkets.com

### Fruit of the Loom

P.O. Box 90015  
Bowling Green, KY 42102-9015  
(888) 378-4829 • Fax: (270) 781-1754  
E-mail: activewear@fruit.com  
Web: www.fruitactivewear.com

## G

### Gael Inc. (asi/55645)

2303 Kennedy St. N.E.  
Minneapolis, MN 55413  
(612) 676-0369 • (800) 347-8856  
Fax: (612) 676-0286  
E-mail: info@gael.com

### Game Sportswear Ltd. (asi/55752)

1401 Front St.  
Yorktown Heights, NY 10598  
(914) 962-1701 • (800) 688-4263  
Fax: (800) 892-2411  
E-mail: info@gamesportswear.com  
Web: www.gamesportswear.com

### Garden Lane Layette Bobbin Inc. (asi/55834)

35 Loring Dr.  
Framingham, MA 01702  
(508) 626-8811 • (800) 881-8144  
Fax: (508) 626-8411  
E-mail: info@gardenlane.com  
Web: www.gardenlane.com;  
www.wholesale-linens.com;  
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### Garden Lane Layette Bobbin Inc.

35 Loring Drive  
Framingham, MA 01702  
800-881-8144 508-626-8811  
Fax 508-626-8411  
e-Mail info@gardenlane.com  
www.gardenlane.com  
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### Gayla Canada (asi/56031)

660 Hardwick Rd.  
Boldton, ON L7E 5R5  
(905) 857-5207 • Fax: (905) 857-5223  
E-mail: customerservice@gayla.biz  
Web: www.gaylaproducts.com

### Gemline (asi/56070)

9 International Way  
Lawrence, MA 01843  
(978) 691-2000 • (800) 800-3200  
Fax: (978) 691-2085  
E-mail: sales@gemline.com  
Web: www.gemline.com

### Gibas Industries Inc. (asi/56730)

16182 Gothard St., Ste. Q  
Huntington Beach, CA 92647  
(714) 847-1109 • (800) 783-2255  
Fax: (714) 842-7460  
E-mail: info@gibasgolf.com  
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### **Gildan Activewear SRL (asi/56842)**

Newton Industrial Park  
Newton, Christ Church, Barbados  
BB17047  
(246) 753-8100 • (877) 445-3265  
Fax: (246) 421-7780  
E-mail: marketing@gildan.com  
Web: www.mygildan.com

### **Giraffe-X Graphics Inc. (asi/57050)**

5746 Wheeler Rd.  
Indianapolis, IN 46216  
(317) 546-4944 • (888) 624-4944  
Fax: (317) 546-4945  
E-mail: giraffe-x@comcast.net  
Web: www.itye-dye.com

### **Global Neckwear Marketing Inc. (asi/57556)**

79 Freepoint St.  
Dorchester, MA 02122  
(617) 282-0200 • Fax: (617) 929-3600  
E-mail: robertgelles@globalneckwear.com  
Web: www.globalneckwear.com

### **Global Sourcing Connection Ltd. (asi/57584)**

1037 Greenwood Ave.  
Deerfield, IL 60015  
(847) 607-0643 • Fax: (847) 236-0427  
E-mail: jarensen@gloso.com  
Web: www.gloso.com

### **Golden Express (asi/57665)**

1050 Yarnell Pl.  
Oxnard, CA 93033  
(805) 201-2011 • (800) 234-1686  
Fax: (805) 201-2103  
Web: www.ge411.com

### **Golden State T's (asi/57668)**

P.O. Box 188  
San Jose, CA 95103  
(408) 278-1212 • Fax: (408) 278-1220  
E-mail: sales@gsactivewear.com  
Web: www.gsactivewear.com

### **Golf Tee Printers (asi/57672)**

550 Pratt Ave. N.  
Schaumburg, IL 60193  
(800) 505-5022 • Fax: (847) 301-7985  
Web: www.golfteeprinters.com

### **Goodhope Bags Ind. Inc. (asi/57702)**

5911 Schaefer Ave.  
Chino, CA 91710  
(909) 627-6788 • (800) 634-8084  
Fax: (909) 465-9838  
E-mail: info@goodhopebags.com  
Web: www.goodhopebags.com

### **Graffiti Inc. (asi/57907)**

3111 Carnegie Ave.  
Cleveland, OH 44115  
(216) 881-5550 • (800) 992-8093  
Fax: (216) 881-4043  
E-mail: sales@graffiticaps.com  
Web: www.graffiticaps.com

### **Graphic Odds & Ends LLC (asi/700019)**

1241 Royal Oak Dr.  
Dunedin, FL 34698  
(727) 738-5104 • Fax: (727) 738-5734  
E-mail: goande@verizon.net  
Web: www.goande.com

### **Great Notions Inc.**

2751 Electronic Ln.  
Dallas, TX 75220  
(214) 352-6940 • (800) 528-8305  
Fax: (214) 352-7249  
E-mail: djones@greatnotions.com  
Web: www.greatnotions.com  
www.greatnotionsprintables.com

### **Green Bee Designs Inc. (asi/700737)**

53 Frank St.  
Tillsonburg, ON, Canada N4G 3M2  
(519) 842-3572 • (888) 423-7397  
E-mail: queen.bee@gbd.com  
Web: www.gbd.com

### **Gulbenkian Swim Inc. (asi/58650)**

16 Beaver Brook Rd.  
Danbury, CT 06810  
(203) 790-800 • (800) 431-2586  
Fax: (203) 791-1449  
E-mail: info@gulbenkianswim.com  
Web: www.gulbenkianswim.com

### **Gunold USA Inc.**

980 Cobb Place Blvd., Ste. 130  
Kennesaw, GA 30144  
(770) 421-0300 • (800) 432-3781  
Fax: (770) 421-0505  
E-mail: customerservice@gunold.com  
Web: www.gunold.com

