

WEARABLES

THE EDUCATIONAL AUTHORITY www.wearablesmag.com

August 2014

**Dirty Jobs,
Tough
Uniforms**

**CREATIVE
AND CHEAP?
THE POWER
OF CLIP ART**

**SHOW YOUR VALUE
WITH CASE STUDIES**

**SCREEN-PRINTING
SUCCESS**

- ✱ IMPRINT SIZE GUIDE
- ✱ PRE-PRESS PRIMER
- ✱ HOT NEW PRODUCTS

**BRAND
SPOTLIGHT**
HOW TO IMPROVE YOUR
COMPANY IMAGE

LED Lighted Beanie provided by Panther Vision (asi/75825)



10 new vintage colors » 5 new silhouettes » nano collection

Hanes

©2014 HanesBrands Inc. All rights reserved.

Circle 12 on Free Info Card or visit www.wearablesmag.com/freeinfo

asi/59528

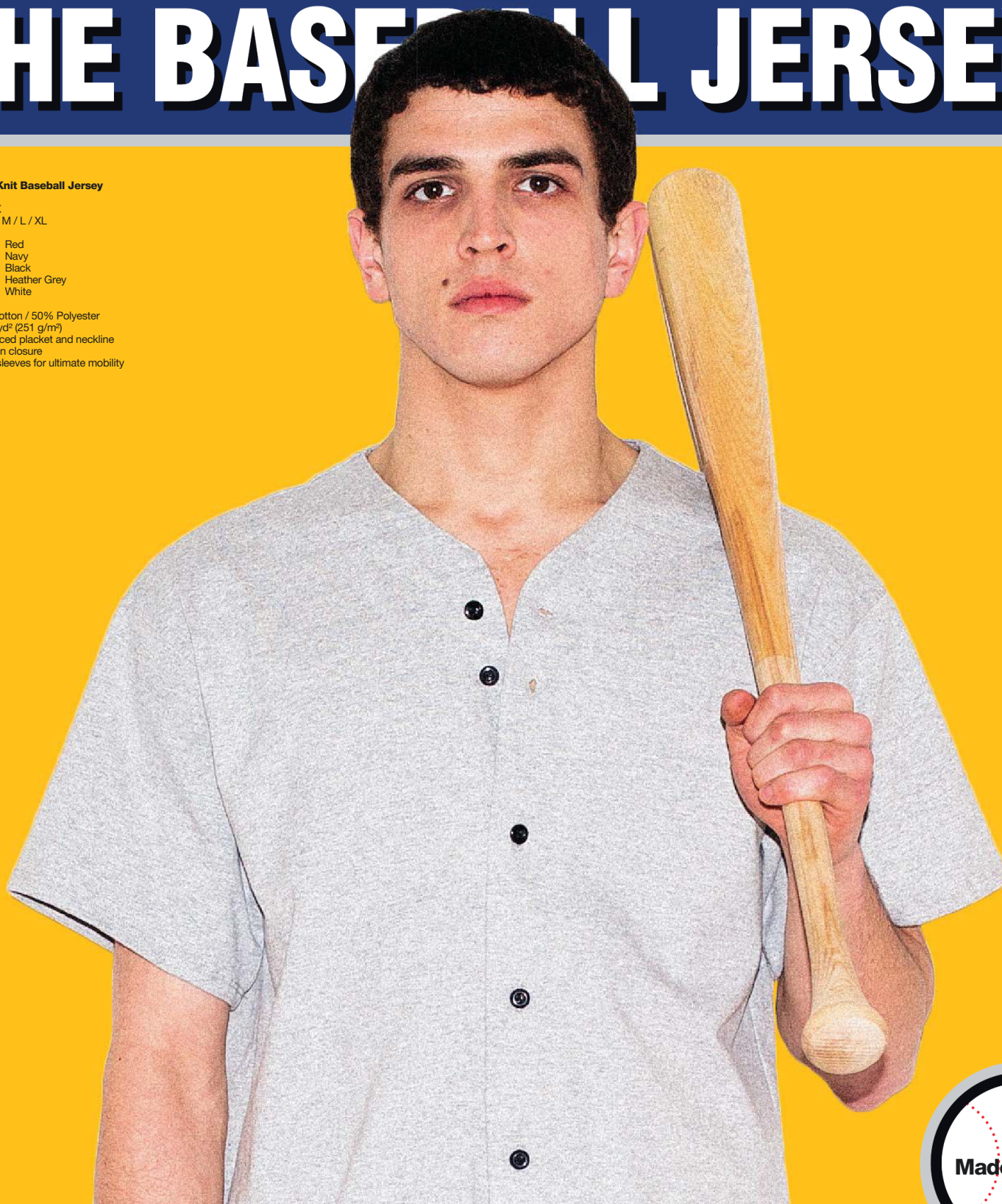
THE BASEBALL JERSEY

1403
Thick Knit Baseball Jersey

UNISEX
XS / S / M / L / XL


 Red
 Navy
 Black
 Heather Grey
 White

- 50% Cotton / 50% Polyester
- 7.4 oz/yd² (251 g/m²)
- Reinforced placket and neckline
- 6-button closure
- Set-in sleeves for ultimate mobility



Made in USA

American Apparel

American Apparel is Jobs.

At American Apparel we leverage art, design, innovation, and technology to advance our business. Our workers earn fair wages, pay millions of dollars in taxes, and have access to comprehensive medical programs.


Made in USA
 Sweatshop Free

You Can Order Mill Direct!

—United States / HQ
 747 Warehouse St.
 Los Angeles, CA 90021
 Tel. +1 (213) 488-0226, Opt. 2
 Fax. +1 (213) 488-0334
csr@americanapparel.net

Wholesale Imprintable Division
americanapparel.net/wholesale

www. **A4** .com

IS





☒ **PLACE ONLINE ORDERS**

☒ **CHECK A4's INVENTORY
AS WELL AS OUR DISTRIBUTORS**

☒ **TRACK ORDERS**

☒ **PRINT SPEC SHEETS**

☒ **BUILD SELL SHEETS**

☒ **ONLINE ADVANTAGE FOR
EVERY PRICE LEVEL**

☒ **VIEW CLOSEOUTS
AND SPECIALS**

☒ **OPEN AN A4 ACCOUNT**

A4
pushing the limit

888 464 3824 | www.A4.com

ASI: 30121 • PPAI: 304796 • SAGE: 67729

A man and a woman are running towards the camera on a snowy path. The woman on the left is wearing a bright red Champion fleece jacket, black pants, a grey knit beanie, and black gloves. Her blonde hair is blowing in the wind. The man on the right is wearing a grey Champion fleece jacket with a 'COOPERSTOWN RUNNING CLUB' logo on the chest, black pants, and black gloves. He is also running. The background is a dark, textured wall.

LIGHT ON WEIGHT HEAVY ON WARMTH

CHAMPION PERFORMANCE FLEECE

PLAY LIKE A
Champion

©2014 HanesBrands Inc. All rights reserved.

Circle 13 on Free Info Card or visit www.wearablesmag.com/freeinfo

asi/59528

WEARABLES

AUGUST 2014 VOLUME 18, Number 7 www.wearablesmag.com

COVER STORY

34

Brand Commandments

Companies too busy to craft their brand image are only hurting themselves. Follow these 10 ironclad rules to change your company's perception.

BY THERESA HEGEL

FEATURES

40

Dirty Jobs: Uniforms Edition

Where presentation meets protection, you'll find the workers of dirty jobs and the tough branded apparel they wear.

BY C.J. MITTICA, THERESA HEGEL, SARA LAVENDUSKI AND CHUCK ZAK

SCREEN-PRINTING SUCCESS

46

At A Good Clip

Clip art may come standard, but the creative opportunities and cost savings make it an essential option for your shop.

BY SARA LAVENDUSKI

54

Wearables Top Decorator

In the next round of our screen-printing contest, competitors were tasked to create and print the best logo for a landscaping company.

51 T-shirt imprint sizing

58 Prepared for pre-press

60 Equipment Corner



40 DIRTY JOBS



www.dunbrooke.com

800-641-3627



Dunbrooke®

Rugged Workwear

TEAMS UP WITH

carhartt®

Rugged Accessories



work Pack



Gear Bag



Tool Bag



ASH CITY IN YOUR CITY. *coming this Fall*



NORTH END.®



NORTH END SPORT

NORTH END SPORT





IT'S A BEEFY THING.

(ONE DAY HE'LL GET IT)

Hanes

Hanes Beefy-T® Invented for screen printers. Embellished for generations.

24



31



60



- 10 About the Cover
- 12 Masthead
- 14 Wearablesmag.com
- 16 From the Editor's Desk

TRENDS

- 19 Red
- 20 Sport Skirts
- 22 PJ Inspired
- 24 Clear Bags

BUSINESS

- 26 Tell a success story
- 28 Wine goes young
- 29 Q&A: Kaveh Nabatian, Film Director

EDUCATION

- 30 Back to school
- 31 Cheers for spirit wear
- 32 Swimming in sales
- 33 Surf's up with rash guards

- 62 B-to-B/Classifieds
- 63 Reader Service Index
- 64 Apparel In Action

Wearables ENVIRONMENTAL STATEMENT.			
By using eco-friendly paper, Wearables magazine has saved the valuable resources below per year.			
TREES	ENERGY	WATER	GREENHOUSE GASES
95	65mil. BTU	34,642 gallons	10,513 lbs of CO ₂

Environmental impact estimate were made using the Environmental Defense Calculator. For more information visit www.papercalculator.org

*Please recycle this magazine.

The Power To See

Need to light your way to brand differentiation? Start with unique items – like the Powercap LED lighted beanie (WB-4546) from Panther Vision (asi/75825; circle 114 on Free Info Card). It comes in seven different colors, including the safety orange that brightens up our cover.

Head Games

Panther Vision launched the Powercap beanie last year and, according to company Director Chuck Freeman, sold through its entire inventory in two months – even the excess units that arrived from the company's retail side. The cap is made of compression fleece and features performance properties like anti-pilling and a moisture-wicking liner. Top markets include tool companies, manufacturers and non profit wild-life organizations. Freeman says the caps work for any number of outdoor activities, from snow removal and dog walking to hunting and worker safety – "whenever someone wishes to keep his head and ears warm with the bonus of hands-free lighting," he says.

Light My Way

The signature feature of the Powercap is its patent pending lighting design. (Panther Vision also offers lighted eyewear.) Its four LED lights provide more than 48 lumens of light. Two LEDs are angled downwards at 55 degrees to naturally light the area in front where hands and feet work, while the other two LEDs are aimed forward to light a path up to 72 feet. "The 4-CR 2032 coin cell batteries, with an on/off switch hidden in the sweatband, provide up to 68 hours of run time and are easily replaceable," Freeman says. The beanie can also be hand washed.

Decoration Tip

Embroidery and laser etching are a natural fit for the hat's compression fleece fabric. If it's being used as an employee award or part of a workwear uniform package, consider embroidering individual names of the employees to help identify each person's beanie.

8680 WOMEN'S PIQUÉ POLO

anvil[®]
anvilknitwear.com

WHAT'S YOUR FASHIONALITY

WHETHER WORN SPORTY, PREPPY, CLASSIC OR EDGY, OUR RING SPUN PIQUÉ POLOS ARE A VERSATILE WARDROBE STAPLE WITH A MODERN VIBE. TAKE A BASIC INTO BRAND NEW TERRITORY.

WEARABLES

PUBLISHER

Richard Fairfield, MASI, rfairfield@asicentral.com, @RichFairfield

EDITOR IN CHIEF

Melinda Ligos, MASI, mligos@asicentral.com, @ASI_melinda

EDITOR

C.J. Mittica, BASI, cmittica@asicentral.com, @CJ_Wearables

MANAGING EDITORS

Joe Haley, MASI, jhaley@asicentral.com, @asi_joehaley

Joan Chaykin, BASI, jchaykin@asicentral.com, @asi_joanchaykin

SENIOR WRITER

Theresa Hegel, thegel@asicentral.com, @TheresaHegel

STAFF WRITER

Chuck Zak, BASI, czak@asicentral.com, @ASI_ChuckZ

ASSISTANT EDITOR

Sara Lavenduski, slavenduski@asicentral.com

EDITORIAL INTERNS

Rachel Abraham, Corrie Purvis

COPY EDITOR

Lindsey Strawser, lstrawser@asicentral.com

CONTRIBUTING WRITERS

Tonia Kimbrough, Alissa Tallman,

Toby Peltier, and Josh Wells

EDITORIAL ASSISTANT

Carole Seymour, BASI, cseymour@asicentral.com

ART DIRECTOR Hillary Glen, BASI, @HaughtArt

SENIOR DESIGNER Glen J. Karpowich, BASI, @KarpDesign

DESIGNER Melissa Lascale, BASI, mlascale@asicentral.com

EDITORIAL PHOTOGRAPHER Mark Priskett, MASI, @marcOphotO

DESIGN INTERN Virginia Lucas

EXECUTIVE DIRECTOR PRODUCTION & ADVERTISING OPERATIONS

Haitham Barakat, BASI

Advertising Specialty Institute

CHAIRMAN

Norman Cohn, MASI

VICE CHAIRMAN

Matthew Cohn, MASI

PRESIDENT AND CEO

Timothy M. Andrews, MASI

CHIEF OPERATING OFFICER

Vince Bucolo, BASI

SENIOR VICE PRESIDENT, SALES

Christine Lovell, MASI

SENIOR VICE PRESIDENT, SUPPLIER SERVICES

Ron Ball, MASI

VICE PRESIDENT, SUPPLIER SERVICES

Mary Sells, MASI

VICE PRESIDENT/ASSOCIATE PUBLISHER, MAGAZINES & CATALOGS

Ed Koehler, BASI

ACCOUNT EXECUTIVES

Matthew Canamucio, BASI, Vince Deissroth, BASI, Mary Fox, Suzanne Izzo, BASI, Jason Krenzel, BASI, Cindi Mann, BASI, Charlene McCaw, Sean McGuigan, BASI, Barry Melito, Phyllis Mutnick, BASI, Jim Padilla, BASI, Suzanne Rozick, BASI, Krista Taylor, BASI, Pamela Vicik-Smith, MASI

Wearables Editorial Advisory Board

Marshall Atkinson, COO, Visual Impressions

Gina Barreca, Director of Marketing,
Vantage Apparel

David Bebon, Owner, DBEBZ Apparel

Anita Brooks, Owner and President,
Geiger/ASB Marketing LLC

Scott Fresener, Director, T-Biz Network International

Marc Held, National Sales Director,
Bodek and Rhodes

Steve Kanney, President & Owner,
Target Decorated Apparel

Taraynn Lloyd, Marketing Director, Edwards Garment

Ryan Moor, CEO, Ryonet

Greg Muzzillo, CEO, Proforma

Cris Nigro, Owner, Proforma Creative Precision

Michelle Serrano, Marketing Coordinator,
World Emblem International

Tej Shah, VP, Marketing and E-Commerce,
Overture Premiums & Promotions

Michael Snyder, Vice President of Merchandising,
Trimark Powered by Leeds



GILDAN®
PERFORMANCE™

GOOOOAAALLL!

Outperform the competition with the Gildan Performance™ collection. Our 100% polyester 42000 Short Sleeve T-Shirt and 42400 Long Sleeve T-Shirt designed for superior moisture management, and our new 44S30 Shorts answers the demand for a versatile silhouette. With a lightweight, silky feel that wicks sweat and fights odor, Gildan Performance™ knits leads the league in comfort.

Aquafx®

Wicking action disperses moisture for drier comfort

Freshcare™

Anti-microbial technology guards the fabric against odors for lasting freshness

For complete Gildan Performance™ product information visit myGildan.com

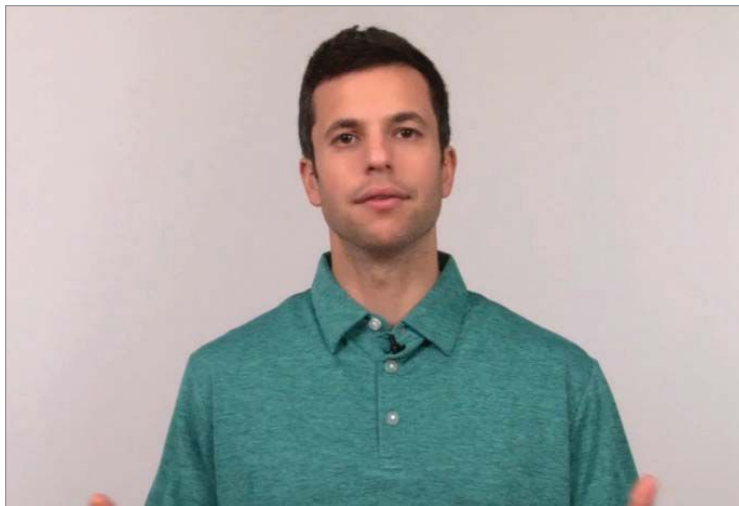
Circle 2 on Free Info Card or visit www.wearablesmag.com/freeinfo



ONLINE EXCLUSIVE

The Straight Dirt

The *Wearables* staff did some digging this month to find the dirty jobs where tough, branded uniforms are an absolute must. Be sure to check out our online videos to see our interviews with the people who work hard and don't mind a little grime.



VIDEO

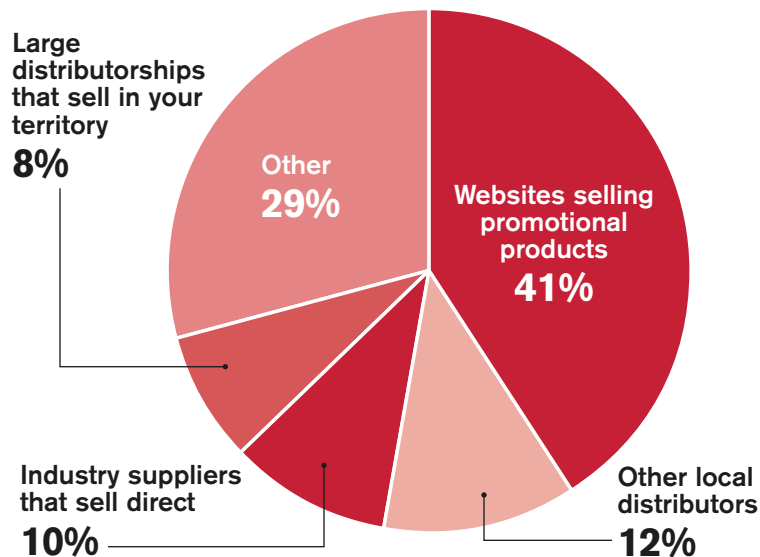
Pocket Shot

The pocket tee is back in a big way, bringing all sorts of unique branding opportunities through color blocking and logo placement. *Wearables* Editor C.J. Mittica shows off some of the hottest looks in this resurgent item.

STATISTIC

Competitive Edge

ASI polled industry distributors and asked "What is your biggest competitive threat?"



NEWSLETTER

Child's Play

Want a demographic that needs new clothing just about every year? Kids' wear can be a lucrative category if you can get your foot in the door. We delve into the top places that constantly need children's apparel.

EDUCATION

Owning Up

ASI Education has launched a new curriculum designed specifically for business owners. Take elective courses like "High-Level Time Management: Run Your Business More Efficiently" and Get "Super-Creative: Steal Marketing Tips From Big Brands" to help you achieve your BASI or MASI degree. Get started at asicentral.com/education.



COMFORT AT THE CORE.



LET'S MAKE
EXCELLENT
HAPPEN.



NDurance® Athletic Workout T-shirts deliver comfort and performance, from warm up to cool down and every endurance-testing moment in between. With LIGHTNING ⚡ DRY® moisture-wicking technology and odor-resistant properties, these silky and breathable shirts put excellence within reach. Available in 10 colors, including Sapphire, Safety Green and Safety Pink.

Visit NBimprint.com to learn more.

Gildan® is an authorized licensee of New Balance Athletic Shoe, Inc. New Balance®, NDurance®, Lightning Dry® and the flying NB are registered trademarks of New Balance Athletic Shoe, Inc. Circle 11 on Free Info Card or visit www.wearablesmag.com/freeinfo

7117 & 7117L

I'M WITH THE BRAND

The notion of “brand” is ubiquitous these days – for good and bad. Frankly, as a buzzword it’s been overexposed. And because of that, many distributors and decorators have chalked it up as corporate nonspeak and chosen to tune it out.

Which would be a major mistake. Because the idea of a brand stands for two things – reputation and image – that are timeless in business, and just as essential today as they’ve ever been. When experts talk about brand, it’s really about forging the reputation you want your company to be known for. It’s the reason customers buy from you. It does matter.

Actions can speak louder than words. Likewise, branding happens even if you don’t market your business at all (another mistake). So if you’re the company that constantly cuts its prices and takes orders no questions asked, you will be known as a transactional cheap provider. (Maybe that’s what you want.)

The point is that branding is something you can and want to control. You can determine your company image – whether you want to position yourself as, say, the creative geniuses or the service leaders. Good branding requires a concrete plan and thoughtful execution, just as with any endeavor to grow your business. To use another corporate term, it allows you to “control the message.”

It matters today because there are many more ways to reach the customer. Just a couple decades ago, those avenues were limited. Beyond face-to-face interactions, there were ads in the newspaper and phone book. Mailers. Perhaps sponsorships of local events. It was simply very difficult to interact with your customer on a daily basis.

With the internet, the dynamic has changed. Websites, e-mail



“Brand is really about forging the reputation you want your company to be known for. It does matter.”

and social media have granted constant access to customers. It’s powerful, almost too powerful given the way that some companies abuse the privilege

and bombard customers with sales messages. But the bottom line remains: There are simply many more opportunities to portray the image you want to your customers.

The problem? While our industry has based its very existence on using apparel to craft the brands of clients, very few take the time to worry about their own companies. It’s that central conceit which propels our “Brand Commandments” cover story, written by Senior Staff Writer Theresa Hegel. We deliver 10 rock-solid rules for distributors and decorators to rehab their own image – everything from learning how to stand out to honoring your core audience.

Done right, you can find the customers you want and boost your sales. So even if you insist you’re sick of “branding,” it’s not really true, because you won’t get sick of success.

Thanks for reading,

Charles J. Mitten



WHAT'S IN MY CLOSET?

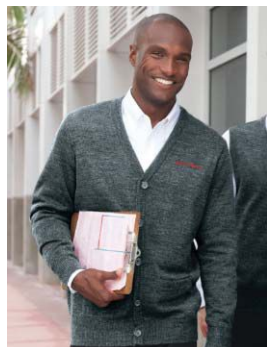
Each issue, we ask our readers a simple question: What is your favorite branded apparel item in your closet? Send in a photo of you and your favorite garment, and tell us in a paragraph why you love it. We run one submission each issue, and that lucky winner receives a \$25 Visa Gift card.

This issue, our submission comes from Marsha Brooks, central regional manager for supplier and decorator Vantage Apparel (asi/93390): “The Greg Norman pullover (WNS2K451) is my new go-to piece! With just a hint of spandex, it’s comfortable and allows me to move around easily while maintaining its shape. Moisture-wicking capability is a must for my busy outdoor life, along with the UPF protection, especially when I’m out on the high seas. I own it in all three colors!”

OVER
130
New!
FALL
STYLES



L298 PORT AUTHORITY®
LADIES FLEECE BLAZER



SW302 PORT AUTHORITY®
VALUE V-NECK CARDIGAN
WITH POCKETS



ST660/LS1660 SPORT-TEK®
HEATHER CONTENDER POLOS



C906 PORT AUTHORITY®
CUFFED COLORBLOCK BEANIE



BG202 PORT AUTHORITY®
NAILHEAD BACKPACK



J326/L326 PORT AUTHORITY®
FOUR-POCKET JACKETS



CAR54T PRECIOUS CARGO®
TODDLER 5.4-OZ
100% COTTON T-SHIRT

**GET THE RIGHT LOOK
RIGHT HERE
RIGHT NOW**

CATALOGS • ONLINE

From tees
to polos to
accessories
and more, we
have the best
new choices
to give your
logo maximum
impact.

FAMILY OWNED • CUSTOMER FOCUSED • SOCIALLY RESPONSIBLE • AWARD-WINNING PRODUCTS • DEEP ON-HAND INVENTORY • SALES-BOOSTING MARKETING TOOLS



800.426.6399 • sanmar.com

SANMAR®

Circle 20 on Free Info Card or visit www.wearablesmag.com/freeinfo

Specialty Printing & Imaging Technology

SGIA EXPO

Las Vegas, NV • October 22–24, 2014

Everything goes. Anything is possible.

Las Vegas and the SGIA Expo have this in common: Everything goes, and anything is possible. The industry's most diverse group of educated attendees comes together each year for the annual Expo, and industry leading exhibitors pack the trade show floor with equipment, innovation and solutions.

It's the only place to see the latest imaging techniques, newest garment decoration technologies and cutting-edge industry applications.

Sign up to be notified when registration opens, and get ready for your Expo experience in Vegas, baby.

***"One of the best shows
I've ever been to."***

Everything goes. Anything is possible.

Vegas 14

SGIA.org

Platinum Sponsors

AGFA 



durst

efi

FUJIFILM



SII



Seiko Instruments USA

Gold Sponsors

INX International Ink Co. • Marabu North America LP
Mimaki USA Inc • Roland DGA Corporation • STAHL'S



Specialty Graphic Imaging Association

Circle 26 on Free Info Card or visit www.wearablesmag.com/freeinfo

TRENDS

THE HOTTEST
APPAREL AND
ACCESSORIES

By Alissa Tallman



BACK LOGO

DECORATION TIP

To create the skull and eggs logo on the back for "The Wicked Griddle" logo, Target Decorated Apparel (asi/90549) used screen printing, appliqué and foil. "If done in the wrong order, the entire design could potentially be ruined," says PrePress Manager Jennifer Neve. The decorator screen printed the fork and knife first, then hooped the sweatshirt and applied distressed appliqué using a bean stitch. Then the foil was applied with a heat press. "We did not want the foil to be damaged in the embroidery hoop," says Neve.

In the Red

THE IMPACT AND EFFECTIVENESS of red in any promotional campaign can't be underestimated. The fall season will be alive with this standout hue; keep an eye out for bright and succulent tomato-y reds that nearly tip over into orange.

"Red evokes energy, and it's attention-grabbing and provocative," says Kay-Lee Wheeler, product designer for the Vitronic Promotional Group (asi/93990). Red makes an elegant pairing when applied to leather products. It is also remains the top color choice for company logos. While Pantone has tabbed the darker Aurora Red as a color to watch this fall, any shade will prove successful. "Fashion trends show that red is a constant," says Wheeler. "Even with the variances in hues from spring to fall, red will not be a color that gets overlooked in any product."

THE
WICKED
GRIDDLE

Women's fleece sweatshirt (83712) from **Eva Sportswear** (asi/52834; circle 80 on Free Info Card). Multimedia decoration by Target Decorated Apparel (asi/90549; circle 90 on Free Info Card).

Sports Skirts

BY CHUCK ZAK


FOR WOMEN, a sporty skirt or skort accomplishes all the things a pair of shorts does while retaining an essential femininity. Smart suppliers won't neglect to include the features that make a workout easier, either, whether it's moisture-wicking properties or small, subtle pockets for hands-free convenience.

These items are ideal for the active woman for whom both sweat and style are hard-earned. Great for tennis, golf, running or cycling, these skirts and skorts are the right way to reach those customers that just refuse to keep still.

▼The Martina Skort (016) is made of nylon with 13% spandex jersey and features flat-lock stitching. Available from **Brandwear** (asi/41545; circle 84 on Free Info Card).

►This made-in-the-USA drawstring skirt (CSB768) has a flattering A-line shape. Available from **Blanks Plus** (asi/40642; circle 85 on Free Info Card).

▲ Flat-front polyester/cotton Fila Geneva skort (FA8510) features a hidden left-side zipper. Available from **Fersten Worldwide/FILA Golf** (asi/53974; circle 86 on Free Info Card).



▼ Flattering and comfortable Puma golf skirt (56349802) includes traditional pleating for classic style. Available from **Driving Impressions** (asi/50864; circle 87 on Free Info Card).

◀ Cotton interlock pencil skirt (RSA7302) has a 4" wide cotton/spandex waistband. Available from **American Apparel** (asi/35297; circle 81 on Free Info Card).

Three Selling Tips

1 Sell the comfort. Staying comfortable while sitting still is one thing – these garments have to do it while chasing volleys and making birdies. “The outside skirt must have stretch and be a comfortable length,” suggests Cathie Kelly Epstein, business development manager with Fersten Worldwide/FILA Golf (asi/53974). “And the inside short fabric must be breathable and have enough stretch that it won’t ride up.” The more your garment can address elasticity for movement and performance features for keeping dry, the better it will fit your client’s needs.

2 Imprint accordingly. Hilary Bayer, owner of Proforma Bluewolf Promotions (asi/141989) recommends a mix of embellishments, whether embroidery, screen print or applique, but cautions that “it would depend on the demographic and/or event use, or even if a company is branding for in-house employee use or for an outside event.” Epstein Kelly also mentions heat transfers and even laser etching as imprint options to consider.

3 Not just for sports. Much like other apparel designed for athletics, the easy wear of a sport skirt lends itself to almost any activity. “Sport skirts are traditionally seen in the tennis or golf markets,” says Epstein, “however, they have gone into fashion as day-wear since they are comfortable, trendy and make a great change from traditional shorts or skirts.” Even paired with a sporty polo, these garments make great everyday wear with a competitive edge.

GET COMFY WITH

Pajama-Style Fashions

YOU ONLY HAD to look so far as Marc Jacob's or Rochas's "Resort 2014" collections to see that designers continue to cozy up to pajama-themed fashions. From comfy silk blouses to loose-fitting jacquard-woven pants, the pajama trend offers supreme comfort tailored with suave sophistication.

"The popularity of loose-fitting women's apparel has continued to grow over the past few years and isn't expected to lose steam anytime soon," says Ashley Nielsen, marketing manager for S&S Activewear (asi/84358). As pajama fashions are primarily outfit-based, they provide the promotional arena with an alternative to its heavy focus on standalone pieces. PJ bottoms are among the most popular items, says Nielsen: "Flannel pajama bottoms have been around for years and are popular for school and athletic programs."

Pat Prosser, senior marketing manager for Boxercraft (asi/41325), says that pajama-inspired apparel has developed primarily in response to a need for convenience. "People are not just looking for comfy clothes," she says. "They also want apparel that can be worn in all the different environments they find themselves in, whether it's work, home, the gym or on errands." She adds that pajama-styled fashions have gotten slightly more upscale as a result. "What was once referred to as loungewear is now being seen out-of-doors," she explains, "and designs have accommodated that trend."



Bella flowy cutout tee (8871) from **S&S Activewear** (asi/84358; circle 93 on Free Info Card). Discharge screen print by Forward Printing (circle 94 on Free Info Card).



Flannel pants with mini polka dots from **Boxercraft** (asi/41325; circle 92 on Free Info Card).



Flared nylon/spandex pants (066) from **Brandwear** (asi/41545; circle 91 on Free Info Card). Decorated by Visual Impressions (circle 97 on Free Info Card).



Drawstring terry shorts (2179) from **Bishop, the Garment Co.** (asi/40585; circle 81 on Free Info Card).

The
PRINCESS
Tee

Direct

15730 S Figueroa St.
Cardena, CA 90248
310.631.4955

Distributors

Bodek and Rhodes
HOME OF ULTRACLUB®

Pennsylvania, California, Florida,
Massachusetts, Michigan
www.bodekandrhodes.com

EVA
SPORTSWEAR

Robbinsville, NJ
www.evatees.com



MCCREARY'S TEES

Phoenix, AZ
www.mccrearystees.com



Gainesville, VA
www.accinfo.com

TSF sportswear

Alabama, Florida,
Texas, Puerto Rico
www.tsfsportswear.com



Salt Lake City, UT
www.slactivewear.com

MISSION
imprintables

San Diego, CA
www.missionimprintables.com



San Jose, CA
www.gsactivewear.com



AMERICAN
T-SHIRT COMPANY

Honolulu, HI
www.american-t-shirt.com

ONE STOP
AMERICA'S BEST SUPPLIER

Grand Rapids, MI
www.onestopinc.com

CAROLINA
MADE

imprintable sportswear for everyone
Indian Trail, NC
www.carolinamade.com

ALL
AMERICAN
TEES

Lubbock, TX
www.allamericantees.com



NEXT LEVEL
APPAREL™

Circle 15 on Free Info Card or visit www.wearablesmag.com/freeinfo

www.nextlevelapparel.com

asi/73867

Bags That Send 'Clear' Signals

THE TRANSPARENT TOTE bag and purse trend has exploded over the past season, especially in the retail and wholesale markets. Numerous suppliers are providing them in all shapes, sizes and even colors, as are retail favorites like Forever 21 and even the swanky California-based boutique Forward by Else Walker.

Tania Sanchez, client care specialist for Acehigh Tech Corp. (asi/30537), says the transparent tote trend has developed not just in response to style but security. "Transparent bags are becoming a trend for two reasons: in response to heightened security issues and in response to fashion itself," she says. "Many places now have a requirement that all bag contents must be visible to ensure the safety of others. These bags provide an easy way to showcase all items and give you the assurance that no one is concealing any harmful objects." In terms of fashion, Sanchez says that see-through totes are an easy and subtle way of flaunting. "The fashion statement given by these bags is none other than 'look at what I have,'" she admits. "After all, we don't just use things we like, but things we think others will like as well."



Clear messenger bag (81278) from **Acehigh Tech Corp** (asi/30537; circle 96 on Free Info Card). Decorated by Visual Impressions (circle 97 on Free Info Card).



Contrast-color transparent tote (BR-8742) from **Goodview Industries** (asi/57705; circle 98 on Free Info Card). Decorated by Visual Impressions (circle 97 on Free Info Card).



Tinted hot pink tote from **TSB Limited** (asi/90566; circle 99 on Free Info Card).

Transparent Tips

1 Pitch transparent totes to businesses dealing regularly with security issues, such as sports and concert venues, airlines and airports. They in turn can stamp logos on them and further enhance their own visibility.

2 Offer these bags as promotional giveaway items, such as extra prize bonuses for concert or game-ticket raffle winners.

3 Encourage travel and spa-related clients to consider these bags as gift-shop items stamped with hotel or resort logos.

W1250
Orchid
Heather

Asi/84358

S&S
ACTIVEWEAR

TOTALLY TWISTED

MV
SPORT

No longer the casual companion of workout wear and denim, the sweatshirt is now a fixture of high-fashion collections. Crewneck, full-zip, v-neck, laced, glittered, marled, sherpa-lined, French terry, triblend and performance are all part of the new sweatshirt vocabulary.

MV Sport brings the style status to life with its Coco French Terry Fleece. Two-color twisted yarn creates a memorable marled effect in this mid-weight, cotton-blend classic. Available in four brilliant colors.

For a copy of our 2014 catalog, call us at **800-523-2155**, or visit our website at **ssactivewear.com**.

If it's hot, it's here.

Circle 1 on Free Info Card or visit www.wearablesmag.com/freeinfo

THE CHALLENGE

“How Do I Make a Compelling Case Study?”

Everyone loves a good story, from scary tales told around crackling campfires to the ear-splitting action of a summer blockbuster. Why not put that universal need for narrative to good use the next time you're pitching to prospective clients? Product samples and a winning personality will only get you so far. To really demonstrate the proof of your pudding, you need a handful of strong case studies at the ready.