## H

### **Haas-Jordan By Westcott (asi/58860)**

P.O. Box 1596  
Toledo, OH 43603  
(419) 243-2189 • (800) 536-0283  
Fax: (419) 243-8401  
E-mail: jritson@haas-jordan.com  
Web: www.haas-jordan.com

### **Hanes Imagewear (asi/59528)**

1000 E. Hanes Mill Rd.  
Winston-Salem, NC 27105  
(800) 685-7557 • Fax: (800) 289-1870  
E-mail: hbi\_service@hanesbrands.com  
Web: www.haneslocator.com

### **Hartwell Classic Apparel (asi/60135)**

97 Winfield Cir.  
Hartwell, GA 30643  
(800) 849-5555 • Fax: (800) 849-2121  
E-mail: customerservice@hartwell.com  
Web: www.hartwell.com

### **Hat Flags Marketing Inc. (asi/60220)**

P.O. Box 2716  
Durham, NC 27715  
(919) 419-9412 • (800) 246-5128  
Fax: (800) 498-8653  
E-mail: info@hatflags.com  
Web: www.hatflags.com

### **Hatter International (asi/48015)**

24416 Main St., Ste. 303  
Carson, CA 90745  
(310) 518-2161 • Fax: (310) 518-2382  
E-mail: davr15@dccaps.com  
Web: www.hatter-intl.com

### **Heritage Leather Co. (asi/60581)**

4011 E. 52nd St.  
Maywood, CA 90270  
(323) 983-0420 • (800) 704-8370  
Fax: (323) 587-3405  
E-mail: sales@heritageleatherco.com  
Web: www.asi-bucketboss.com

### **Hickory Farms/Pfaelzer Bros. (asi/60717)**

P.O. Box 97  
Maumee, OH 43537  
(800) 345-9290 • (800) 345-9290  
Fax: (419) 893-8085  
E-mail: ron.cady@hickoryfarms.com  
Web: www.hickoryfarms.com

### **Hidden Bay Sports (asi/60689)**

15909 Dyno Dr.  
Hayward, WI 54843  
(715) 634-5770 • (888) 433-6229  
Fax: (715) 634-6225  
E-mail: dan@hiddenbaysports.com  
Web: www.hiddenbaysports.com

### **High Sierra Sport Co. (asi/60724)**

880 Corporate Woods Pkwy.  
Vernon Hills, IL 60061  
(847) 913-1100 • (800) 323-9590  
Fax: (847) 913-1145  
E-mail: erin@hssc.com  
Web: www.hssc.com

### **Hilasal (asi/60820)**

8401 NW 53rd Ter., Ste. 114  
Doral, FL 33166  
(800) 327-7239  
Fax: (305) 629-9750  
E-mail: sales@hilasal.com  
Web: www.hilasal.com

### **Hirsch International (asi/14982)**

50 Engineers Rd.  
Hauppauge, NY 11788  
(800) 394-4426 • Fax: (800)-772-1788  
E-mail: customercare@hirschinternational.com  
Web: www.hirschinternational.com

### **Birmingham, AL**

3928 Montclair Rd., Ste. 132  
Birmingham, AL 35213

### **Phoenix, AZ**

4640 E. Elwood St., Ste. 5  
Phoenix, AZ 85040  
**Little Rock, AR**  
2925 Alma Hwy., Ste. B-10  
Van Buren, AR 72957

### **Sacramento, CA**

11170 Sun Center Dr., Ste. B-1  
Rancho Cordova, CA 95670

### **Santa Ana, CA**

1261 S. Lyon St., Ste. 405/406  
Santa Ana, CA 92705

### **Denver, CO**

7100 N. Broadway, Bldg. 3A  
Denver, CO 80221

### **Fort Lauderdale, FL**

3405 N.W. 9th Ave., Ste. 1203  
Fort Lauderdale, FL 33309

### **Orlando, FL**

660 Celebration Ave., Ste. 170  
Celebration, FL 34747

### **Atlanta, GA**

500 Swanson Rd., Ste. #3  
Tyrone, GA 30290

### **Chicago, IL**

4322 Regency Dr.  
Glenview, IL 60025

### **Boston, MA**

150 Wood Rd., Ste. 1005  
Braintree, MA 02184

### **Minneapolis, MN**

140 W. 98th St., Ste. 101  
Bloomington, MN 55420

### **St. Louis, MO**

2061 Collier Corporate Pkwy., #B  
St. Charles, MO 63303

### **Albany, NY**

Clifton Park, NY

### **Long Island, NY**

50 Engineers Rd.  
Hauppauge, NY 11788

### **Elkin, NC**

1919 Bridge St.  
Elkin, NC 28621

### **Cincinnati, OH**

4 Kovach Dr., Ste. 470A  
Cincinnati, OH 45215

### **Cleveland, OH**

31225 Bainbridge Rd., Ste. O  
Solon, OH 44139

### **Philadelphia, PA**

1557 Gehman Rd.  
Harleysville, PA 19438

### **Pittsburgh, PA**

300 Bursca Dr., Ste. 307  
Bridgewater, PA 15017

### **Ft. Worth, TX**

7517 Benbrook Pkwy., #102  
Benbrook, TX 76126

### **Houston, TX**

1500 W. Loop N., Ste. 139  
Houston, TX 77008

### **Salt Lake City, UT**

536 E. 4050 S., #4A  
Salt Lake City, UT 84107

### **Hobow Caps/JSW Enterprises Inc. (asi/63073)**

245 Fischer Ave., D-3  
Costa Mesa, CA 92626  
(714) 432-1951 • (800) 579-9908  
Fax: (714) 432-1957  
Email: jim@hobowcaps.com  
Web: www.hobowcaps.com

### **Holloway Sportswear (asi/61430)**

2633 Campbell Rd.  
Sidney, OH 45365  
(800) 331-5156  
Web: www.hollowayusa.com

### **Hometown Favorites (asi/61450)**

1445 Miller Store Rd.  
Virginia Beach, VA 23455  
(757) 460-8866 • Fax: (757) 460-8859  
Web: www.hometownfavorites.com

### **Hoopmaster by Midwest Products**

W194 N11665 McCormick Dr.  
Germantown, WI 53022  
(262) 257-0930 • (800) 900-0741  
Fax: (262) 257-0934  
E-mail: info@hoopmaster.com  
Web: www.mightyhoop.com  
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Fairfield, OH 45014  
(513) 829-7768 • Fax: (513) 829-7769  
E-mail: emshoop@fuse.net  
Web: www.hooptechproducts.com

### Hotronix

1 Paisley Pk.  
Carmichaels, PA 15320  
(724) 966-5996 • (800) 727-8520  
Fax: (724) 966-7880  
E-mail: info@hotronix.com  
Web: www.hotronix.com

### Huetone Imprints Inc. (asi/700487)

90 N. Lively Blvd.  
Elk Grove Village, IL 60007  
(630) 694-9610 • Fax: (877) 694-9625  
E-mail: info@huetoneimprints.com  
Web: www.huetone.com

### Huppee Creations LLC (asi/62068)

1833 Pritchard Way  
Hacienda Heights, CA 91745  
(626) 839-4330 • Fax: (626) 638-7213  
E-mail: huppeeline@yahoo.com

### Icon Leather Gifts (asi/62123)

801 S. Main St., Rear Bldg.  
Burbank, CA 91506  
(818) 846-6100 • Fax: (818) 848-6801  
E-mail: darrin@leatherimaging.com  
Web: www.leatherimaging.com

### Image Boxers (asi/62198)

1539 W. Leighton  
Bloomington, IN 47403  
(812) 332-3006 • (800) 823-4747  
Fax: (812) 332-1146  
E-mail: imageboxers@yahoo.com  
Web: www.imageboxers.com

### Impact Action Golf Co. (asi/62269)

3115 S.E. Gran Pkwy.  
Stuart, FL 34997  
(772) 283-2022 • (800) 577-7786  
Fax: (772) 283-0799  
E-mail: info@impactaction.com  
Web: www.impactaction.com

### Import Boutique (asi/62422)

18 Bridge St., Ste. 4F  
Brooklyn, NY 11201  
(718) 330-1099 • Fax: (917) 591-7900  
E-mail: info@importboutique.com  
Web: www.importboutique.com

### Ashland, VA

629 N. Washington Hwy.  
Ashland, VA 23005  
**Seattle, WA**  
14900 Interurban Ave. S., Ste. 185  
Tukwila, WA 98168

### Imprintables Warehouse (asi/58475)

1 Paisley Park  
Carmichaels, PA 15320  
(800) 347-0068 • Fax: (724) 583-0426  
E-mail: info@imprintables.com  
Web: www.imprintables.com

### INDIGO (asi/62560)

800 W. Central Rd.  
Mt. Prospect, IL 60056  
(847) 255-4818 • (888) 210-6164  
Fax: (847) 255-6936  
E-mail: katie@indigowatch.com  
Web: www.indigowatch.com

### InkSoft

5203 Juan Tabo Blvd. NE, Ste. 2E  
Albuquerque, NM 87111  
(505) 938-6272 • (800) 410-3048  
E-mail: sallen@inksoft.com  
Web: www.inksoft.com

### Inline Technologies

3225 Commerce St.  
Amarillo, TX 79109  
(806) 765-7609 • (800) 765-7609  
Fax: (806) 352-1061  
E-mail: lloyd@inlinetechnologies.com  
Web: www.inlinetechnologies.com

### In The Bag (asi/62492)

3700 1st Ave. N.  
Birmingham, AL 35222  
(877) 435-7214 • Fax: (205) 226-0169  
E-mail: info@inthebag.com

### In Your Face Apparel (asi/62494)

2611 Westgrove Dr., Ste. 104  
Carrollton, TX 75006  
(972) 267-9450 • (866) 583-2800  
Fax: (972) 267-9460  
E-mail: brittney@inyourfaceapparel.com  
Web: www.inyourfaceapparel.com

### It's All Greek To Me (asi/62960)

8285 Bryan Dairy Rd.  
Largo, FL 33777  
(800) 350-4000 • (800) 350-4000  
Fax: (888) 457-8720  
E-mail: info@iagtm.com  
Web: www.asisupplier.com/greek

### Janco & Winnex (asi/63121)

637 Vineland Ave.  
La Puente, CA 91746  
(626) 330-8828 • (800) 418-7888  
Fax: (626) 330-2178  
E-mail: sales@jancoline.com  
Web: www.jancoline.com

### Jayline International Corp. (asi/63253)

P.O. Box 1069  
Linden, NJ 07036  
(908) 474-1040 • (800) 260-0029  
Fax: (908) 474-1044  
E-mail: elaine@jaylineworld.com  
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E-mail: info@jensenapparel.com  
Web: www.jensenapparel.com

### JERZEES (asi/84257)

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Bowling Green, KY 42102-9015  
(800) 321-1138 • Fax: (888) 259-6557  
E-mail: askjerzees@russellcorp.com  
Web: www.jerzees.com

### Jetline (asi/63344)

30 Warren Pl.  
Mount Vernon, NY 10550  
(914) 375-0855 • Fax: (914) 375-1523  
E-mail: info@jetlinepromo.com  
Web: www.jetlinepromo.com

### Joann Marie Designs (asi/63381)

630 S. Jefferson St., Ste. H  
Placentia, CA 92870  
(714) 996-0550 • Fax: (714) 996-0225  
E-mail: joe@jmdinc.net  
Web: www.joannmarie.com

### Jobar International Inc. (asi/63388)

P.O. Box 5409  
Carson, CA 90749-5409  
(310) 222-8682 • Fax: (310) 222-8657  
Web: www.jobar.com