“Show them a character they can identify with that's a happy customer. If your new customer sees himself in your case study, you've already won the deal,” says Joe Longtin, regional sales manager for AnaJet (asi/16000), a maker of direct-to-garment printers. He says the customers you want to keep want more than just a low price and product. “They want timeliness, accuracy, good quality and good customer service,” he adds. “That's what your

case studies can communicate.”

The key to a good case study comes before you put pen to paper. “You don't have to have great writing skills, but you need to have good question-asking skills,” Longtin says.

Put together a standard list of questions for your marketing team to ask satisfied customers, and plan to invest several hours putting the study together – from the interview process to the final draft. Also remember, not every customer you talk to will have a strong enough story to warrant a full-length case study; if that's the case, pull out a quote or two for a brief testimonial or request a shout-out on social media.

Good case studies contain the following elements:

The challenge. Spend some time drawing out the reasons a customer was looking for a new distributor or decorator. What challenges was he or she facing? What pain points led the customer to choose you? Include details about your customer's background and the industry he or she represents.

The solution. Explain in detail the promotional campaign or apparel program you developed. What steps did you take to meet your customer's specific needs?

The results. Describe how the campaign paid off, using concrete numbers if possible. Did the promotion work as planned, bringing in more customers or generating more sales? “Too many case studies are fluffy and do not tell a reader or prospect much at all,” says Valerie Jennings, CEO of Jennings Social Media Marketing. “The results should be very clear and concise and may be the most important part of the story.”

Pictures. Make sure your case study includes photos of the campaign you developed. “Photos are essential,” Longtin says. “We always strive to have proof. That comes



in pictures.”

Post finished case studies on your website and link to them from social media. Don't forget to link back to your customers' websites. They'll appreciate the bump in Web traffic and will be more inclined to be advocates and advisers in the future.

Your website isn't the only place to deploy case studies. “Throwing them up on a website and calling it a day means you're missing out on a multitude of opportunities to drive additional value,” says Molly Wilson, CEO and founder of PR firm Kickstand Communications. She suggests incorporating case studies into slideshows for sales presentations, or making them a part of press releases or media kits. Other possibilities include distribution at trade shows or inclusion in the company newsletter.

It's a good idea to have four or five strong case studies at any given time. Longtin uses two litmus tests to determine how long a given case study remains viable: Are you still trying to position those same products? And, is the customer still willing to be a reference? If the answers are yes, then the case study is still valid, even if it's a decade old, he says. But don't rest on your laurels. “It's important to keep trying to refresh them,” Longtin says. – Theresa Hegel

Three Tips for Better Case Studies

Be accurate. Don't be tempted to pad a case study. “Remember, a case study is like a resume,” says R. Bruce Gemmill, a senior banking executive in Virginia with a background in public relations. “Anyone interested in you will likely check to see if you are as good as you say you are, or just blowing smoke.”

Proofread. Read and reread the final draft; then have someone else look it over. Glaring errors will detract from your message and undermine your professionalism.

Think beyond print. Consider using a video to capture your customer's enthusiasm. “Videos can be a great way to humanize the story and create more compelling and engaging content,” says Molly Wilson of Kickstand Communications. – TH

MARKET SPOTLIGHT

A Younger Vintage

Millenials are drinking more wine and dumping its stuffy image.

Let's face it. Wine can be intimidating, and wine drinkers have often been portrayed as pretentious, spouting off fanciful flavor descriptions that seem to bear little resemblance to the fermented grapes in their glass.

The portrayal of wine is changing, however, due to a new generation of enthusiastic wine drinkers: millenials. In terms of generations, only baby boomers drink more wine. And as millenials get more involved in the buying and making of wine, they are especially ready to try brands with playful irreverence, plain-spoken descriptions and, of course, a great taste.

Take Rebel Coast Winery, launched two years ago by brothers who brag on their website that their first batches of wine were blended in trashcans and under bridges.

One of those brothers, Chip Forsythe, says the brand appeals to millennials because Rebel Coast's authenticity shines through. "We're not faking anything, just grabbing a camera and computer to document what we do on a daily basis," he says. "When it comes to wine, Millennials want something that is not intimidating to pronounce, fun to say and, most of all, memorable.

"Most wineries have been around since the '60s and have a bottle of wine and marketing approach that reflects that," Forsythe continues. "It's not that we are revolutionary; it's that this market has been so ripe for disruption that it makes us look like visionaries."

Another brand that appeals to the younger

set, TXT Cellars, adopted the language of texting, marketing wines like OMG!!! chardonnay and WTF!!! pinot noir. With screw caps instead of corks and matter-of-fact labeling, the brand aims to cut out confusion for everyday consumers. "We developed it with an idea of bringing texting, something that almost everyone could relate to, with unpretentious, easy-to-drink wine," says Mark Tucker, director of marketing at Vision, Wine & Spirits, which represents the TXT brand.

Marketing to millennials brings expanded apparel opportunities as well. Though traditional embellishment methods like screen printing and embroidery are still favored, many wineries are opting for trendier, retail-inspired designs, says Eddie Brascia, co-owner of Sonoma Design, Apparel and Promotions (asi/329869). Located in the heart of wine country, Sonoma Design has a lot of experience helping wineries promote their brands.

For the most part, the wineries won't alter their logos for apparel, but the trend is to place the logos in interesting spots, rather than the standard left chest, he says. Designs will go on sleeves, or yokes, the bottom hems or wrap around the shirt. Or, for example, Sonoma Design will add a vine that curls through the logo and up around a shirt's V-neck. "Something to make it look a little different," Brascia says.

Rebel Coast has had a lot of luck selling its branded T-shirt with what it calls its "Bear Scare" graphic: a menacing bear behind the

silhouette of a wine bottle. "We can't make enough," Forsythe says. "No joke, we literally have people stealing our shirts at every event we do." He estimates that the winery has ordered several thousand shirts in the last six months from Los Angeles-based decorator The Social Life. The winery only has about 20 shirts remaining from that order, according to Forsythe.

The wine market, as a whole, is on an upswing, and designing apparel for wineries can be a lucrative endeavor, Brascia says. "There are lots of wineries popping up," he says. Now that's something you can raise a glass to. — TH

Product Picks

Millennial wine drinkers appreciate retail-inspired design and a youthful fit in their branded apparel.

Fans of Rebel Coast wine aren't afraid to go "bear-chested" with this V-neck shirt (6240) from **Next Level Apparel** (asi/73867; circle 85 on Free Info Card).



This 100% cotton women's tank top (5003), also from **Next Level Apparel** (asi/73867; circle 85 on Free Info Card), features wine maker TXT Cellars' logo on the back and the name of one of its wines on the front.



BY THE NUMBERS

24 percent of all wine drinkers in 2013 were millennials, the second-highest age demographic after baby boomers.

55% of those buying high-end wines last year were millennials.

Source: Wine Market Council

Q&A

I Believe...

The who, what and wear of industry experts

BY KAVEH NABATIAN, AS TOLD TO THERESA HEGEL

... The simple things are the most important. Intuitive Pictures has produced a number of films about simple, everyday parts of our lives, like coffee. Such films often resonate with audiences. That's why we were attracted to telling the story of the T-shirt.

... T-shirts represent one of the most significant shifts in the history of clothing. A hundred years ago, almost nobody in the world owned a T-shirt. Now, it's estimated that 98% of the world population owns at least one.

... The global impact of the T-shirt is important. I hope people will walk away with the idea that the choices they make about purchasing T-shirts (and other garments) have a direct influence on peoples' lives. So, it's important to at least try to be aware of the origin of your shirt and think about whether it was likely to have been made in a sweatshop or in a very polluting way.

... Textile factories resemble the sets of 1960s sci-fi movies. It was fascinating to see the enormous factories where raw cotton is transformed into thread. I had never really thought about all of the processes the raw cotton has to go through before it ends up as

an item of clothing.

... T-shirts can inspire passion. I was surprised by how passionate some people are about T-shirts, and the amount of money people are willing to pay for a particular shirt.

... T-shirts often take a long, strange journey before ever ending up in stores. The cheapest cotton in the world is Texas cotton, but only because it is so heavily subsidized. The cheapest place to process cotton into thread and for cut-and-sew operations is in China and other parts of Asia. So, even though there are huge cotton fields in China, it ends up being cheaper for manufacturers to buy Texas cotton, have it transported to China for processing and then back to the U.S. to be sold, which means that many T-shirts have crossed the Pacific twice before being sold.

... T-shirts are the perfect blend of edgy and safe. T-shirts have always been associated with rebellion, whether you're talking about James Dean in the 1950s with his white T-shirt or punk musicians in the 1970s with their ripped shirts. Pop culture always strives to be a little edgy while staying safe, which is why the T-shirt has become such an icon.

... There are some outrageous T-shirts. T-shirts seem to come in and out of fashion in the haute couture fashion world, depending on the season. Hermès had a \$90,000 T-shirt at one point.

... People form strong attachments to their clothes. When we started to research the documentary, we were amazed to find how so many people have personal relationships with one or two T-shirts in their wardrobe. They remind them of a life experience, a relationship (past or present), a great concert they went to or even something "naughty" they did. These are emotional



Kaveh Nabatian

- Director of the documentary *100% T-shirt*, produced by Montreal-based Intuitive Pictures, which explores the history, production and significance of the iconic garment. It will be available to watch on Vimeo and other digital platforms in the fall.
- Films have won a number of awards, including a special jury prize for experimental film at SXSW in Austin for the short *Upwards March*.
- Trumpet/melodica player in an avant-chamber ensemble, Bell Orchestre, which features members of Arcade Fire. One of the band's albums won a Juno award.

tales, so we created 100tshirt.net to give people the platform to share their story and hear others' T-shirt stories.

... A T-shirt can evoke powerful memories. My very first professional film project was a documentary called *645 Wellington*, about the colorful tenants of a building who were being kicked out because of gentrification. One of the strangest, but most warm-hearted tenants had a T-shirt that said: "When I die, I hope they bury me upside down so that the world can kiss my ass." He gave it to me as a present when filming was over. I never wear it, but every time I see it, it reminds me of that first project and the amazing people I met.

“Pop culture always strives to be a little edgy while staying safe, which is why the T-shirt has become such an icon.”



8 NEW COLORS. LOOKS LIKE *HD* CAN ALSO MEAN “HUGE DECISION.”

Choices, choices! **42 colors** across the Heavy Cotton HD® collection now include Retro Heathers and Neons. Plus, a **consistent color** offering across adult and youth sizes make picking a favorite almost impossible.



888.378.4829 • FruitActivewear.com

© 2014 Fruit of the Loom, Inc.



BEGINNER - 100

Accessorize Back-to-School Sales

Every parent and child is getting ready for school this time of year. Whether your local school district requires kids to wear uniforms or not, there is still room for accessories. Before sourcing accessories, research what looks are currently popular for teens and 'tweens. *Seventeen* magazine includes colorful knee-high socks, cute imprinted tote bags and classic baseball caps among the trendiest of back-to-school accessories. All three of these trend-setters can be sourced from promotional product suppliers.

Think back-to-school belts as well. "Woven belts are increasingly becoming part of the required uniform in private schools," says Robert Stevens, president of Footprints USA (asi/55030). "With a step-and-repeat logo and so many color options, they offer the best choice for good branding. Most schools prefer the 'Military Style' for boys and 'D-Ring Style' for girls."

The backpack, of course, is a perennial accessory for students' school year. JCPenney's 2014 trend forecast highlights patterned options as good bets for campus.

Floral, ethnic (like Aztec) and tie-dye prints make the grade. New this year from Bodek and Rhodes (asi/40788) is the swirl tie-dyed sport pack (H9500), a durable drawstring sport bag in a variety of color combinations. Camouflage also rocks. Vitronic Promotional Group (asi/93990) offers a new backpack style (A863) that comes in both a traditional camouflage and green digital camo print.

“Woven belts are increasingly becoming part of the required uniform in private schools.”

Robert Stevens, Footprints USA



This new swirl tie-dyed sport pack (H9500) from **Bodek and Rhodes** (asi/40788; circle 77 on Free Info Card) comes in 13 different colors.

Photo courtesy of Bodek and Rhodes (asi/40788)

A Uniform Need

- The National Center For Education Statistics puts the number of public schools in the United States at 98,817.
- The Center for Education Reform totals the number of charter schools at 6,187, private schools at 33,370 and Catholic schools at 7,110.
- In 2013, the National Association of Elementary School Principles (NAESP) announced the rise of school uniform policies with nearly half (49%) of the schools with either a uniform or formal dress code in place.
- The NAESP also reports that 64% of school leaders said their uniforms do not include a school logo but 53% of those would like there to be a logo on the uniform for school pride and to build awareness.

Trendy camo backpacks from **Vitronic Promotional Group** (asi/93990; circle 78 on Free Info Card) come in two different styles: traditional camouflage and green digital (A863).

Photo courtesy of Vitronic Promotional Group (asi/93990)



This military-style fabric belt (W107), featuring a Nickel Mist finish on the belt buckle, is a perfect school uniform accessory. Available from **Footprints USA** (asi/55030; circle 76 on Free Info Card). Photo courtesy of Footprints USA (asi/55030)

Three Cheers for Spirit Wear

Crank up the fun factor if your clients need spirit wear this year. Beyond the cheer uniforms and dance team gear, there's a whole realm of booster-ready promotional solutions for rallying the troops.

An article on the PTO Today website called "Spirit Wear: Keep It Simple" shares tips for a successful program. First, be selective. Limit the choices offered, which helps to keep volume pricing in reach. Second, have specific events or programs for which the spirit wear is designed. For example, target a graduating class for memorabilia-type products. It's easier than you might think to create personalized T-shirts and hoodies.

A new video from Transfer Express (asi/91804) walks you through the simple steps of creating and ordering a signature template using the updated Easy View online designer. The brief video shows how with a few clicks you can design a template

for a transfer that incorporates the signatures of every class or team member for a custom offering that's sure to appeal to schools and other organizations. View the video at <http://blog.transferexpress.com/blog/ordering-a-signature-template/>.

Also, create a package. A head-to-toe combo in school colors and mascot imprint becomes an easy sell. A unisex trio of hoodie, flip-flops and headwear from Footprints USA (asi/55030) allow you to avoid dealing with men's vs. women's styles. The package includes a Hanes hooded sweatshirt (ASH312); an upgraded Laguna Flip-Flop with all-fabric straps (L105F); and your choice of matching headwear, either a visor (W575) or low-profile cap (W580).

Other types of fun spirit wear include: team pride flannel pants and tanks, cheer socks, anklets, leg warmers and even hair bows.



Create a compelling spirit-wear package, consisting of a low-profile cap (W580), Hanes ComfortBlend EcoSmart hoodie (ASH312) and fabric strap Laguna flip-flop (L105F), all available from **Footprints USA** (asi/55030; circle 76 on Free Info Card).

Photo courtesy of Footprints USA (asi/55030)



Add Some Sparkle

Dance troupes and cheer squads like a bit of sparkle. Heat-press artwork is one way to achieve the glamorous look without too much expense or hassle. If you can't find the perfect rhinestone design from among the stock selection offered by Transfer Express (asi/91804), consider having what you need custom made. The company uses clear, high-quality Korean crystals and vibrant colored metal stones. The metal stones are lighter weight and truer in color. You can send original artwork or use free Easy Prints layouts and clip art. The expert design staff will determine what combination of stone sizes will create the best look, whether it's a single or multicolor transfer.

Custom rhinestone transfers available from **Transfer Express** (asi/91804; circle 79 on Free Info Card)
Photo courtesy of Transfer Express (asi/91804)

ADVANCED – 300

Do Your Swimwear Sales Hold Water?

Choosing the right swimwear requires you to consider many issues. It's important to understand the brand being promoted, first and foremost, as well as what it represents and to whom. A squad of lifeguards, for example, needs well-fitting performance suits in a bright color. Rather than a brief for men, go with a board short of a reasonable length. For women, skip the bikini and choose a one-piece with good coverage. Why? The swimsuit needs to be serious, not sexy.

There is, however, plenty of opportunity to go skimpy. Spring break promotions, ocean-side bars and trendy tourist boutiques along a popular beach where university students frequent are a good fit. In addition to the brand, you must also consider the target age of the audience. Clearly, younger men and women are more likely to wear something that shows a bit more skin than adults in their fifties.

Decorating swimwear has many options. Go subtle with single placement logos or go bold with an all-over design. "Swim shorts can be decorated on the lower hem, down the side or along the waistband, which gives customers a nice variety of decoration options," says Ashley Nielsen, marketing manager of Eva Sportswear (asi/52834). Its Burnside

brand swim trunks have a youthful, surfer vibe for a relaxed lifestyle.

The desired imprint is also a factor. Because most suits are polyester, a full garment imprint is an option for many styles. This allows brands to replicate a product design onto the suit or splash the whole garment with a photographic outdoor scene. Yvette Corona, wholesale marketing representative for American Apparel (asi/35297), recommends the all-over approach, even for a tiny two-piece. "The Sublimation Bikini is great for promoting and personalizing swim team organizations, retail branded apparel, summer events, spas, hotels and gift shops," she says.

“Board shorts for men are always a hit.”

Yvette Corona, American Apparel

Bishop, The Garment Co. (asi/40585) will custom-make board shorts and bikinis for as few as 48 units. Whether the swimwear is intended for a few lifeguards or for sale at a resort gift shop, the choice is affordable. "Promotions during the warmer months of the year are a great time to incorporate swimwear. From barbecues to music festivals, swimwear can be used to promote almost any type of brand," says Monika Rene, customer service for Bishop. "Board shorts for men are always a hit, and bikinis can be worn with shorts or skirts when out of the water. Another way to use swimwear to promote a brand is by having them worn by promotional models at a car show, night club/bar event or pool party."



These Burnside heathered board shorts (B9305) give a weathered look to a classic style of board shorts. Made of four-ounce 100% polyester, the fabric makes for a light, quick-dry pair of swim trunks. Available from **Eva Sportswear** (asi/52834; circle 79 on Free Info Card). Photo courtesy of Eva Sportswear (asi/52834)



Designed specifically for sublimation, the Nylon Tricot bikini top and bottom (NT301S/NT307S) feature sublimation-friendly black binding for a clean, finished look. Available from **American Apparel** (asi/35297; circle 81 on Free Info Card).

Photo courtesy of American Apparel (asi/35297)

Hot Markets For Swimwear

- Liquor Brands
- Resorts
- Racing or Water Sport Companies
- Lifeguards
- Beachside Cafés
- Swim Teams
- Universities
- Fraternities and Sororities

Make a Rash (Guard) Decision

Spend some time at the beach, on a boat or at the marina and before long you'll sense opportunity. That's what happened to Roberta Lemon, who worked as a crew member aboard several private and charter motor yachts. She looked around and realized there were no garments to fit the unique uniform needs of those who work on the water. Her response was to create a garment company, Wet Effect, which provides apparel suitable for those in the water sports industry.

The key item: a rash guard. It is simply a type of athletic shirt made of a stretchy and/or water-repellant fabric such as a polyester/spandex combination. These shirts are most well-known for their popularity among surfers. The shirt fits snug to protect against board burns caused by sand and chafing from loose clothing. It can also regulate surfers' body temperature and provide sun protection.

Lemon opened the door for distributors to sell rash guards, as well as board shorts, to a variety of markets. She says, "The rash guards and board shorts are great for resort staff and resort boutiques, yacht crew and sailing clubs; life guards and YMCAs; swim teams and summer camps; water parks; company retreats; paddle boarding; surfing schools; family celebrations and vacations; and all water sports." Because the rash



Rash guards available from **Wet Effect** (asi/98103; circle 84 on Free Info Card) can be used by surfers, swim teams and even children on family vacations. Plus, they can also be worn in the winter as a base layer.
Photo courtesy of Wet Effect (asi/98103)

A Year-Round Promotion

Rash guards can be worn under winter apparel as a thermal/wicking layer. For example, the rash guard could be sold by a YMCA swim team and the child can wear it as part of the team uniform; in the pool at training; at the beach – and also layered under a winter coat to provide warmth during cold weather.

guards are polyester-based, they can be successfully screen printed or dye sublimated. Organizations and brands can replicate full-color logos and designs, creating an eye-catching uniform or a fun promotional/incentive gift.

"The water sports and recreation industries now have access to rash guards and board shorts that can be branded for staff uniform or resort boutiques," Lemon says. "It is so important to be sun safe. Our rash guards are cool to wear, fast drying and provide UPF 50+ sun protection. It is a great item for kids in and out of the water all day. ... You can relax knowing that they are protected."

“It is so important to be sun safe. Our rash guards are cool to wear, fast drying and provide UPF 50+ sun protection.”

Roberta Lemon, Wet Effect

ATION BRAND
ESS TRADEMARK NAME
DESIGN MARKETING CUSTOM
YLE IDENTITY RECOGNITION C
NTATION BRANDING MEDIA REL

BRAND

COMMAND

SS STYLE IDENTITY RECOGNIT
BRANDING MEDIA RELATI
TRADEMARK NA
MARKETING

COMMUNICATION
LATION ADVERT
DESIGN
STYLE
COMPAN
IDENTIT
ENTS
ION COMMUNIC
ION ADVERTISING
ME SERVICE P
CUSTOMER OR
COMMUN

The stone-cold reality: You are not too busy to build your own brand. Follow our instruction to rehab your company image immediately.

BY THERESA HEGEL

When it comes to branding, too many distributors and decorators have a serious case of “shoemaker’s child syndrome.” Remember the old saying? The shoemaker’s children go barefoot because their father is too busy crafting fancy footwear for his clients to tend to his own family.

Distributors often fall into the same trap, with excuses like: “I don’t have time to build my own brand because my job is building their brand,” or “I’m too busy selling to worry about marketing my own company.”

It’s a disconnect that bothers brand-savvy distributors like Rightsleeve (asi/308922) and Fairware (asi/191452). “I’ve always found it ironic in this industry that we exist to help our clients animate their brand and accentuate their brand and leverage their brand, but there are a lot of folks that don’t think about their own brand,” says Denise Taschereau, CEO of Fairware. She wonders: If you don’t have a strong grasp of your brand, how do you convince a client that you’ve got what it takes to promote theirs?

Industry companies who aren’t proactive – and who don’t provide creative solutions to clients – get pigeonholed as transactional entities, says Mark Graham, founder of Rightsleeve. It isn’t a bad thing for companies that want to paint themselves as the low-cost provider, but it makes it difficult for them to stand out. Plus, Graham says too often it contributes to the branding problem the promotional products industry suffers as a whole – the well-worn “trinkets and trash label.”

Branding matters because buyers care about it – particularly millennials, who are becoming an increasingly potent buying demographic. A recent study by Edelman, the world’s largest public relations company, revealed that millennials consider brand identification almost as important as religious preference and ethnic background when defining themselves online. Brands aren’t simply what people like – it helps identify who they are.

Sturdy brands have devoted followers who are fiercely loyal and repeatedly praise them to others. Good promotions not only define the client’s brand, but shape your own as well. So how to tell if your brand holds up? “I always say, ‘Does this pass the T-shirt test?’” Graham says. If a company puts its brand on a T-shirt, would it be worn outside the actual event? “If you can create something that is going to create this emotional connection, that sense of, ‘This is really cool. I would proudly wear that,’ that’s the Holy Grail right there,” Graham says.

You don’t have to be a knight of the round table to take on this

quest. Building, promoting and managing your own brand (as well as your clients') does take time and energy, but it's more easily attainable than the mythic medieval cup. In keeping with our epic theme, however, here are the 10 commandments of branding. (While these aren't chiseled in stone, they can certainly be read on tablets.)

1 **KNOW YOURSELF.**

The first step in branding is figuring out what you bring to the table – round or otherwise. What are your company's values? What message do you want to get across to customers? Too many fledgling businesses think they can just come up with a name, throw together a logo and call it a day. But experts say your brand is so much more than the sum of its parts. Logos, names, taglines and websites are all just the external trappings of something much more essential.

"Brands should be developed from the inside out," says Kelly Fletcher, CEO of Fletcher PR, a national firm that specializes in marketing to women. "Define what makes your product or service valuable and different. What is your corporate reason for being?"

For nine-year-old Fairware, the answer to that question was simple. Taschereau and Sarah White, co-founders of the company, wanted to create a brand based around sustainability and creativity. Their mission, then and now: "We believe we can change the world through the simple act of buying," Taschereau says.

Being environmentally friendly was never about following the hip trend of the month for them. "It's always been part of our DNA," Taschereau says. She and White knew from the beginning that the brand would not be for everyone. "While that may terrify some business owners, I see it as our secret sauce," Taschereau says. Instead of fighting for prospects among thousands of more general distributors, Fairware only has to contend with the handful of competitors that cater to the eco-conscious crowd.

2 **STAND OUT.**

Once you know your niche, the trick is getting noticed. When you and your competitors in the global marketplace are all saying pretty much the same thing, in the same words, offering similar products, services and pricing, the way to stand out is through smart branding, says Ryan Sauers, a sales and marketing consultant. "Quite frankly, the noise in the world is so loud and so strong, and our attention spans are so short, that it's very difficult to be heard without a compelling and concise brand message," he adds.

So how does a brand differentiate itself? It's not about throwing a bunch of buzzwords into a blender, hurling the mushy mess onto a wall and hoping something sticks – though there does need to be some kind of "stickiness" to your message, some element a potential customer can't help but remember, says Graham. You have to figure out what you do best and craft your brand message around

that. For Rightsleeve, it's about helping clients create "emotional connections" with creative and thoughtful promotional campaigns. "I knew that I didn't want to be some lame coffee cup seller," Graham says.

The name Rightsleeve, a spot rarely chosen in traditional logoed apparel, plays into the distributor's emphasis on uncommon solutions. "There are so many people that have goofy names in the industry that don't really mean anything," Graham says. "I wanted to come up with a brand name that was easy to remember and easy to spell. ... I liked how [Rightsleeve] rolled off the tongue ... and fit my own brand of quirkiness."

3 **BE A GOOD LISTENER.**

Your brand is not what you say it is – rather, it's what others are saying about it, both online and off. "Perception is reality when it comes to brand," says Sauers, who runs Sauers Consulting Strategies. If you want to make sure your brand message is being heard the way you want it to be, you must pay attention to feedback. Like a standup comedian perfecting a joke night after night until laughter is assured, you have to be attuned to your audience, always gauging reactions and tweaking your communications to evoke the image you're trying to project.

4 **BE AUTHENTIC.**

People want to make a real connection with the brands they frequent. If it's a brand that matches their values or interests or just makes them feel cool by association, they'll gladly wear apparel or use products bearing its logo. And once they've latched onto a brand, they'll often fiercely and passionately defend it. Ever witness a fight between a Starbucks aficionado and someone who prefers Dunkin' Donuts coffee? The caffeine-fueled battle can get pretty intense.

"We have to feel we can relate to a brand, feel part of it and participate in it," Sauers says. Having a robust presence on social media can help with this. Update your feeds regularly, be as transparent as possible, interact with your customers sincerely and write posts that sound like they come from a real person, not a robot. It matters: a study by Chadwick Martin Bailey and iModerate Research Technologies found that consumers are 67% more likely to buy from brands they follow on Twitter and 51% more likely to buy from one they follow on Facebook.

Other forms of marketing – from e-mail to traditional mailers – should also be faithful to your company image as well. Otherwise, the clients you may attract may not be the ones you want.

5 **HONOR YOUR CORE AUDIENCE.**

A customer's passion for your brand is a powerful tool, but just like in a real relationship, those feelings must be nurtured and respected. "The one thing that is sure to ruin a brand is the betrayal of its core audience," says Kyle Kane, CEO

of 180 South Group, a brand management firm. "Once that trust is lost, it is nearly impossible to gain back."

Think of the personal brand of a celebrity like Lance Armstrong, he says. Armstrong peddled a message of "honesty, hard work and perseverance, until he was caught cheating and lost all respect from his fans," Kane points out. On the other hand, "goddess of domestic perfection" Martha Stewart was able to bounce back after being convicted and jailed a decade ago for insider trading. The difference? Stewart's scandal "was not a direct contradiction and betrayal of her core audience, since lying and stealing has nothing to do with cooking and designing a bedroom set," Kane says.

Most brands don't have to weather such massive scandals, but the same principles apply on a smaller scale. For example, if you make a mistake and a follower on Twitter calls you out, the best thing to do is issue a swift and sincere apology, then follow through with real-world actions to correct the problem.

6 BE CONSISTENT. Once your brand image is established, it's important to keep it consistent through every facet of your business. "Your brand is everything, from your name, website, logo and slogan, to the fonts, colors and textures you choose to use, and even your tone of voice when you answer the phone," Kane says.

Of particular importance is making sure apparel – whether an employee's uniform or a promotional T-shirt given out to potential customers – matches the personality of the brand. When you choose the wrong type of garment, or a decoration technique that doesn't fit, it can be particularly jarring. Steven Kanney, president and owner of Target Decorated Apparel (asi/90549), has noticed this phenomenon whenever he walks into an Apple Store. Employees' logoed shirts are often faded, with cheap-looking puckered embroidery on the chest, he says. It doesn't match the cool, high-end, well-designed tech the brand is known for. "Everything else they do is so good and clean," Kanney says. "That just feels blatant to me because everything else is so strong."

7 BE IMAGE-CONSCIOUS. If a client is trying to choose the cheapest garment out there, remind him that shaving those few extra dollars off could have a much bigger impact than just on the bottom line. The same applies for your own branding wear. "It's what you're suiting your people up in to go into battle," Kanney says of logoed apparel. You don't want to put your team in a "giant bag T-shirt that's just a big square slab of nonsense," Kanney says. Nor would you want to give that away as a promotional item, because who would wear it?

It's also important to consider your design objective ahead of time, says Gina Barreca, director of marketing for Vantage Apparel (asi/93390). Not all decoration techniques work on all garments. Also, she says, quality and labels matter: "When you're looking at the quality of a product, you want to try to get the best you can in that category,

BRANDING BLUNDERS (And What You Can Learn From Them)

There's no shortage of stories about big corporations screwing up their image, from the New Coke debacle of the 1980s to more recent gaffes like Netflix's short-lived Qwikster spinoff. Small-businesspeople can learn a lot from studying those famous mistakes so they can avoid repeating them.

NETFLIX/QWIKSTER: In 2011, the online movie service announced it would split the DVD mail rental side of its business into the clunkily named Qwikster. Netflix itself would focus its efforts on the burgeoning streaming market. The unpopular change also came with a just-as-unpopular price hike. A month later, Netflix reversed the decision, though it lost about 800,000 subscribers in the dustup. "They didn't really stick to their guns because I think they had built a house upon sand," says Ryan Sauers, a sales consultant.

The Lesson: Before you make a big change, you need to test people's reactions with targeted focus groups. Customers will want to know why you're making a change, and if it's just about money, it likely won't be well-received. "Most people can come around to a new idea, but you've got to create a really compelling reason for the change," Sauers adds.

NEW COKE: In 1985, The Coca-Cola Co. introduced a reformulation of its beloved flagship soft drink. The public hated "the new taste of Coca-Cola," and the company eventually brought back the original formula, rebranding it as Coca-Cola Classic.

The Lesson: Have a clear vision of your brand, and don't chase the latest fad, says business consultant Dave Wakeman. "Coke would have done better to focus on being the best Coke and not a different version of Pepsi," he says. "In the long run, Coke actually came out ahead in this fiasco because rebranding the original formula as Coke Classic adds a little heft to the brand."

#MCDSTORIES: Fast-food giant McDonald's created a social media campaign to encourage customers to tweet about positive experiences at the hamburger chain. Instead, the hashtag was hijacked by a slew of stories of poor service, sloppy food and health hazards, including snarky gems like: "One time I walked into McDonalds and I could smell Type 2 diabetes floating in the air and I threw up. #McDStories"

The Lesson: The gift of social media campaigns can also be a curse, says Kyle Kane, a brand manager. Companies need to be ready for instant feedback. "Be prepared to remove negative comments and proactively manage your media relationships," he says.

so maybe you can suggest a high-end T-shirt for a client, rather than a lower-end polo.” It’s easy to elevate or convey a particular image if you piggyback on an established apparel brand, she adds. Putting your logo on a higher-end brand polo shirt from Vantage’s Greg Norman line, for example, can give your own brand a boost by association.

8 THINK LIKE A MARKETER.

Salespeople are conditioned to sell, naturally. But Graham says when all you focus on is pushing product out the door, personal and company branding take a backseat. “We’re not an industry of marketers; we’re an industry of salespeople,” he says. “I really feel that’s our fundamental challenge.”

Defining a brand means carving out time to think creatively. Moreover, it means eschewing constant self-promotion for content that reflects your company values and best qualities. Social media in particular lends itself to this way of thinking; nobody wants to follow a brand that constantly promotes itself without adding value. “If you put out solid information and creative content and ideas, you will gain traction and a following even if you’re a one-person company,” Sauers says. Constantly blasting customers with news about specials or entreaties to “like” your page will not endear your brand to the public.

9 BE VIGILANT.

Promoting a brand is an ongoing effort. The work isn’t over just because it’s achieved household name status. Kane says he and the other brand managers at 180 South Group spend about six months launching a brand into an emerging market, through product and story placements, celebrity engagements and other public relations strategies. After that, it can be a 24/7 job to keep the brand top-of-mind and its image untarnished. “A brand is the soul of a company, and the soul knows no time,” Kane says. “One of my mentors used to say, ‘A good brand manager knows when the client has a toothache.’”

10 TELL A STORY.

Just as every superhero has a dramatic origin story, the best brands have a tale to tell. Batman wouldn’t be Batman if a young Bruce Wayne’s parents hadn’t been killed, and Apple likely wouldn’t have become Apple without the charismatic influence of the late Steve Jobs. A brand tells its story just as much through visual cues, like business cards and logoed apparel, as through more literal means, like the “about us” section of the company website.

“A brand is an emotional connection,” Kane says. “A strong brand identity is the common thread that can unite the passion of many toward one common goal.”

Theresa Hegel is a senior staff writer for Wearables. Contact her at thegel@asicentral.com and follow her on Twitter at @TheresaHegel.

MEMBERS ONLY: Diagram of a Rebrand

If you’re of a certain age, you probably remember a time when there was nothing cooler than a Members Only jacket. The iconic bombers, with their distinctive shoulder epaulettes and discreet “Members Only” tag sewn onto the chest, were nearly synonymous with ’80s style.

The brand was so of its era that it later became a punchline, shorthand for someone who couldn’t let go of the glory days of the past. Pop culture references in the early aughts were along the lines of 2001’s *Shallow Hal*, which had Gwyneth Paltrow’s character teasing another for wearing a Members Only jacket, asking if he was “the last member.”

So, outerwear entrepreneur Jaggi Singh was pretty surprised when eight years later, his teenaged son started asking for a Members Only jacket. Resurrected in 2003 after its parent company went bankrupt, the brand had gradually regained its hipness, with an underground following of avid fans posting thousands of Members Only selfies onto Tumblr feeds, he says. “Retro is big right now. Americana is big,” Singh says. “The time is right for this. ... People are looking for heritage brands.”

Singh and a business partner bought Members Only in 2012, with the aim of relaunching it as a “lifestyle brand,” expanding beyond jackets to offer sportswear and accessories. “What we’re trying to do now is make it relevant for today,” Singh says. “I still think it’s a long journey ahead. It’s a marathon, not a sprint.”

In addition to counting celebs like Drake, Zac Efron, Rihanna and Anderson Cooper as fans, the revamped Members Only line appeals to tech-savvy millennials with hipster sensibilities. The brand has also reframed the exclusivity implied by its brand name: “Our strategy is we’re all members of the human race,” Singh says. “Everybody is a part of the story.”



Members Only (circle 106 on Free Info Card) is resurrecting the once-popular fashion brand with trendy outerwear styles as well as sportswear and accessories.