### Jornik Manufacturing Corp. (asi/63549)

652 Glenbrook Rd., Bldg. 8-2  
Stamford, CT 06906  
(203) 969-0500 • (800) 656-7645  
Fax: (203) 358-8623  
E-mail: pherz@jornik.com  
Web: www.jornik.com

### Julie of California (asi/63650)

P.O. Box 611777  
San Jose, CA 95161  
(408) 263-4300 • (800) 423-9200  
Fax: (408) 263-7382  
E-mail: sales@julieofcalifornia.com  
Web: www.julieofcalifornia.com

## K

### KC Caps (asi/58760)

17145 Margay Ave.  
Carson, CA 90746  
(310) 324-5263 • (800) 321-9888  
Fax: (310) 324-8763  
E-mail: ca@kccaps.com  
Web: www.kccaps.com

### King Louie America (asi/64860)

6720 W. 121st St., Ste. 120  
Overland Park, KS 66209  
(913) 338-5212 • (800) 521-5212  
Fax: (913) 338-4466  
E-mail: kloffic@kinglouie.com  
Web: www.kinglouie.com

### Kingsway Paper Co. (asi/64900)

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Freehold, NJ 07728  
(732) 866-9900 • (800) 859-BAGS  
Fax: (732) 866-9920  
E-mail: phil@kingswaypaper.com

### Kobe Sportswear Inc. (asi/65505)

791 Tapscott Rd.  
Scarborough, ON M1X 1A2  
(416) 754-7024 • (888) 898-5623  
Fax: (800) 237-8612  
E-mail: ryan@kobesportswear.com  
Web: www.kobesportswear.com

### Konvex (asi/51194)

305 3rd Ave. W.  
Newark, NJ 07107  
(973) 497-0102 • Fax: (973) 497-7708  
E-mail: mitch@unionwear.com

### Krazy Klothes Ltd. (asi/65645)

1101 S. Illinois St.  
Indianapolis, IN 46225.  
(317) 687-8310 • (800) 848-8147  
Fax: (317) 687-8317  
E-mail: info@krazyklothes.com  
Web: www.krazyklothes.com

### KTP Design Co. (asi/63773)

118 E. 28th St., Ste. 707  
New York, NY 10016-8448  
(212) 481-6613 • (888) 245-1979  
Fax: (212) 481-6675  
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Laconia, NH 03246  
(800) 225-3001 Fax (800) 598-7677  
E-mail: [contactus@madeirausa.com](mailto:contactus@madeirausa.com)  
Web: [madeirausa.com](http://madeirausa.com)  
[madeiramart.com](http://madeiramart.com)  
[ezeebacking.com](http://ezeebacking.com)

**Madeira USA – Gulf Region**  
416 Business Center Dr., Bldg. 400  
Birmingham, AL 35244

**Madeira USA – West Coast**  
2727 North Grove Industrial Park  
Suite 145  
Fresno, CA 93727

**Madeira USA – Southern California**  
1718 South Grove Ave., Unit B  
Ontario, CA 91761

**Madeira USA – Rocky Mountains**  
800 East 64th Ave., Unit 4  
Denver, CO 80229

**Madeira USA – Southeast**  
9655 Florida Mining Blvd. W. Bldg. 600,  
Suite 601-602  
Jacksonville, FL 32257

**Madeira USA – Southern Florida**  
8657 N.W. 56th Street  
Doral, FL 33166

**Madeira USA – Central**  
9866 Farragut St.  
Rosemont, IL 60018

**Madeira USA – Mid-Atlantic**  
3202 Motorsports Ln., Unit 4 - 5  
Charlotte, NC 28269

**Madeira USA – Great Lakes**  
860 Freeway Dr. N.  
Columbus, OH 43229

**Madeira USA – Tri-State**  
366 Spring Hill Rd., Bldg. B  
Sterling, PA 18463

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## L

### Labelworks (asi/66040)

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Web: [www.labelworks.com](http://www.labelworks.com)

### Lakeside Mills Inc. (asi/66105)

220 4th St.  
Proctor, MN 55810  
(218) 723-1775 • (888) 723-1775  
Fax: (218) 723-1539  
E-mail: [ism@computerpro.com](mailto:ism@computerpro.com)  
Web: [www.asisupplier.com/lakeside](http://www.asisupplier.com/lakeside)

### Landes Inc. (asi/66230)

7600 Renwick Dr.  
Houston, TX 77081  
(713) 665-0655 • (800) 320-0399  
Fax: (713) 665-6392  
E-mail: [sales@landesusa.com](mailto:sales@landesusa.com)  
Web: [www.landesusa.com](http://www.landesusa.com)

### Latico Leathers (asi/66575)

321 Palmer Rd.  
Denville, NJ 07834  
(973) 442-9622 • (800) 969-8426  
Fax: (973) 442-3073  
E-mail: [michael@laticoleathers.com](mailto:michael@laticoleathers.com)  
Web: [www.latico.com](http://www.latico.com)

### L.A. T Sportswear (asi/65948)

1200 Airport Dr.  
Ball Ground, GA 30107  
(800) 414-5650 • Fax: (770) 479-4078  
E-mail: [marketing@latsportswear.com](mailto:marketing@latsportswear.com)  
Web: [www.latsportswear.com](http://www.latsportswear.com)

### Leed's (asi/66887)

400 Hunt Valley Rd.  
New Kensington, PA 15068  
(724) 334-9000 • (866) LEE-DS24  
Fax: (800) 860-6661  
E-mail: [customerservice@leeds-world.com](mailto:customerservice@leeds-world.com)  
Web: [www.leeds-world.com](http://www.leeds-world.com)

### Lewtan Industries Corp. (asi/67230)

P.O. Box 2049  
Hartford, CT 06145  
(860) 278-9800 • (800) LEW-TAN8  
Fax: (860) 278-9019  
E-mail: [lewtan.accounting@snet.net](mailto:lewtan.accounting@snet.net)  
Web: [www.lewtan8.com](http://www.lewtan8.com)

### Logo Mats LLC (asi/67849)

1729 S. Davis Rd.  
Lagrange, GA 30241  
(706) 884-4644 • (888) 628-7462  
Fax: (706) 882-5277  
E-mail: [kstrout@logomatsllc.com](mailto:kstrout@logomatsllc.com)  
Web: [www.logomatsllc.com](http://www.logomatsllc.com)

### Luggage USA Inc. (asi/71825)

710 Ducommun St.  
Los Angeles, CA 90012  
(213) 626-1111 • (888) LAL-UGGA  
Fax: (213) 626-0800  
E-mail: [sunday@luggage-usa.com](mailto:sunday@luggage-usa.com)  
Web: [www.luggage-usa.com](http://www.luggage-usa.com)

## M

### M2 Enterprises Inc. (asi/68316)

1075 W. Morse Blvd.  
Winter Park, FL 32789  
(407) 628-5775 • (800) 743-6212  
Fax: (407) 644-2528  
E-mail: [sales@m2enterprises.com](mailto:sales@m2enterprises.com)  
Web: [www.m2enterprises.com](http://www.m2enterprises.com)

### Maccabee Sports (asi/68355)

1661 Fairplex Dr.  
La Verne, CA 91750  
(800) 938-9886 • (800) 938-9886  
Fax: (951) 346-3468  
E-mail: [renee.kennedy@macsports.com](mailto:renee.kennedy@macsports.com)  
Web: [www.asisupplier.com/maccabee](http://www.asisupplier.com/maccabee)

### Mackellar Incentive Marketing (asi/258917)

1729 Northfield Dr.  
Rochester Hills, MI 48309  
(243) 335-4440  
E-mail: [roger@mackellar.com](mailto:roger@mackellar.com)  
Web: [www.mackellarmarketing.com](http://www.mackellarmarketing.com)

### Macro Industries Inc. (asi/68399)

13933 Ramona Ave., Ste. C  
Chino, CA 91710  
(909) 364-8100 • Fax: (909) 364-8055  
Web: [www.3cfactory.com](http://www.3cfactory.com)

### Mad Dasher Inc. (asi/68400)

4410 Tielker Dr.  
Ft. Wayne, IN 46809  
(260) 747-0545 • (800) 827-2539  
Fax: (260) 747-0548  
Web: [www.asisupplier.com/68400](http://www.asisupplier.com/68400)

### Madeira USA Ltd.

30 Bayside Ct.  
Laconia, NH 03246  
(603) 528-2944 • (800) 225-3001  
Fax: (800) 598-7677  
E-mail: [contactus@madeirausa.com](mailto:contactus@madeirausa.com)  
Web: [www.madeirausa.com](http://www.madeirausa.com)

### Markoff Industries Inc. (asi/68810)

12340 Montague St.  
Pacoima, CA 91331  
(818) 896-4679 • (800) PIC-RBAG  
Fax: (818) 897-2918  
E-mail: [sales@rbag.com](mailto:sales@rbag.com)  
Web: [www.rbag.com](http://www.rbag.com)

### Marmot Mountain LLC (asi/68874)

2321 Circadian Way  
Santa Rosa, CA 95407  
(866) 504-9437  
Web: [www.marmot.com/corporatesales](http://www.marmot.com/corporatesales)

### Marner Inc. dba Competition Headwear (asi/46179)

6748 Stapleton Dr. South  
Denver, CO 80216  
(303) 329-8880 • (800) 334-1666  
Fax: (303) 355-8755  
E-mail: [sales@marnergroup.com](mailto:sales@marnergroup.com)  
Web: [www.marnergroup.com](http://www.marnergroup.com)

### Mascorro Leather Inc. (asi/69166)

1303 S. Gerhart Ave.  
Los Angeles, CA 90022  
(323) 724-6759 • (800) 782-3374  
Fax: (323) 722-8722  
E-mail: [mascorro@earthlink.net](mailto:mascorro@earthlink.net)

### Melco Embroidery Systems

1575 W. 124th Ave.  
Westminster, CO 80234  
(800) 799-8313  
E-mail: [sales@melco.com](mailto:sales@melco.com)  
Web: [www.melco.com](http://www.melco.com)

### Mercury Luggage Mfg. Co. (asi/70649)

4843 Victor St.  
Jacksonville, FL 32207  
(904) 733-9595 • (800) 874-1885  
Fax: (904) 733-9671  
E-mail: [rpradella@mercuryluggage.com](mailto:rpradella@mercuryluggage.com)  
Web: [www.mercuryluggage.com](http://www.mercuryluggage.com)

### Metlon Corp.

131 Frances Ave.  
Cranston, RI 02910  
(401) 467-3435 • Fax: (401) 467-8720  
E-mail: [relective@metlon.com](mailto:relective@metlon.com)  
Web: [www.metlon.com](http://www.metlon.com)

### Michaels LA Fashion Inc. (asi/71054)

1310-B S. Los Angeles St.  
Los Angeles, CA 90015  
(213) 744-0915 • Fax: (213) 744-1888  
E-mail: [michaelslafashion@sbcglobal.net](mailto:michaelslafashion@sbcglobal.net)  
Web: [www.medicaluniformsplace.com](http://www.medicaluniformsplace.com)

### Ministicks.com (asi/701992)

127 S. Long St.  
Williamsville, NY 14221  
(716) 204-0484 • (866) 646-4784  
E-mail: [robbie@ministicks.com](mailto:robbie@ministicks.com)  
Web: [www.ministicks.com](http://www.ministicks.com)