Look GOOD. *Feel* GOOD.
CHARLES RIVER APPAREL™

9515 MEN'S & 5415 WOMEN'S
BEACHCOMBER JACKET

**GET A
SAMPLE OF
THESE STYLES**
FOR **\$5** EACH_(NET)



CHARLES RIVER APPAREL

MUST MENTION CODE Z5. 2 PIECE MAX PER ACCOUNT.

Freight additional. Not valid on web. Applies to styles 5415 & 9515 only. Valid 08/01/14-09/30/14.

800-225-0550 / ASI # 44620 / PPAI #111644 / UPIC CRA
custserv@charlesriverapparel.com

Circle 6 on Free Info Card or visit www.wearablesmag.com/freeinfo

DIRTY JOBS

UNIFORMS EDIT



**BY C.J. MITTICA,
THERESA HEGEL,
SARA LAVENDUSKI
AND CHUCK ZAK**

When it comes to apparel, you'll find one thing at the intersection of presentation and protection: uniforms. They are essential for businesses to show a polished, professional image, and yet they need to be rugged and durable to handle the toughest of jobs. Our Dirty Jobs series, inspired by the Discovery Channel show of the same name, profiles workers who know the value of hard work – and being prepared for whatever filth comes their way.

ION

PUBLIC WORKS

Beware of exploding paint cans, food waste and soiled diapers.

BY THERESA HEGEL

Chris Nicol and Mike Warden, employees of the town's public works department, jump off to fling a haphazard pile of plump bags from the curb into the truck's hopper. When the back is full, Nicol flips a switch, and the truck's heavy packer blade descends. The dark green bags hiss like slowly deflating balloons as they're squished; then, in an instant, the plastic bursts, sending plumes of chalky ash into the air.

That's the moment you have to watch out for, Nicol says. You never know what surprises are lurking in someone else's garbage. On several memorably messy occasions, Nicol's uniform was spattered with the smelly shrapnel from an exploding diaper. Another time, he recalls getting hit with a mint-hued mist when a can of spray paint succumbed to the packer blade. "I was like the Hulk, all green on my face," he says. "Stuff like that explodes here and there."

On wet days, gritty, gray garbage water squirts from the truck as the trash is compressed. Nicol and Warden say they learned early on to stand off to the side and not directly behind the hopper, but if there's a change in the wind, it can be hard to avoid the splash zone. In the heat of the summer, it's the smell that's most difficult to deal with, "You get used to it, but some stuff's really bad," Nicol says.

Perkasie's public works crew collects garbage four days a week, rotating the three-person job among a staff of 10, according to Dan Gilbert, the director of public works. The crew picks up around eight tons of trash a day, and on Fridays they pick up recyclables.

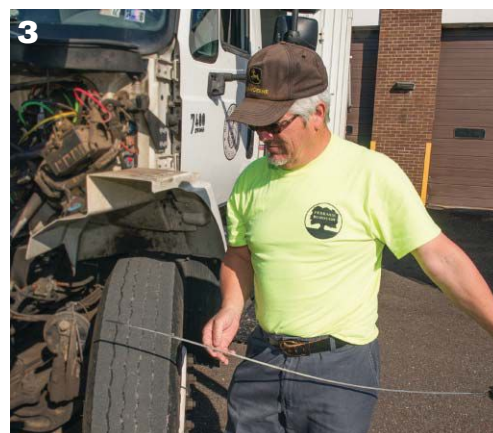
Trash duty is probably the dirtiest part of a public works employee's job. But the rest of the time is no walk in the park, either. Well, except for when it is: The department is in charge of

maintaining Perkasie's extensive park system, weeding and mowing 130 grassy acres. The crew also takes care of the public swimming pools and keeps the town's streets clear and in good repair. Climbing down into storm sewers and shoveling out leaves and muck clogging the drainage system is another messy aspect of the job, Gilbert says.

Working outside in all weathers requires access to a range of uniform options. Perkasie employs Clemens Uniforms, based in nearby Lansdale, PA, to supply and launder their garments. Crew members can choose between heavy-duty work pants or knee-length shorts in warmer weather. They have button-down collared shirts made of moisture-wicking performance fabric, with a logoed patch sewn on the chest. Or, workers can wear neon yellow T-shirts with the logo of a leafy tree and the words "Perkasie Borough" printed on the chest. The crew also receives jackets with zip-in liners for warmth. Heavy-duty boots and work gloves with finger grips round out the look. Public works employees say they'll wear out a pair of gloves every two weeks to a month, depending on the kind of work they're doing.

Back on the cul-de-sac, Warden and Nicol hoist a discarded gas grill off the sidewalk. Red-brown grit spills onto the street as they tip the bulky barbecue into the hopper. "This will make some noise," Warden predicts. Sure enough, the grill squeaks and pops alarmingly as the metal crumples under the force of the packer. The men watch, undeterred, as it's flattened, then hop back onto the truck to head to the next stop on their route.

Theresa Hegel is a senior staff writer for Wearables. Contact her at thegel@asicentral.com and follow her on Twitter at @TheresaHegel.



1. Mike Warden (left) and Chris Nicol, employees of the Perkasie Public Works Department, load trash into the hopper. Each week, workers pick up well over 30 tons of garbage from the bucolic town, located about an hour north of Philadelphia.

2. Mike Warden (left) and Chris Nicol say they're never sure what lurks inside somebody else's trash. To keep clean, the best policy is to step to the side of the truck when the trash is being compacted.

3. Perkasie Public Works employee Jake Ruth was on driving duty on this particular trash day. The public works department regularly checks the fluid and performs basic maintenance on the town's trash truck.

UNIFORM CHECKLIST

Depending on the season, button-down work shirts in performance fabrics with logoed patches sewn on the left chest, or T-shirts in bright safety colors, printed with the town's name. Jackets with zip-in linings, heavy-duty work pants or shorts, gloves and work boots complete the uniform.

POTENTIAL PITCH

A full-service uniform rental program. Uniforms should be made of durable fabric, and performance features like moisture wicking are desirable. The diversity of the job description brings ample opportunities to upsell: hard hats and reflective safety vests for roadwork, or logoed caps to block the sun's rays.

ANIMAL SHELTER

Taking care of animals is a dirt 'breeding' ground.

BY SARA LAVENDUSKI

Like many of the animals admitted to the Bucks County SPCA in Lahaska, PA, Duchess' exact breeding couldn't be ascertained. But it didn't matter — she was a mother-to-be in need, and the staff took her in and helped deliver seven healthy puppies. For socialization purposes, they're placed in a playpen in the middle of the facility's administrative area. They wobble around, bumping into each other with barely opened eyes, practically begging to be scooped up and cuddled. But Nikki Thompson, director of education & outreach, delivers a warning spoken with the authority of almost 10 years' experience: "As soon as you pick one up, there's something running down your leg."

Caring for animals in need is a rewarding job, as any of the 15 staff members and almost 100 active volunteers at this SPCA location will attest. But it's also a dirty one. Hair, fur, vomit, saliva, dirt, mud, nail clippings, blood, excrement, water, even parasites — all are common materials with which staff and volunteers come in contact on a daily basis. "Everyone brings extra clothes every day, just in case," says Thompson.

At any one time, the workers care for approximately 20 to 30 dogs, a slightly higher number of cats, and small animals, including rabbits, ferrets, chinchillas, parakeets and parrots. Services include admissions, adoptions, 24-hour emergency assistance and cruelty investigations that involve four humane officers.

UNIFORM CHECKLIST

Staff and volunteers wear affordable, easy-care polos and T-shirts with screen printing. In the colder months, they layer with a branded crewneck sweatshirt. Sturdy denim jeans and closed-toe shoes are essential for daily tasks.

POTENTIAL PITCH

T-shirts and polos with wicking, snag-resistant and stain-release properties are ideal for use all year-round. Consider long-sleeve tops for extra protection during rescue situations and additional warmth in the cold weather.

Tasks at this SPCA location range from complex grooming and bathing sessions to thorough cleaning of the facility. The worst arises during rescues from hoarder homes. "We don't have much warning when we have to go into those situations," explains Amanda Dubell, a kennel technician. "We don't always know what we're getting into, so we wear paper masks, shoe covers and work gloves or rubber gloves. We'll often just wear the same clothes from that day because there isn't a whole lot of time, and when we get back we change into our extra clothes for the rest of the day."

Frank Nassetta, a staff member with seven years' experience, is responsible for maintaining the main kennel, building and grounds. "Our clothes really go through the wringer," he says as he holds a large Lionhead rabbit that scratches at his branded polo and leaves behind a significant amount of fur. "They wear out in a matter of months, especially the tops. They get clawed, pecked and stained, and we wash them constantly."

Dubell says they only wear closed-toe shoes, either sneakers or workboots, and jeans on the job. "Denim is not only durable," Thompson agrees, "but it also provides the best protection." Workers aren't required to wear a specific top, though it should be comfortable and easy-care. Staff and humane officers receive polos from JERZEES (asi/84257), screen-printed with a subtle, one-color print on the left chest, and volunteers often wear DryBlend T-shirts from Gildan Activewear SRL (asi/56842) with a large logo on the front. In the fall and winter, NuBlend sweatshirts from JERZEES with the same full-front imprint come in handy. "We avoid stiff-looking uniforms," says Thompson. "Some of the dogs, depending on past experiences, are actually afraid of them."

Because of the fast-paced environment at the SPCA, one basic outfit has to take wearers through a multitude of tasks, hence the comfort and easy-care recommendations. Says Dubell, "each day is unpredictable, and our clothes have to keep up."

Sara Lavenduski is assistant editor for Wearables. Contact her at slavenduski@asicentral.com and follow her on Twitter at @SaraLav_ASI.



1. Kennel technician Amanda Dubell gives AJ the beagle a much-needed bath while wearing a screen-printed polo from JERZEES (asi/84257).

2. Volunteer Carol Schoenleber cleans a litterbox in the cat room. She wears a screen-printed T-shirt from Gildan Activewear SRL (asi/56842).

3. Frank Nassetta, a staff member with seven years' experience, holds a Lionhead rabbit in the room that houses small animals.

WILDLIFE REMOVAL

Wild and dirty takes on a whole new meaning for these animal pros.

BY CHUCK ZAK

Wildlife isn't just in the wild. It's probably in your chimney, too.

If you're in the Philadelphia area and the great outdoors has gotten a little too indoors for comfort, you have a few options. The bad ones involve shimmying painfully through tight spaces, manic screaming and a lot of broken housewares. The good option is to call A Wildlife Pro, a wildlife removal company who will extract the offending critter with far less drama and damage – but still an impressive amount of dirt and sweat.

Based in suburban Montgomery County, A Wildlife Pro is led by Philadelphia native Kris Baccari and a small, tight-knit team which includes his wife Shannon. Their list of services runs long, but it all involves reluctant animals, tight spaces, heat, dirt and ... well, other stuff. "We do attic cleanouts where we get copious amounts of bat guano," Baccari says. "You're talking a tremendous amount of buildup where we have to take out all the insulation. The amount of spores and fibers that are just everywhere is just absolutely awful."

For these especially grueling jobs, Baccari and his crew need to be fully "Tyvek'd up" along with respirators and gloves. Inside that sheath of Tyvek, Baccari is clad in his

omnipresent A Wildlife Pro T-shirt with silk-screened logo on front and "Wildlife Removal" on the back. Favoring the Beefy all-cotton tee from Hanes (asi/59528) in earth-color tan or olive-drab green, Baccari usually brings along a "backpack full of shirts" that he draws from during a long day. "I'll go through two or three shirts depending on how much I sweat," he says. Those tees lucky enough to survive the ordeal go back to Baccari's home where they get washed separately on a heavy cycle.

As a 24/7 operation, the always-on-call company never lets their professional image slip, donning their logoed shirts even during late-night calls. "I like people to know what I do," Baccari says. "I feel that it's very important."

The relief of his customers is a big reason for the warm acceptance Baccari receives wherever he is operating. The services A Wildlife Pro offers – dirty and fraught with potential danger – are not those the average homeowner wants to tackle on their own, such as crawling up into a chimney flue to reach a trapped animal. "Raccoons will nest on the flue and squirrels fall down the chimney and can't get back up," Baccari explains. "The only way of getting them out is by pulling your body into the cavity of the flue and hand-grabbing them. And that is filthy."

A quick wash down with dish detergent usually follows Baccari's excellent adventures, though there are some jobs that might make even that claustrophobic journey seem relatively tidy.

"Sometimes we get called to mobile home parks where something has died up underneath the trailer," Baccari says. Though this may seem a fairly easy bit of critter extraction, thick and heavily-insulated vapor barriers designed to protect pipes from freezing surround many of these homes and make the process considerably more challenging. Crawling underneath may be unrealistic for anyone not of a dangerously slight frame, but there is another solution. It requires a strong stomach, however. "You have to feel around for a hot spot or a spot that's moving and filled with maggots and you have to cut that spot out," Baccari says. "And if you make a bad cut, you're in trouble, because that's just dripping all over you."

A Wildlife Pro is scrupulous about the treatment of the animals it captures, and is proudly "100% humane." It's all part of the guiding philosophy that Baccari sums up thusly: "If we can't do it, nobody can."

Chuck Zak is a staff writer for Wearables. Contact him at czak@asicentral.com and follow him on Twitter at @asi_ChuckZ.

UNIFORM CHECKLIST

Kris Baccari and his crew wear 100% cotton, Gildan or Hanes Beefy tees in either earth-tone tan or olive-drab with the company logo silk-screened on the front. Pants are typically Carhartt, and footwear is user preference; Baccari prefers waterproof boots for solid footing on roofs. If circumstances require, an unimprinted Tyvek suit is also worn, with respirators, safety glasses and gloves.

POTENTIAL PITCH

Tyvek suits can be imprinted, though it may require special inks. In addition, gloves could carry the company logo on the cuff or the back of hand. For particularly mucky situations, logoed ball caps and other headwear would add an additional layer of protection.



1. Kris Baccari, owner of A Wildlife Pro, wears a headlamp and respirator as he sets traps in a hot, cramped attic.
2. Baccari uses a drill to secure a squirrel trap onto the roof of this shed. He always wears branded shirts on the job.
3. Kris Baccari uses broccoli and apples to draw groundhogs into this trap.

UNIFORM RENTAL COMPANY

Fighting a clean fight against the grubbiest apparel.

BY C.J. MITTICA

For businesses that are involved in the dirtiest of jobs – grease, sludge, blood and much more – a clean uniform is just one delivery away. No more thought required.

They rely on companies like UniFirst, which has garnered over 260,000 business customer locations nationwide by succeeding at, among other things, one major task: figuring out how to get grimy uniforms clean. At the company's Croydon, PA plant, all it takes is 145 employees, 90,000 gallons of water a day and 600 gallons of detergent per month to complete the job.

If you're looking for soot and dirt here, you won't see it for long. It sits at one end of the facility (one of UniFirst's three largest in the U.S.) with each day's deliveries of used items – uniforms, yes, but also shop towels, aprons, floor mats and much more. "All the dirty work is done back here," says plant manager John Burns. He walks through the plant on a hot early summer morning amid bins of soiled garments. The items are sorted by type and nature of soiling, weighed meticulously and then hoisted away. In the well-aired plant, smell is not an issue. But sometimes return deliveries can bring the most unwelcomed surprises, like a long-unopened bag that Burns had to pry into. "It had to be the worst smelling thing I've smelled in my life," he says, "and I've been working here for 35 years."

What you won't smell is bleach, detergent, or any typical cleaning odors you might suspect to find in a robust laundry operation. UniFirst relies on a liquid injection system that

delivers precise, computer-controlled cleaning detergent formulas based upon specific types of soils and garments. The workers at the ISO 9001:2008 certified Croydon plant input one of nearly 50 unique formulas into the micro-processors at each washer. The concentrated doses of agents hygienically clean monstrous loads of laundry – up to 675 pounds in fact – in UniFirst's state-of-the-art industrial washing machines that reside in a "Wash Alley."

Precision is key. An overloaded washer won't leave enough room for the clothing to "flip" adequately, leaving the chance for permanent "shock wrinkles." The wrong formula or the slightest imbalance in pH can damage the fabric. "The process is like one big chemistry set," says Rich Powell, the plant's general manager, who started as a part-time high school worker 35 years ago.

After the wash, the company's 600-lb dryers finish the job. (No surprise – there's a lot of lint and loose change.) For most people at home, the laundry process ends here. But UniFirst services industries where presentation is everything. So the company ushers each garment through a 10-point quality inspection process, searching for any defects like missing buttons or ripped seams. About 4% of the garments get put aside for repairs. All UniFirst work shirts and lab coats are also professionally pressed for a crisp and polished business image. "We're one of the only uniform providers to meticulously press our industrial shirts and medical coats at no charge," says Burns. Other garments are put through a steam tunnel to take out their wrinkles.

Automation carries the garments the rest of the way. Heat-sealed bar code labels on the inside of shirt and jacket collars, as well as pant waists, are scanned, sorted by delivery day and route, and then by company. In a couple days' time, they are out the door for the once-a-week delivery to UniFirst's clients.

Cleaning uniforms is not all that happens at the 56,000-square foot facility. The plant carries 31,000 pieces of inventory for new garments, along with company logos and emblems to be sewn on. While items are available for purchase, the vast majority of items

are slated for uniform rentals, UniFirst's primary business. A rental program allows companies to let UniFirst supply and maintain all workwear for low weekly charges, with no upfront costs. The price is minimal compared to buying; in fact, Powell says prices have actually come down over the last 30 years. The amount of dirt, on the other hand, has not. For dirty work around the country, businesses turn to UniFirst for a clean slate.

C.J. Mittica is the editor of Wearables. Contact him at cmittica@asicentral.com and follow him on Twitter at @CJ_Wearables.