### Modern Plastic Bags Inc. (asi/71907)

63 Flushing Ave., Unit 303  
Brooklyn, NY 11205  
(718) 237-2985 • (800) 621-7778  
Fax: (718) 858-6719  
E-mail: [info@mpbags.com](mailto:info@mpbags.com)  
Web: [www.asisupplier.com/modernplasticbags](http://www.asisupplier.com/modernplasticbags)

### Mohrs Intl. Inc. (asi/71960)

4802 Littlejohn St.  
Baldwin Park, CA 91706  
(626) 962-0099 • (800) 421-0365  
Fax: (888) 421-0366  
E-mail: [info@mohrs.com](mailto:info@mohrs.com)  
Web: [www.mohrs.com](http://www.mohrs.com)

### MONAG Apparel (asi/72010)

5911 Loomis Rd.  
Farmingham, NY 14425  
(585) 924-1410 • (877) 996-6624  
Fax: (877) 996-0003  
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(203) 577-2366 • (800) 426-3373  
Fax: (203) 577-2381  
E-mail: linda@mod-gifts.com  
Web: www.crib-blankets.com

### Mr. Beach (asi/71814)

P.O. Box 1659  
San Marcos, CA 92079  
(760) 510-3959 • (800) 336-5123  
Fax: (760) 510-6661  
E-mail: mr-beach@mr-beach.com  
Web: www.mr-beach.com

### Multigraphics Inc. (asi/72706)

12265 S.W. 130th St.  
Miami, FL 33186  
(305) 252-8422 • (877) 462-4348  
Fax: (305) 252-8266  
E-mail: multigraphics@bellsouth.net  
Web: www.multigraphicsmiami.com

### Mundi Westport (asi/72717)

331 Changebridge Rd.  
Pink Brook, NJ 07058  
(973) 575-1110 • (800) 257-1274  
Fax: (973) 575-8197  
E-mail: boln@mundiwestport.com

### M V P Giftbag (asi/68322)

P.O. Box 51594  
Mesa, AZ 85208  
(866) 687-2247 • Fax: (480) 907-1460  
E-mail: sales@mvpgiftbag.com  
Web: www.mvpgiftbag.com

### MV Sport/Weatherproof (asi/68318)

P.O. Box 9171  
Bay Shore, NY 11706  
(631) 273-8020 • (800) 367-7900  
Fax: (631) 435-8018  
E-mail: samples@weatherproofco.com  
Web: www.weatherproofco.com

## N

### Name It Apparel (asi/72866)

102 Julia Rd.  
Sarver, PA 16055  
(724) 712-4960  
E-mail: egeathers@thehoophead.com

### National Network of Embroidery Professionals (asi/187622)

4693 Kent Rd.  
Kent, OH 44240  
(330) 678-4887 • (800) 866-7396  
Fax: (330) 678-8988  
E-mail: nnep@nnep.com  
Web: www.nnep.com

### National Scrubwear (asi/73475)

3200 Hwy. 45 N.  
Meridian, MS 39305  
(601) 483-0796 • (800) 523-6217  
Fax: (601) 482-7474  
E-mail: christy.bracken@mitchellcompanies.com  
Web: www.scrubwear.net

# NNEP

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Fax: (949) 582-8169  
E-mail: sales@navika.com  
Web: www.navika.com

### Neet Feet Inc. (asi/73525)

179 Roymar Rd., Ste. C  
Oceanside, CA 92058  
(760) 721-1944 • Fax: (760) 721-9457  
E-mail: info@neetfeet.com  
Web: www.neetfeet.com

### Nelson Boone Co. Inc. (asi/41080)

P.O. Box 33248  
Louisville, KY 40232  
(502) 361-9236 • (800) 626-5680  
Fax: (502) 368-4055  
E-mail: info@alumalineandbrass.com  
Web: www.alumalineandbrass.com

ASI# 72808

# N ♦ E ♦ S

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(800) 782-7770  
[sales@nesclothing.com](mailto:sales@nesclothing.com)

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Web: www.neontees.com

### NES Clothing Co. (asi/72808)

6 Neshaminy Interplex, 5<sup>th</sup> Fl.  
Trevose, PA 19053  
(800) 523-4585  
E-mail: sales@nesclothing.com  
Web: www.nesclothing.com

### New Age Inc. (asi/73761)

2900 Service Rd.  
Niagara Falls, NY 14304  
(800) 833-7531 • (800) 833-7531  
Fax: (888) 735-0321  
E-mail: orderny@knpheadwear.com  
Web: www.knpheadwear.com

### New Balance (asi/56842)

Newton Industrial Park  
Newton, Christ Church, Barbados  
BB17047  
(246) 753-8100 • (877) 445-3265  
Fax: (246) 421-7780  
E-mail: newbalance2013@gildan.com

### New Sun Industries Inc. (asi/73782)

382 N. Lemon Ave., Ste. 419  
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(909) 902-6968 • (888) 690-6899  
Fax: (909) 902-0886  
E-mail: info@newsunpromo.com  
Web: www.newsunpromo.com

### Nexgen Golf Products Inc. (asi/73863)

888, 60 Industrial Pkwy.  
Cheektowaga, NY 14227  
(866) 639-4363 • Fax: (866) 293-7250  
E-mail: contact@nexgengolf.com  
Web: www.nexgengolf.com

### Next Level Apparel (asi/73867)

15730 S. Figueroa St.  
Los Angeles, CA 90248  
(310) 631-4955 • Fax: (310) 631-6097  
E-mail: sales@nextlevelapparel.com  
Web: www.nextlevelapparel.com

### Nucom/Burk's Bay (asi/74600)

5612 International Pkwy.  
New Hope, MN 55428  
(763) 535-2035 • (800) 352-7025  
Fax: (763) 535-3367  
E-mail: pcrnquist@burksbay.com  
Web: www.burksbay.com

### Numo (asi/74710)

1072 E. Hwy. 175  
Kaufman, TX 75142  
(972) 962-5400 • (800) 253-0434  
Fax: (866) 542-6675  
E-mail: info@numomfg.com  
Web: www.numomfg.com