1. Dirty uniforms returned to UniFirst are sorted by garment and type of soil so they can be washed properly.
2. The largest washing machines at the Croydon, PA, UniFirst plant can hold up to 675 pounds of laundry.
3. UniFirst's rental program includes apparel such as shirts and pants in addition to aprons, shop towels, mats and more.

UNIFORM CHECKLIST

UniFirst's extensive uniform catalog runs the gamut: work shirts, lab coats, dress shirts and much more. The company also rents out non-apparel items like shop towels and mats.

POTENTIAL PITCH

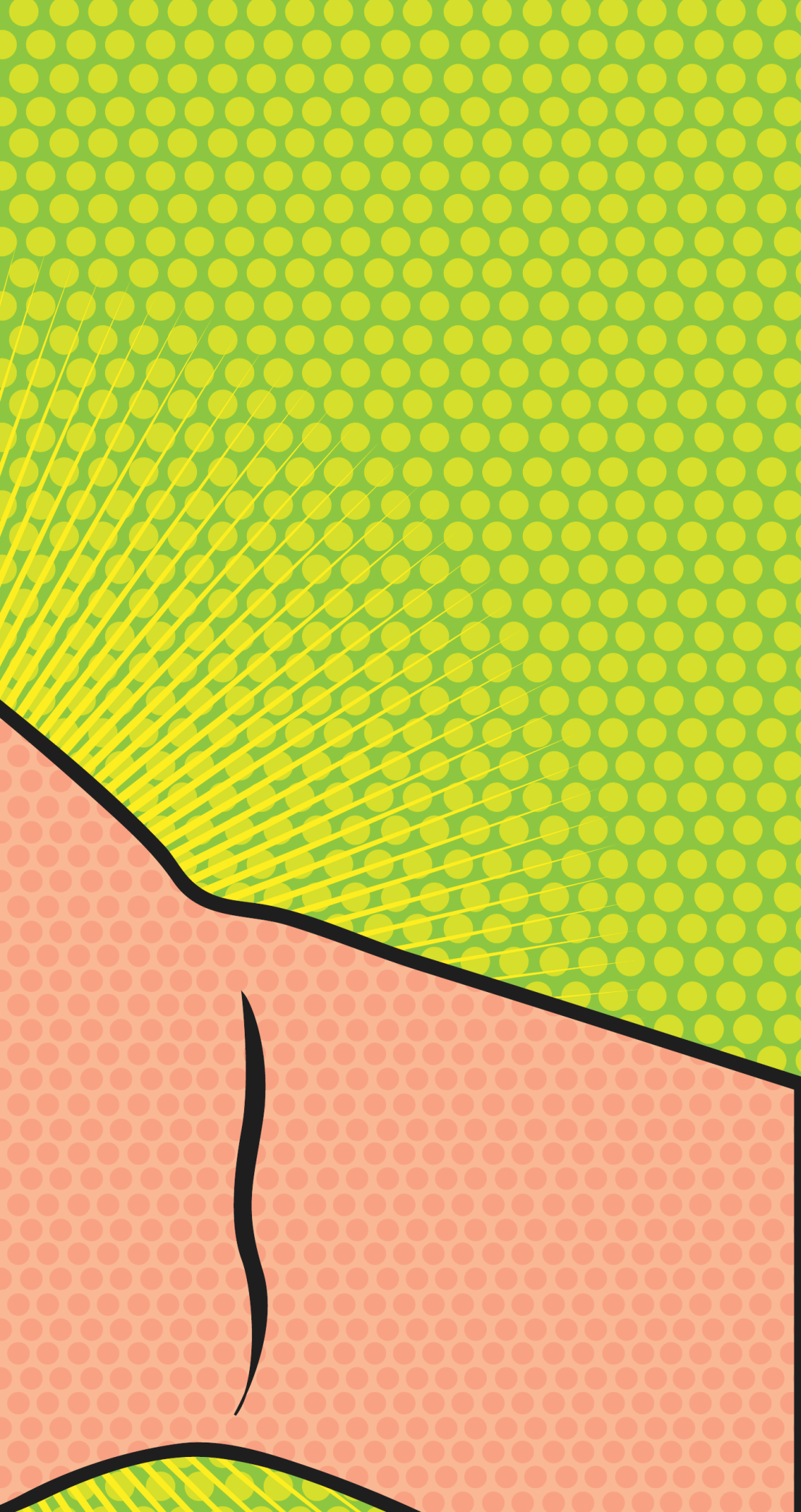
For items like polos and T-shirts, figure out when it's better to home launder and when to call on the pros. While polos can be bought, they're actually the fastest growing line in UniFirst's rental collection. The company can help customers decide.

SCREEN-PRINTING SUCCESS

INDUSTRY INSIGHT / HOW TO / TOP DECORATOR / EQUIPMENT CORNER

AT A GOOD CLIP





Clip art graphics not only save time and money, but can be used as the starting point for eye-popping screen prints.

BY SARA LAVENDUSKI

Almost two years ago during Labor Day weekend, John Hansson headed to Vermont with friends from his mountain bike racing team, all of them stoked for three days of riding and camping in the wilderness.

On the way up, the group decided to try out a new series of trails. Just as he reached the bottom of a steep path, Hansson realized he was about to crash into his friend barreling down at 30 miles an hour. So he bailed, falling into a batch of cut tree trunks at the trail's edge and incurring a nasty 2" puncture wound in his side.

At the local hospital, a doctor packed the gaping wound with almost two feet of gauze. While others might have admitted defeat and headed home, Hansson was undeterred. So it was that, while riding and camping later that weekend, trying not to think about the pain, Hansson noticed his friend's screen-printed tee.

"It showed an ape evolving into a guy on a mountain bike," he says. "I asked him about it, and he said he had made them for the team. Then he tells me he's moving and offered me his equipment, just like that. I said I'd definitely take it, though I had no experience making shirts."

So Hansson came home with a painful injury ... and a handmade manual press and screens he didn't know how to use. Still undeterred, he took advantage of time off from his full-time job to experiment in his basement. Six months after going back,

his mind was made up. “I called Ryonet (asi/528500), told them my story, and they recommended two things to start,” he says. “One was emulsion, the other was clip art.”

Fast forward to 2014, and Hansson operates a storefront in Danielson, CT. He credits the rapid growth of Up Top Screen Printing (asi/529673) to hard work, determination and, yes, clip art. “It’s been a Godsend,” he says. “I was able to focus on building up my shop and not just on artwork.”

When a printer doesn’t have the art skills to design art from scratch, the budget to hire a full-time artist or the clientele willing to shell out for custom art, clip or stock art can be the answer. Beyond its many immediate benefits, it offers potent creative variations that keep customers coming back for more.

A Viable Alternative

Fortunately, the mud and blood of Hansson’s dramatic story aren’t prerequisites for starting a growing screen-printing operation. Thanks to clip art, establishing a prosperous shop is an attainable reality for ambitious screen printers, including those lacking design experience who need to impress customers. Shops can choose from thousands of clip art graphics available in a variety of file types, including raster and vector, and enhance them with creative techniques. Options run the gamut from stylized animals and sports images, to occupation graphics, to food/beverage and holiday themes and more.

J.P. Hunt, partner at Albuquerque-based ClipArtBoom, founded the company as an alternative to what he calls “cheesy” desktop publishing. “Those graphics weren’t production-ready and required extensive editing,” he says. “Our clip art is royalty-free and high-quality. We also wanted to fill in design gaps by offering fashion-forward dance, cheer, gymnastics and lacrosse graphics.”

For Dane Clement, allowing screen-printers to save precious time on each order prompted him to found Great Dane Graphics. At one time, he offered only custom art at his New Orleans-based studio. But in 2005, disaster struck when Hurricane Katrina inflicted catastrophic damage on the city. Clement’s business wasn’t spared. He rethought his business model, and

relaunched as a supplier of high-end, pre-separated clip art in raster, vector and DCS 2.0 EPS formats for screen-printing. “With our full-color graphics, screen-printers don’t need a staff illustrator,” says Clement, president of the company. “Our skilled artists spend several days painting just one detailed image so screen printers don’t have to take the time.”

The vast selection of available stock art makes it a practical substitute for top-to-bottom custom work, which often requires long hours of designing and editing, and frequently brings on headaches. Clip art, easily edited in-house, frees screen printers to turn orders around quickly and easily. In fact, says Hunt, no matter how effectual a shop’s production, hold-ups in the fulfillment process do occur. This is particularly true during the art development stage, when unexpected issues take up unpredictable amounts of time. “Clip art that’s high-quality and production-ready emphasizes your creativity and can turn art production, often a weakness in the process, into a strength,” he says.

Nowhere is this more important than in busy, burgeoning shops, where maintaining speed is key to satisfying and retaining customers. To streamline the process, Hansson says he sticks with clip art he can quickly edit in-house, and avoids outside artists’ files which often come in various formats.

“You can’t just slap clip art on and call it a day. I make it my own, and it sets me apart from the competition.”

Judy Waltersdorff,
Lion Country Graphics

“If I can’t edit their art, they have to do it,” he says. “Then it’s back and forth, back and forth. Vectorized clip art is easy to edit, and saves me countless hours. I can avoid a lot of major issues.”

Like Hansson, Judy Waltersdorff, owner of Lion Country Graphics in York, PA, has used clip art from the beginning for the speed and efficiency it offers. “It’s easier to meet tight turnarounds,” she explains. “Even when you work with artists, they’re either quickly whipping up custom art or they use clip art. Also, for a lot of clients, the high cost of custom artwork just isn’t feasible.”

Clip art has become so prolific that it has helped drive down art fees over the past several decades, according to Charlie Taublieb, president of Taublieb Consulting in Greenwood Village, CO. Along with increasingly diverse embellishment options, high-quality clip art has allowed decorators to achieve a custom-inspired look for less. “Clip art provides options,” he says. “It’s a necessity for people without an art background, shops too small for a full-time artist and rural businesses with limited access to artists.”

Give It a New Twist

Kudos – you’ve just bought a clip art package. Now you need ideas for making it your own. The trick is to think of clip art as an extension of personal style, just like a fully customized design. Once a shop overcomes limitations in creativity along with equipment and space, the possibilities are endless.

Among the most popular techniques screen printers use to vivify stock graphics are specialty inks, specialty effects such as puff or foil and different textures like gels and crackle. “Some printers take a full-color image and print it in one color for budget-conscious clients,” Clement says. “Others create dimension by printing full-color over halftones. By manipulating the same image in different ways, you show off capabilities without designing art from scratch.”

To add her personal touch, Waltersdorff often includes shading, bevel edges, flare marks, highlights and a worn look, achievable with reduced plastisol. “You can’t just slap it on and call it a day,” she says. “I make it my own, and it sets me apart from the

Not Just Stock

Stock art is just the beginning of your creative capabilities. Adding extra effects and inks can take a stock image to the next level.

Member of the Club

John Hansson, owner of Up Top Screen Printing (asi/529673; circle 87 on Free Info Card) printed this T-shirt from Gildan (asi/56842; circle 88 on Free Info Card) for an event. "It's a mash-up of clip art in six colors that I modified for my mountain biking club's Turkey Day Ride," he says.



Tame the Dragon

Charlie Taublieb, president of Taublieb Consulting, printed this treated T-shirt from Delta Apparel (asi/49172; circle 89 on Free Info Card) with clip art from the Dover Electronic Clip Art series and added foil.



Shiver Me Timbers

Taublieb screen printed this pirate, a raster image from Great Dane Graphics, on a T-shirt from Delta Apparel (asi/49172; circle 89 on Free Info Card). He added special-effect ink to the hair and beard and a gel overprint to the sword, earring, eye and skull.



competition."

Hunt says glitter, flocking, shadow and gradients all "bring life and value to the design. You can't always predict what the client will like, so present several options." For shops with sundry embellishment capabilities, mixed media — such as screen printing with embroidery, appliqué or rhinestones — makes for an impressive look.

Those effects will cost extra, but are still more affordable for clients than custom art. Hansson says that for custom work, clients can expect, at the very least, charges for art production and editing, as well as screen charges and print costs based on quantities and number of ink colors. Similar costs do apply for stock art, but since it's largely production-ready, it's possible to charge minimal art fees. "If we can get clip art ready for production in less than 15 minutes, we waive any art charges," says Hansson. "If it takes longer than that, our custom art fee applies."

Operation costs also include the price for stock art. One full-color clip art graphic can

go for about \$10, while packages often range from about \$80 to several hundred. ClipArt-Boom sells single images as well as themed packs for around \$300, and Great Dane Graphics sells Stock Art books for about the same price; each contains 250 raster images on four DVDs, with a variety of file types for different embellishment methods.

Only the Best

Because of the limitless possibilities when manipulating clip art, it's appropriate to pitch to virtually every client. To start, look to one of the strongest — and often most loyal — customer bases: sports teams. "There are so many mascot clip art graphics to choose from," says Clement. "Schools and Little League teams always want them, and sometimes even college and professional teams go for it. Some want vivid colors; others stick with one color to stay within their budget. If you can make a name for yourself, it's an abundant customer base. There's no shortage of them."

Greg Peirce, director of software develop-

ment at GroupeSTAHL, which offers royalty-free, high-quality stock art through Cadworx-Live, says sports teams, occupations, trade schools, churches, family reunions, Greek organizations and hospitals are all promising clients to pursue. "You can also add personalization, which makes on-site fulfillment a possibility," he says.

While it's important to consider the target industry in the presentation process, choosing a design often depends less on the client's specific sector and more on budget and time limitations. For tight finances and turnarounds, one-color prints and smaller print sizes are ideal. Larger budgets and longer lead times mean more complicated graphics, additional embellishments and a wider range of apparel sizes. The secret is balancing customer expectations with the amount of time a shop can afford to spend on one order. "Screen printers should gauge what's possible by their production schedule," says Hansson. "For some, if their clients demand it, custom art may make sense. Or maybe you just use clip art to keep things moving through. You

Final Preparations

Dane Clement, president of Great Dane Graphics, takes a step-by-step approach to placing a Photoshop DCS 2.0 EPS clip art file into Adobe Illustrator to prepare for art separation. “For screen printing, our files have already been separated using simulated process,” says Clement. “They’re then saved as DCS 2.0 EPS so you can import them into a vector program such as Illustrator or CorelDRAW to add additional vector elements, and print out your separations. When done properly, spot colors from the raster image should load into your swatches or color palettes, giving you the option to add vector elements using the same colors.”

1. Open the Swatches Palette

Create a document that meets the dimensions needed for the job, says Clement. Open the template used for outputting your film, and open the Swatches Palette by going to WINDOW MENU > SWATCHES.

2. Bring in the DCS 2.0 file

Go to FILE > PLACE and search for the file to Import. “When you find it,” says Clement, “make sure the Link option is checked at the bottom of the window. Then click OK.”

3. Track Import progress

Once you’ve chosen to import the file, a window appears displaying the progress. “You should see the names of each of the spot colors appear in this window as the progress bar counts down and prepares to import the image,” says Clement.

4. Place file on the page

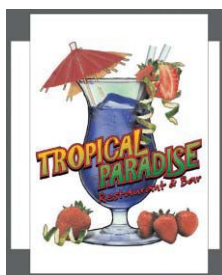
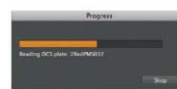
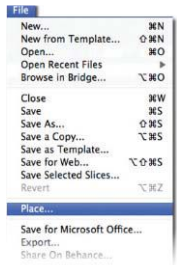
When the Import process is complete, the window will disappear. At this point, the cursor will now offer the option to place the file on the page. “Click on the page, and resize and position your image,” says Clement. “The placed image will be washed out and low-resolution.”

5. Track spot colors in the Swatches Palette

Once the image file has been placed, all spot colors from the raster image should be listed in the Swatches Palette. The small white triangle in the bottom right corner is an indication that the color is a spot color.

6. Print separations

If you’ve added all vector elements, you’re ready for final preparations to print separations. “If you want to add additional vector elements, use the same spot colors to color them,” Clement explains. “That way, you won’t have any extra separations unless you add colors that weren’t part of the raster image.”



have to figure out where the money is and what your clients want.”

While clip art certainly expedites production, Taublieb, who has over 30 years’ experience advising new and existing shops, says it’s still important to use quality graphics, regardless of budget and schedule. “If a supplier charges \$250 for 900,000 designs, you’re not going to get the highest quality art,” he says. “If you try to draw something without an art background, it’s not going to be better than clip art.”

It’s tempting to try to optimize speed and keep costs low by using cheap graphics and leaving out technical manipulation on the final design, but Taublieb delivers a stern warning: Shops that do so won’t be around for long after

“Clip art that’s high-quality and production-ready can turn art production into a strength.”

J.P. Hunt, ClipArtBoom

business moves elsewhere. “Stock art is a great tool, but it still has to be quality work,” says Taublieb. “If you just slap on a frosty mug for a bar, that’s not enough. Think beyond the basics. Shop around and find both complex and conservative graphics.”

Today’s clip art can make designing, editing and fulfilling orders a breeze, and giving a stock art-based design your signature mark can make all the difference between growth and contraction. Waltersdorff turned her personal touch into an integral part of her business model, and has led her team to consistent growth as a result. “I give each clip art graphic extra flash and flare,” she says. “Now, a lot of competing shops’ clients come to me.”

Sara Lavenduski is assistant editor for Wearables. Contact her at slavenduski@asi-central.com and follow her on Twitter at [@SaraLav_ASI](https://twitter.com/SaraLav_ASI).

HOW TO

Determine Art Sizing

BY TOBY PELTIER

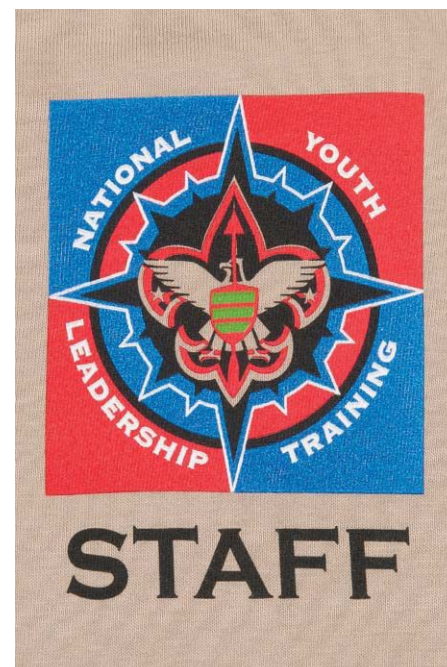
The typical viewing distance for a T-shirt is six to 10 feet. This is a fact lost on many people who provide art for T-shirts. One of the biggest problems we see in screen printing is receiving art from a designer that has spent most of his career in the paper or print side of the business. Logos that look good at 14 to 24 inches (the typical viewing distance for magazine and Web design) often contain too much detail that

gets lost or closes in at a distance. The image ends up looking flat or dull.

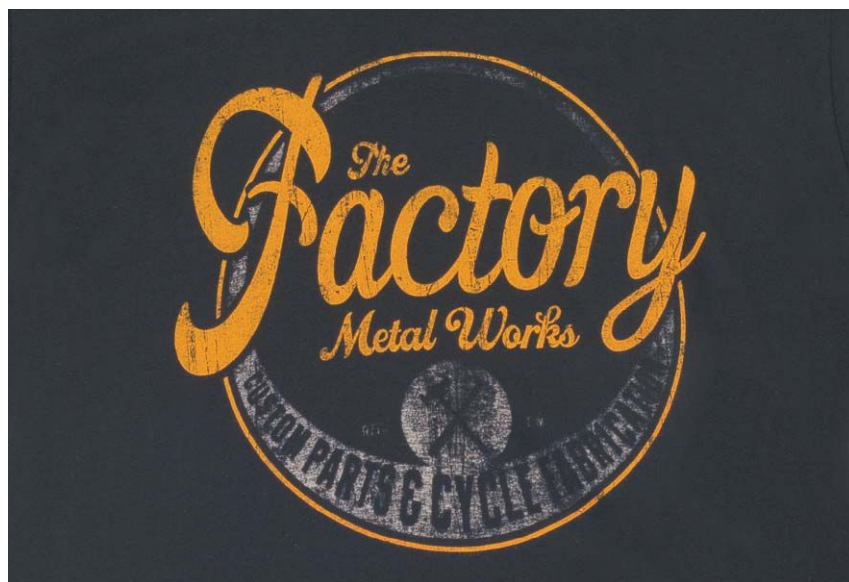
This is why “Bold is Best” when it comes to T-shirts. It’s also why the size of the imprint is a very important consideration. Let’s look at the sizing standards for imprints, depending on their location on a T-shirt.

First, here are three of the most popular print locations:

LEFT CHEST IMPRINTS are generally 3” wide if they are box-shaped or taller than they are wide. Use 4” for short blocks of text. (Sometimes, even 4.5” will suffice.)

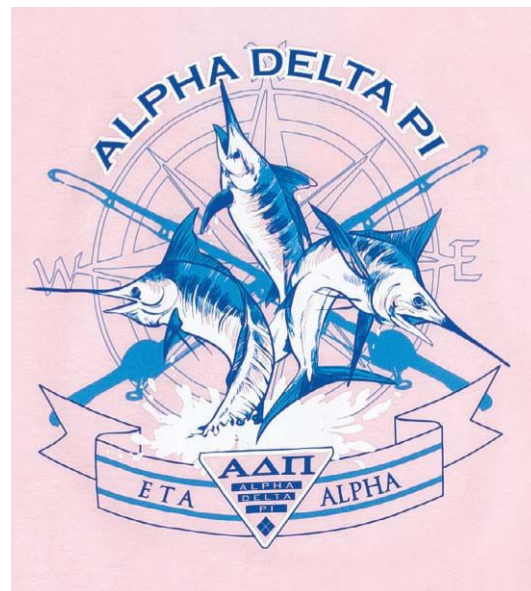


CENTER CHEST IMPRINTS that are square are typically 10”-11” wide. Some people prefer large imprints and go with 12”. Taller imprints are generally sized thinner, anywhere from 9”-11” wide. Shorter imprints are generally sized wider at roughly 11”-12”. An important consideration for center chest imprints is the size and fit of the shirts you are using. A more fitted shirt will usually look better with a slightly smaller logo, where a looser fitting garment will work better with a slightly larger image.



FULL-BACK IMPRINTS

are generally the largest standard imprints. The most common sizes are between 11"-12" wide, with shorter (less than 6" tall) imprints being upwards of 13". For imprints over 12" wide, please consult the garment to make sure it will fit on your smaller size. As with center chest designs, tall imprints of 13" and above are generally thinner, about 9"-11.5" wide.



▼ Circle 16 on Free Info Card or visit www.wearablesmag.com/freeinfo

HIB-602

HiBeam®

LIGHT YOUR PATH™

NEW TORCH LENS TECHNOLOGY

STANDARD TECHNOLOGY

TORCH LENS TECHNOLOGY™

- Quad Power Batteries for Maximum Power & Brightness.
- Up to 50 Hour Replaceable Batteries
- Ultra Bright LED Lights

OUTDOOR CAP COMPANY, INC.
www.outdoorcap.com/promoproducts
 email: sales@outdoorcap.com

HIB-631 HIB-652 HIB-700 HIB-836 SHB-302

3 CLICK ILLUMINATION

- 1 PATH**
- 2 DISTANCE**
- 3 HIBEAM**

HUNTING

FISHING

JOGGING

DOG WALKING

GRILLING

HOME SAFETY

CAMPING

REPAIR

PLUMBING

AUTO

In addition, here are some popular off-location prints and their sizing:

Sleeve Imprints: 2"-3.5" Wide

With sleeve imprints, consider the shape of the imprint. A 3.5" circular imprint will look rather large on a sleeve. For single line text, consider 3.5". For circular objects, consider 2-2.5".

Down the Sleeve: 3.5" Max Width and 14" Tall

When printing down the sleeve, remember that smaller sizes can be difficult. Standard sleeve pallets are 4" wide, and they also have mounting hardware below the pallet which adds mass to the overall area that the sleeve must fit over. The sleeve usually needs to fit over an area that is 6" wide or more in the lower to middle portion of the sleeve. This makes it very difficult to print on smaller sleeves like youth sizes in addition to fleece, which is more prone to move around, especially when stretched on the pallet.

Hip Imprints: 6"-15"

This is a grey area. Generally people want a large imprint to wrap around the shirt. To wrap, use a larger imprint. For a small hip logo, try

something between 6"-9". Double-check to make sure that your garment is not side-seamed. Printing over a side seam will cause the print area to look blotchy in the area of the seam. Also, ink will smudge in the seam area because the seam will not be in the exact same place on every pallet, causing ink buildup from the previous print. If printing across seams, it is best to create the design with a distressed pattern to help camouflage the imperfections in the printing.

Locker Tag: 2"-5"

This is one of those preference things – many people prefer these to be between 3"-4" and between the shoulder blades a few inches down from the neck line.

Pocket Print: 2.5" x 2.5" Maximum

The pocket print must fit within a 2.5" x 2.5" square. Keep the amount of detail and colors on the pocket to a minimum.

Toby Peltier is the owner of Shirt Lizard, a custom screen printer and embroiderer based in Charlotte, NC. Contact him at toby@shirtlizard.com



Better Samples Can Lead to Bigger Sales

- Professional results in a compact package
- Easy-to-learn/easy-to-use
- Onsite training and support*

brother at your side **GT-3 Series**

START MAKING MORE SALES, CALL 1.866.637.7269 OR VISIT GT3PRINTERS.COM

Images for illustrative purposes only. *Additional purchase required. ▲Applies to machines purchased after 1/1/14. After 90 days, customer responsible for travel related to parts replacement. See limited warranty for details. For warranty, contact your Brother Sales Representative or visit www.gt3printers.com. †This lease offer is valid on purchases in the US made between August 1, 2014 and September 30, 2014. Monthly payments equal to 1/36 of the initial MSRP 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 36 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 lessees must successfully complete a full credit review and be approved by Brother. Not all will qualify. Brother reserves the right to discontinue this offer and leasing program at any time. Restrictions and fees apply. For full terms go to www.brother-usa.com/gt3smartsolutions for details.

0% FINANCING FOR 36 MONTHS* | **NO PAYMENTS FOR THE FIRST 30 DAYS**

Valid August 1, 2014 – September 30, 2014

2 YEAR LIMITED WARRANTY
FULL 1 YEAR BUMPER-TO-BUMPER
INCLUDES PRINT HEADS

asi/12600



The next challenge of our elite decoration contest: create and print an awesome logo for a landscaping company.
Who mows down the competition?

BY C.J. MITTICA

CHALLENGE #2: LANDSCAPER LOGO

After seven years of working in the landscaping industry, Johnny Jordan decided to launch his own venture: Lafayette Landscaping. His current apparel for the job is a white T-shirt with simple text lettering on the front.

We tasked our competitors to come up with a new logo for the company and print it on a T-shirt to be worn by Jordan and the employees of Lafayette Landscaping. Jordan's requests included the use of Carolina Blue to represent his favorite team, the University of North Carolina. The new X-Temp T-shirts were provided by Hanes Branded Printwear (asi/59528).

The shirts were judged on these criteria:

Logo Creation and T-Shirt Design: Is the logo appropriate for a landscaping business? Is the design creative enough to stand out from other typical designs?

Printing Expertise: Is the print precise and easy to read or understand? Does the graphic print well and look good on the shirt? Is the hand light enough for outside work?

Sponsored by
**Hanes Branded
Printwear**
(asi/59528)



CONTEST RULES

Wearables Top Decorator was open to distributors, decorators and suppliers with screen-printing equipment. Participants must prominently use screen-printing in their design. They are allowed to incorporate it into mixed media with other decoration methods.

The winner is determined by three expert judges and a popular vote by *Wearables* readers. Entries were judged based on the creativity of the logo and how well it was printed on a shirt. The reader vote breaks all ties. One vote was allowed per reader per challenge round. The winning company received a \$100 Visa gift card from Hanes Branded Printwear (asi/59528). It will be eligible for a Best in Show \$500 grand prize at the end of the year.

WINNER BOXERCRAFT

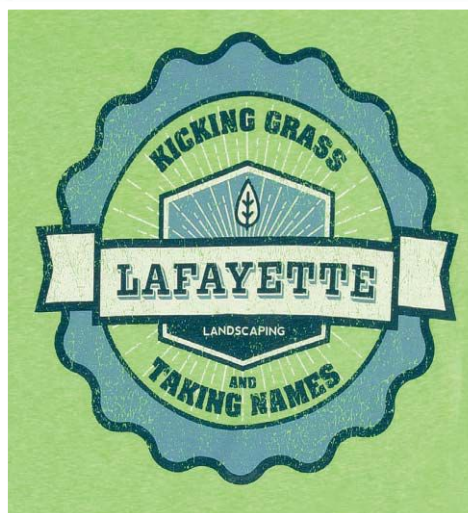
(asi/41325)

Circle 92 on Free Info Card

The winning design uses soft discharge organic inks with an impressive distressed logo. It features a creative custom tagline and demonstrates excellent technical ability.



T-SHIRT FRONT



BACK OF SHIRT DETAIL

- + Impressive logo that has retro appeal yet still very modern.
- + Effective use of Carolina Blue color scheme as requested by client.
- + Fun tagline that demonstrates welcome irreverence.
- + Extremely soft print with crisp, clear registration.
- + Good sense of proportion with small, left-chest logo and large full-back print.
- Sleeve design slightly extraneous, probably not worth the cost in real-life scenario.

Q&A *Wearables* spoke with spoke with Pat Prosser, senior marketing manager for Boxercraft (asi/41235).

Q: The logo you created was very well received. What was the mindset with the style of the design and its elements?

Pat Prosser: Design considerations included our desire to provide something unique that was clean and simple, yet clearly displayed that it was for a landscaping company without using typical elements such as trees and lawnmowers. In addition, we added a clever slogan for recall. We wanted people to remember the company, its logo and slogan.

Q: What prompted you to use discharge and organic inks?

PP: We decided to utilize a discharge process for this type of ink for its resulting soft hand and breathability. It takes the dye out of the shirt and replaces it with a specific preferred color. This particular brand of discharge is manufactured with natural organic products. It worked with the Hanes shirt because of its cotton/poly blend; 100% poly cannot be discharged, and royal blue or green dye will not discharge. These inks are better for the environment, which we felt was in keeping with the strategy for this landscaping company.

Q: Any printing tips for making the distressed design stand out?

PP: When printing distressed logos on cotton or polyester fabric, we add white underbase to brighten the logo. To address migration issues, we use a 100% poly ink, particularly in red garments because the red dye migrates at a slightly lower temperature than other colors.

Q: Many know Boxercraft for its products, but your decoration services are not as well known. What kind of decoration capabilities do you offer?

PP: Boxercraft has an in-house art staff and offers on-site screen-printing, including oversized prints, heat transfer (including rhinestones and youth-friendly epoxy), and custom imprinted taping for pant and blanket tie cords. Additional services include hoodie liners, custom embellishments, embroidery and appliqué, including mixed-media applications. We also offer extensive custom programs including flannel, cotton and tie dye.

RUNNER-UP

SILKWORM INC.

(asi/92122)

Circle 107 on Free Info Card

This shirt features a pragmatic logo along with fashion-based inks for an ultra-soft hand.



T-SHIRT FRONT



BACK OF SHIRT DETAIL

+ Logo is simple but very effective – perfectly executed for this type of business. Can also work on other marketing materials.

+ Good use of location, including small, left-chest print and bigger full-back print.

+ Clean printing with a very soft hand, suited for outdoor work.

- Lacks a little of the “Wow” effect of some other entries.

2nd RUNNER-UP

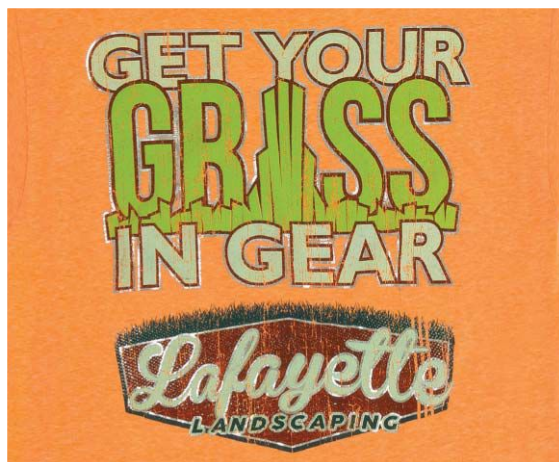
VISUAL IMPRESSIONS

Circle 97 on Free Info Card

This trendy design was printed with added reflective foil and a full-back design with a big, bold custom tagline.



T-SHIRT FRONT



BACK OF SHIRT DETAIL

+ Bold graphic that really stands out, including the attitude-driven tagline on the back.

+ Solid printing and demonstrated technical expertise with use of foil accents.

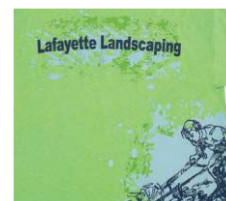
- Looks too much like a retail design; not suited as a workwear option for landscaping business.

- Did not use the Carolina Blue color scheme preferred by customer.

FINALISTS



Aventa (asi/31940; circle 108 on Free Info Card)



FPS Apparel (asi/53475; circle 109 on Free Info Card)



San Luis Silk Screening (circle 110 on Free Info Card)



Special T's (asi/739250; circle 111 on Free Info Card)



The Art Department (circle 112 on Free Info Card)



Top Promotions (circle 113 on Free Info Card)

PRODUCT SPOTLIGHT

Hanes X-Temp Performance T-Shirt

Hanes Branded Printwear (asi/59528; circle 115 on Free Info Card) has introduced the new X-Temp® Performance T-shirt (4200), a 4.5 ounce ring-spun, cotton-poly shirt that blends performance and comfort. The Hanes X-Temp® Performance T-shirt keeps you cool by adapting to temperature, environment and activity. The patented X-Temp technology reacts to body temperature as activity levels change for all-day comfort, and the moisture wicking fabric has the softest hand in the category. In addition to traditional team colors, the Hanes X-Temp Performance T-shirt comes in on-trend neon heathers, great for a wide range of groups and events.



Josh Wells is the instruction coordinator for Ryonet Corp. (asi/528500). He started screen printing at the age of 15 and currently teaches classes internally and to the public. Contact him at jwells@ryonet.com.

INDUSTRY INSIGHT

Pre-Press Preparedness

Eliminate wasted time by keeping everything you need on hand.

BY JOSH WELLS

What makes money as a screen printer? When you are pulling a squeegee and quality shirts are coming off the press. When you're making the wheels turn!

When screen printers get to press, they should be in the mindset of getting ready to make money. To get to that point, you must show up to the game ready to play. If you continually have to leave the press to prep for your next job, you are not efficiently heading in that direction. Next time you or your printers are setting up a job, count how many times you or the printer has to leave the press. Every time the press is abandoned is equal to time lost actually printing – time you could be making money. If you've noticed this phenomenon in your shop, then do yourself a favor and create a simple, all-encompassing pre-press check list.

A pre-press check list should contain (but is not limited to) a minimum of a few items.

Comprehensive Work Order

There are some shops out there that are a little more “free style”. Maybe you're one of them – the kind who handwrites your orders on the back of a cocktail napkin. I would encourage you to open up Excel and create yourself an easy and simple work order template that can contain a job name, an art number or a description of the art with a detailed placement, and a count and description of the garments that you are printing. You don't have to make it excessive. This is where your color comp should live (a full color idea of what the design should look like), especially if you are not the printer.

Color Films and Screens

Some screen printers actually have screen

rooms (darkrooms) stacked to the ceiling with all the screens needed for future print jobs. Some screen printers only burn a couple jobs a day or week. It just depends on your business model and whether you are in the game full-time. Either way, you should distinguish your films and screens with either a number of some sort or a unique name. If you print two or three different designs for a customer and you don't distinguish your films and screens numerically or by name, you are definitely running the risk of putting the wrong design on the wrong product.