### Nu Promo International (asi/74585)

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Cincinnati, OH 45246  
(513) 782-0168 • Fax: (866) 207-4427  
E-mail: sales@nupromoline.com  
Web: www.nupromoline.com

## O

### Occnomix International LLC (asi/74930)

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(636) 625-1565 • Fax: (631) 474-0073  
E-mail: info@occnomix.com  
Web: www.occnomix.com

### Okina/Symphony Seed Papers (asi/74930)

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Santa Fe, NM 87508  
(505) 982-7986 • Fax: (505) 982-7987  
E-mail: laura@seedcards.com  
Web: www.seedcards.com

### One Stop (asi/75085)

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Grand Rapids, MI 49544  
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E-mail: teamoobe@oobe.com  
Web: www.oobe.com

**Original Manufacturing & Graphics (asi/75052)**  
940 Ridgeland St.  
Cheyenne, WY 82009  
(307) 222-5750 x312 • (855) 295-2995  
Fax: (307) 886-7243  
E-mail: kurt@omg-inc.co  
Web: www.omg-inc.co

**Otto International Inc. (asi/75350)**  
3550-A Jurupa St.  
Ontario, CA 91761  
(909) 937-1998 • (800) 826-8903  
Fax: (909) 937-1916  
E-mail: mail@ottocap.com  
Web: www.ottocap.com

**Outdoor Cap Co. (asi/75420)**  
1200 Melissa Dr.  
Bentonville, AR 72712  
(479) 273-5870 • (800) 826-6047  
Fax: (800) 200-0329  
E-mail: sales@outdoorcap.com  
Web: www.outdoorcap.com

**Overnight Line/Shirts by Bert (asi/38195)**  
705 Industrial Dr.  
West Branch, IA 52358  
(319) 643-4245 • (888) 24-PRINT  
Fax: (319) 643-4252  
E-mail: art@overnightman.com  
Web: www.shirtsbybert.com

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**Pacific Promos (asi/75705)**  
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(347) 329-5513 • Fax: (877) 810-6218  
E-mail: pacificpromos@gmail.com

**Pacific Sportswear & Emblem Co.**  
6160 Fairmont Ave., Bldg. F  
San Diego, CA 92120  
(800) 872-8778 • Fax: (619) 281-6687  
E-mail: info@doctorpatch.com  
Web: www.doctorpatch.com

**Pacific Western Sales Inc. (asi/75731)**  
2980 Enterprise St.  
Brea, CA 92821  
(714) 572-6730 • (800) 582-8288  
Fax: (800) 590-8311  
E-mail: sales@pacificwesternsales.com  
Web: www.pacificwesternsales.com

**Packco Inc. (asi/75742)**  
P.O. Box 220404  
Brooklyn, NY 11222  
(718) 383-3397 • (888) 4PA-CKCO  
Fax: (718) 383-2521  
E-mail: dyuen@4packco.com  
Web: www.4packco.com

**Pantograms Mfg. Co. Inc./Toyota**  
4537 S. Dale Mabry Hwy.  
Tampa, FL 33611  
(813) 839-5697 • (800) 872-1555  
Fax: (813) 831-0441  
E-mail: info@pantograms.com  
Web: www.pantograms.com

**Paramount Apparel International Inc. (asi/75945)**  
1 Paramount Dr.  
Bourbon, MO 65441  
(573) 732-4411 • (866) 274-4287  
Fax: (866) 274-8725  
E-mail: gclark@paifashion.com  
Web: www.paramountapparel.com

**PAS Store, The**  
7777 N. Brother Blvd.  
Bartlett, TN 38133  
(901) 379-1054 • (877) 850-7179  
Fax: (877) 667-8882  
E-mail: Georgia.miller@brother.com  
Web: www.thepasstore.com

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Ventura, CA 93001-2545  
(800) 470-7458 • Fax: (805) 648-8012  
Web: www.patagonia.com/  
corporatesales

**Pella Products Inc. (asi/76810)**  
835 Broadway P.O. Box 324  
Pella, IA 50219  
(641) 628-3092 • Fax: (641) 628-9797  
E-mail: sales@pellaproducts.com  
Web: www.pellaproducts.com

**Pendergrass Inc.**  
115 N. Main St.  
Chaffee, MO 63740  
(573) 887-4144 • Fax: (573) 887-6086  
E-mail: courtney@pendergrassinc.com  
Web: www.pendergrassinc.com

**Penguin Products LLC (asi/77074)**  
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E-mail: info@fasttrackpromos.com  
Web: www.fasttrackpromos.com

**Pennant Sportswear Inc. (asi/79954)**  
100 Factory St.  
Nashua, NH 03060  
(603) 889-5115  
E-mail: info@pennantsportswear.com  
Web: www.pennantsportswear.com

**Penn Emblem Co. (asi/62485)**  
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(888) 521-1255 • Fax: (888) 521-9001  
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Web: www.pennemblem.com

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Web: www.performancescreen.com

**Personalitee's (asi/77736)**  
739 Pinecrest Dr.  
Prospect Heights, IL 60070  
(847) 520-9243 • (888) 281-TEES  
Fax: (847) 520-9322  
E-mail: sales@woolenwear.com  
Web: www.personalitees.com

**Picnic Time Inc. (asi/78065)**  
5131 Maureen Ln.  
Moorpark, CA 93021  
(805) 529-7400 • (888) 742-6429  
Fax: (805) 529-7474  
E-mail: sales@picnictime.com  
Web: www.picnicpromotions.com

**Piel Leather (asi/78073)**  
1980 Orizaba Ave.  
Signal Hill, CA 90755  
(562) 498-8822 • (800) 347-7435  
Fax: (562) 498-8665  
E-mail: sales@piel leather.com  
Web: www.piel leather.com

**Pinnacle-DiMaggio (asi/78150)**  
606 Monterey Pass Rd., Ste. 202  
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Web: www.plushbymascot.com

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Web: www.primedesigns.com

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**Redline (asi/81133)**  
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Web: www.riptaw.com

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**Rugged Outfitters Inc. (asi/84143)**  
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**Saxon Leather Ltd. (asi/84985)**  
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Web: www.scullyleather.com

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Web: www.snugzusa.com

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South San Francisco, CA 94080  
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Fax: (650) 615-9108  
E-mail: sales@southbay-sports.com  
Web: www.southbay-sports.com

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Web: www.southstarsupply.com

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Web: www.asisupplier.com/soyad

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E-mail: salesinfo@texmacusa.com  
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Web: www.thincactionwear.com

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Web: www.tntcustomcreations.com

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E-mail: sales@tomaxusa.com  
Web: www.tomaxusa.com

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Web: www.tommystshirtfactory.com

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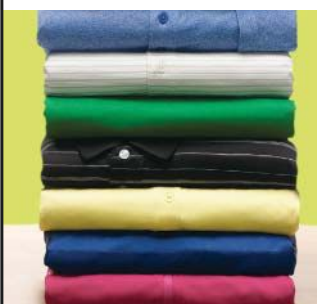
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## COMING NEXT ISSUE

What's coming up in July *Stitches*

by Nicole Rollender



### Annual Software Guide

● Ready to invest in new software for your decorating business? We cover top industry vendors' latest and upgraded decoration

graphics, design and embroidery business management software – with real user reviews.

### Ask an Expert

● Maybe it's time to trade up from

your basic digitizing software. Learn from a veteran puncher what five features you absolutely need when you decide to upgrade.

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- The latest from *Stitches'* Twitter, Facebook and Pinterest sites

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needle watch



## Needle Patrol

Our friend Slick (an embroidery machine needle) has hidden himself somewhere in this issue. He might be in an editorial photo, graphic or text – he's not in an advertisement. If you find the needle, send us a note that says, "I found the June needle on page XX," along with your name, company, address and phone number (or e-mail address) so we can contact you if you're the winner. Mail or fax it to us at *Stitches*, Attn: **Needle Patrol**, 4800 Street Rd., Trevose, PA 19053; fax: (215) 953-3107. Also, tell us a little about your business.

No phone calls please; you must respond in writing. Hurry! Responses for the June needle are due by June 28, 2013. From the correct responses, we'll randomly select one winner who'll receive a \$100 gift certificate, courtesy of Madeira USA, Laconia, NH. Please submit only one entry per drawing. We'll announce the winner in the August issue.



## Slick's a Beachy Needle

In the March/April issue, Slick hid in the "Swim Fans" on-location photo shoot on page 57 right next to a pair of hot pink Key West Sandals from Neet Feet (*asi/73525*). **Mary Wong** of Foresthill, CA-based **Team Golden Designs** was chosen at random from a grand total of 45 responses. As this issue's winner, Mary will receive Madeira USA's gift certificate. Keep your eyes peeled for the industry's favorite game of hide and seek!

# ASK AN EXPERT

By Kristine Shreve

## LOOKING FORWARD

In the next issue, you'll learn how to upgrade to the next level of digitizing software. See you next issue!

**Q** *I own a small shop, and I don't have much of a marketing budget. Some of my competitors have had stories written about them in the local paper. It seems like great free publicity. How can I get the media to take an interest in my business?*

Local media can be a great place to get your business noticed, and doing so doesn't have to cost a ton of money or time. Almost every town has at least one local television station or newspaper. Some towns and cities may also have magazines that cover the area or are devoted to covering news about local businesses. With a bit of research, a savvy business owner can find several publicity outlets for his or her business. Finding these potential publicity goldmines is, however, only half the battle. The other half is getting them to write or talk about you. Here are a few tips to help get the buzz about your business started.

**Tip 1: Learn how to write a useful press release.** Google "press release templates" or "press release format" and follow the rules you find. A well-constructed release that's in a standard format makes your business look more businesslike, and it's also a great help to the person who has to read the release and decide if it's newsworthy or

edit your release to fit in the available space. Keep in mind it isn't only about whether the release is in the right format; it's also about proper grammar and spelling whether it has been sent to the media

news spots that need to be filled every day. Reporters, whether print, television or radio, are always looking for ideas to fill that space. Come up with three or four ideas for segments about your busi-

of who wrote the piece or how you can submit your business for a future feature.

With a small investment of time and effort, you should be able to find several low-cost or free ways to get the

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outlet in the way they wish to receive releases and, most of all, whether the subject of the release is actually news.

**Tip 2: News to you may not be news to everyone else.** You should only do a press release when something worthy of a release happens. Landing a big client, changing locations, hosting a unique event, or expanding your business are events in which the media might take an interest. Celebrating your six-month anniversary or sewing out your 100th garment generally are not. Sending a release only when you have something newsworthy to say is the best way to ensure your releases are read and used.

**Tip 3: Help the media help themselves.** The thing about local news is that there are column inches and local

ness specialty and pitch them to the director of the local morning news show. Write a few sample columns and offer them to your local newspaper. Make yourself available to local reporters as a source of interesting quotes and useful information. The cost to you is time, effort and maybe some supplies, but the publicity value should more than justify that cost.

**Tip 4: Play up the local angle.** To be successful, the local news media needs to form ties with the local community. To do that, many local media outlets spotlight local businesses in news segments or articles. The media outlets need a constant stream of new subjects to keep these pieces interesting and fresh. Keep an eye out for these types of stories or features and make note

word about your business out to the local community. The main thing to remember is that local reporters are always looking for new angles or new sources of information and, like everyone else, they like things simple. If you can supply good information and a fresh way of looking at a subject that may have been covered before, and offer information and ideas in a professional manner, you have a good chance of getting some publicity, which will get your business noticed.

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