Inks

Show up to the press with ink. Simple. You put gas in the car to make it run – put ink in the screen to make shirts! And moreover, use the right ink! I think every screen printer out there has accidentally put the wrong ink in the screen. I know I have, and it's not a good feeling. This is why you need an order or color proof of some sort.

“You should distinguish your films and screens with either a number or a unique name.”

Product

You need something to print on. Make sure the product you need is ready to go. I also recommend having a quality control process for checking in your product. Finding issues with your product when the truck delivers it will save you frustration and time at the press. Ever set up a print to find out that your product is incorrect – that they're the wrong color, style or maybe even missing garments? Then you have to undo all the work you just did. Once you've confirmed that you have the right product, stack all the garments you need. Imagine having three or four cases of garments. You stack one and start printing. You're printing away and in the flow of the job and then ... you have to stop and stack more shirts. I see it all the time. Stack them all and stay in the flow for the entirety of the job.

So let's see how this looks in practice. I like to use a cart of some sort to transport things around a shop. (Even if the shop is small, a cart is very versatile.) List in one hand, cart in the other. I grab the order and make sure that I have screens that match all pertinent info on said order. On the cart they go. Next stop would be inks; confirm them and place on the cart. If your squeegees and spatulas live in a different part of the shop, you'll grab these at this point also. (Most printers have spatulas and squeegees close to the press.) If garments will fit on the cart, throw them on and let's get to the press. All the while, I am checking off my list (whether physically or mentally). The goal is simple: Show up at the press with everything you need to set up and print efficiently.

Okay, you've got everything you need to produce. Missing anything? Oh, maybe some tunes. Now what are you waiting for? Start printing!

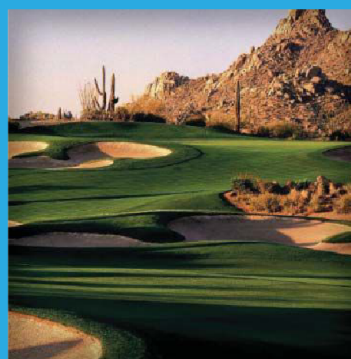
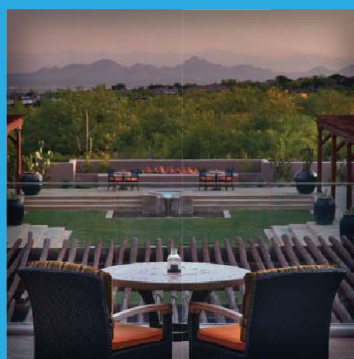
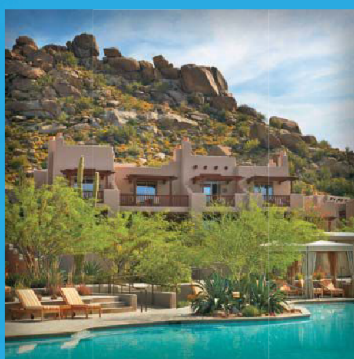
NEW FOR 2014

**ASI POWER
SUMMIT**

SCOTTSDALE

2014

Strategy, growth, revenue, the works: It's all about leadership.



September 14-16, 2014 @ Four Seasons Scottsdale, Scottsdale, AZ
TO SIGN UP VISIT www.asicentral.com/PSregistration

EQUIPMENT CORNER

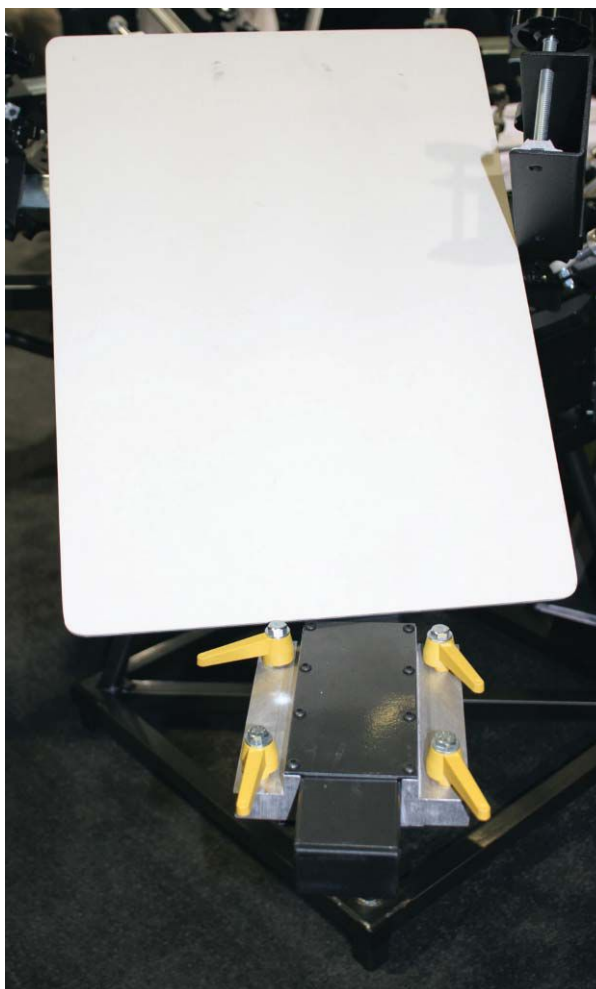
The latest in machines and decoration products

PRESSES AND PALLETS



◀TEX Web PALLET Adhesive – GSG

GSG (circle 100 Free Info Card) carries the TEX Web pallet adhesive that sprays easily and evenly on pallets and holds heavier fabrics. During screen printing it will not shift the fabric. It also bonds to all different kinds of fabrics.



◀Quick-Release Pallet – Workhorse Products

Workhorse Products (circle 101 on Free Info Card) offers the new Mach manual quick release pallet, which is available with any new press or can even be retrofitted to an older press. It has standard levers that release with a quick flip and is easy to install. It is now faster at replacing the four pallet sizes that are available for Mach presses.



◀Oval Automatic Screen-Printing Press – Hirsch International

The new MHM iQ-Oval screen printing press from Hirsch International (asi/14982; circle 102 on Free Info Card) has a new innovation, the iDS Intelligent Drive System, which features a small drive motor on each pallet arm that allows independent operation of each arm. There is also smooth motion in both directions and single, double or triple indexing. The M-Touch Pro tablet/pad main command unit control has full WIFI capability for instant and real-time technical support, and every station has a digital control keypad for primary printing functions.

TRANSFERS



▲CAD-PRINTZ Full Color Sublimation Transfers – Stahls' ID Direct

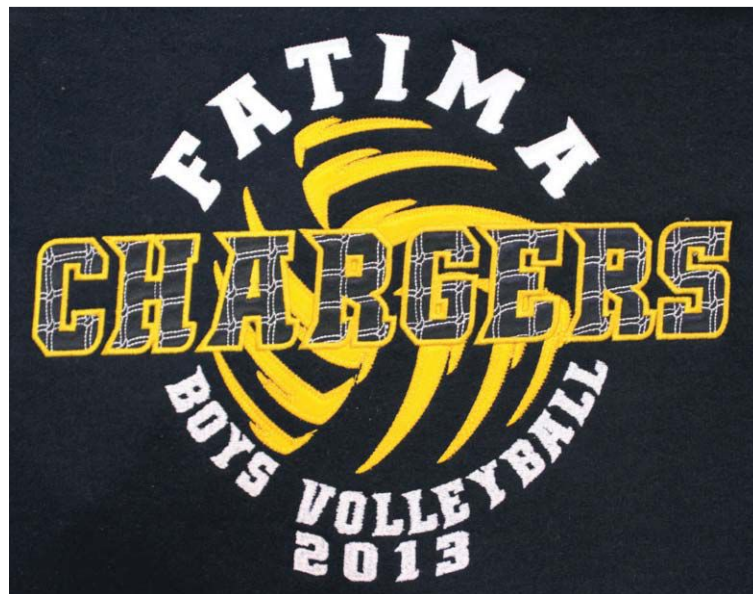
The CAD-PRINTZ Full-Color Sublimation Transfers from Stahls' ID Direct (asi/88984; circle 103 on Free Info Card) is the company's first line of heat applied, custom sublimation transfers. It is designed to offer the look and feel of a dye-sublimated design. Upload the artwork to the Stahls' website and receive the transfers. CAD-PRINTZ Sublimation Transfers may be applied to a variety of sublimated polyester-based hard goods.



◀Custom Rhinestone Designs – Transfer Express

The Transfer Express (asi/91804; circle 79 on Free Info Card) custom rhinestone design is made from high-quality Korean crystals and vibrant colored metal stones. There are 18 colors to choose from, and the design staff will determine what combination of stone sizes will create the best look.

LASERS AND PLATES



▲Upgraded Laser Bridge – BITO

The upgraded Proel Laser Bridge from BITO (circle 104 on Free Info Card) is an embroidery laser that goes across embroidery machines and other work stations. It has gone through a complete transformation that features the latest PLC logic controller technology for improved stability, faster processing time, and faster cutting. It can be integrated with any model of embroidery machine and personalizes your design in many ways.

►CrystalAZE Plate – Inkcups Now

Inkcups Now (circle 105 on Free Info Card) has released the patent pending CrystalAZE plate material, which is specifically formulated to be etched by CO2 lasers. It features finer etch detail, harder plate material and longer life, it is environmentally inert and you can etch with lasers as low as 20Watts.



EDUCATION

►Educational Series – Great Dane Graphics and Graphic Elephants Inc.

Great Dane Graphics (circle 116 on Free Info Card) and Graphic Elephants Inc. (circle 115 on Free Info Card) has released Operation Screen Print. This educational series provides comprehensive training in screen printing's most challenging applications. It teaches everything from creating the proper artwork to preparing screen and printing. It includes a training book along with two DVDs.



CLASSIFIEDS

Custom Embroidery
SINCE 1983

Fawn Industries
www.fawn.com
P: (800) 388-FAWN
E: info@fawn.com

Contract Embroidery, Emblems
Applique, Tackle Twill, 3-D
Digitizing & Art Services

50% OFF
(First Design By New Customer)

1537 Main Street P.O. Box 230 New Park, Pa 17352
ASI / 702575 SAGE/ 66020
UPIC# FAWNEMBR PPAI# 195913

No. 23

dynomite
apparel

In stock tie dyes
ship same day

From
\$5.45

www.dynomite.com
888.777.1916

Tie Dyes. Custom Footwear. Garment Dyeing.

No. 9

asi/78230

Pizzazz
Performance Wear

Same Day
Shipping!

pizzazzwear.com/v17

Scan to
view our
video

No. 18

stouse

MADE IN THE USA

DECALS!

www.stouse.com

DECALS • STATIC CLING • ROLL LABELS • KWIK-SHIP
DOMED DECALS • APPAREL TAGS • BUMPER STICKERS
CALENDARS • HARD HAT DECALS • INDUSTRIAL DECALS

877-764-5757
ASI: 89910 • PPAI 113066 • SAGE 53848 • UPIC STOUSE

No. 22

stouse

MADE IN THE USA

MAGNETS & PLASTICS

Save The Date
Magnets

www.stouse.com

MAGNETS • HANG TAGS • PLASTIC CARDS
RULERS • MINI MAGNETS • BADGES • ID TAGS
LARGE VEHICLE MAGNETS • SHELF DANGLERS

877-764-5757
ASI: 89910 • PPAI 113066 • SAGE 53848 • UPIC STOUSE

No. 23

CUSTOM

EMBROIDERED,
CHENILLE, RUBBER
& PVC PATCHES

(800) 872-8778
quotes@DoctorPatch.com
DoctorPatch.com
Small Ads = LOW Prices!

No. 24

esp is #1.

Choose the best.
Choose **esp**

Call (800) 546-1350 today to
get your subscription.

It doesn't get better
than the best.

ESP® contains hundreds of thousands of ad specialties
from thousands of suppliers.

Here's why it's #1 in the industry:

Top Sourcing Tool
38,000 distributors access this best-in-class product
database to locate products.

Top Customized Website Solutions
A network of 13,000 branded e-commerce sites utilizes
the industry's most accurate search engine.

Accessible Anywhere
7,000 users have downloaded ESP Mobile™ for their
iPad, iPhone or Android.

©2014, Advertising Specialty Institute®. All Rights Reserved.
Other brands are the trademarks of their respective owners. 446-826485-0814

No. 29

**CUSTOM
TRANSFERS**

MIDWEST LETTERING

1-800-848-8289

• Super Low Prices
• "Free" Catalog

No. 27

RSN #	Page #	RSN #	Page #
A/4 Moshay Inc asi/30121	3. 2,3	Hanes/Champion asi/59528	14. 8
alphabroder asi/34063	4. 7	Jerzees	19. CV4
American Apparel asi/35297	5. 1	Midwest Lettering	27. 62
Anvil asi/56842	10. 11	New Balance asi/56842	11. 15
Brother International Corporation asi/12600	28. 53	Next Level Apparel asi/73867	15. 23
Charles River Apparel asi/44620	6. 39	Outdoor Cap Co asi/75420	16. 52
Delta Apparel Inc asi/49172	7. CV3	Pacific Sportswear & Emblems asi/6000296	24. 62
Dunbrooke asi/50930	8. 6	Panther Vision asi/75825	17. CV1
Dynomite asi/51185	9. 62	Pizzazz asi/78230	18. 62
Fawn Embroidery Services Inc asi/702575	23. 62	S & S Activewear asi/84358	1. 25
Fruit of the Loom	25. 29	SanMar asi/84863	20. 17
Gildan Peformance asi/56842	2. 13	Specialty Graphic Imaging Association	26. 18
Hanes/Champion asi/59528	12. CV2	Stouse Inc asi/89910	21. 62
Hanes/Champion asi/59528	13. 4	Stouse Inc asi/89910	22. 62

Wearables AUGUST 2014; Vol. 18, No. 7. (ISSN 1096-3766) (USPS 18113) is published monthly except bi-monthly in April/May and November/December by Advertising Specialty Institute, 4800 Street Road, Trevose PA 19053-6698. Periodical postage paid at Langhorne, PA and additional offices. Subscription rates: free and controlled circulation to qualified subscribers. Non-qualified persons may subscribe at the following rates: USA, 1 year, \$35, 2 years, \$69. Canada, 1 yr, \$39. Outside USA and Canada, 1 yr, \$41 (\$96 airmail delivery). POSTMASTER: Send address changes to *Wearables*, PO Box 2197, Skokie, IL 60076.

AUGUST 2014 WEARABLES READER SERVICE NUMBERS

For products in editorial content

SUPPLIERS RS # Page

Acehigh Tech Corp	96. 24	Forward Printing	94. 22	San Luis Silk Screening	110. 57
American Apparel	82. 21, 32	FPS Apparel	109. 57	Silkworm Inc.	107. 56
Aventa	108. 57	Gildan	88. 49	Special T's	111. 57
Bishop, The Garment Co.	81. 22	Goodview Industries	98. 24	Stahls' ID Direct	103. 61
BITO	104. 61	Graphic Elephants	117. 61	Target Decorated Apparel	90. 19
Blanks Plus	92. 20	Great Dane Graphics	116. 61	The Art Department	112. 57
Bodek and Rhodes	77. 30	GSG	100. 60	Top Promotions	113. 57
Boxercraft	92. 22, 55	Hanes Branded Printwear	115. 57	Transfer Express	79. 31, 61
Brandwear	91. 20, 22	Hirsch International	102. 60	TSB Limited	99. 24
Delta Apparel	89. 49	Inkcups Now	105. 61	Up Top Screen Printing	87. 49
Driving Impressions	94. 21	Members Only	106. 38	Visual Impressions	97. 24, 57
Eva Sportswear	80. 19, 32	Next Level Apparel	85. 27	Vitronic Promotional Group	78. 30
Fersten Worldwide/FILA Golf	93. 20	Panther Vision	114 Cover, 10	Wet Effect	84. 33
Footprints USA	76. 30, 31	S&S Activewear	93. 22	Workhorse Products	101. 60



Over the Rainbow

Fundraising has a reputation for being a necessary evil: It's essential for keeping an organization's bills paid, but often a difficult undertaking, even in the best of economic climates.

But don't tell that to the PTA at Spark Matsunaga Elementary School in Germantown, MD. The group's participating parents and teachers have combined their collective business and marketing know-how to plan and run numerous successful fundraising events, including a fun run, health fair, silent auction, field day, book fair, class parties and field trips. Additionally, at virtually every event, they make sure a wide variety of branded items – what the school calls Gecko Gear after its reptilian mascot – are available for sale. Students, parents and staff can shop for vintage tees, polka dot umbrellas, even shoelaces.

But the school's most popular promotional item by far is the Matsunaga Class Level Tee. Back in 2009, the PTA decided to launch a consistent fundraiser for the school, and settled on different-colored tees for each grade. Sonic Promos (asi/329865) was asked to screen

print them.

"The kids commit the color chart to memory," says Lindsay Hixson, brand manager at Sonic Promos, "and even the youngest students will happily tell you which color is next for them at any given time. They've been great for the school. Before the tees, Gecko Gear pulled in roughly \$3,400 per year. In just 12 months, that figure rose to nearly \$10,000."

In addition to the financial benefit for the school, parents say the anticipation of a new T-shirt enthruses their kids in the days leading up to the beginning of the school year. "Every month, the school holds Spirit Day," says Hixson. "Students who wear the class or school colors can earn special treats or class parties. Any clothing item in the right colors counts toward the goal of 100% spirit participation, but many of the kids choose to wear their Class Level Tees. They remind each child that they're part of a class, a school and a community larger than themselves, and that's the real benefit of an active and involved PTA." – *Sara Lavenduski*

delta dri



116535 performance adult unisex short sleeve tee

- 4.3 oz. (146 g)
- 65% Polyester / 35% Combed, Ringspun Cotton
- Moisture wicking performance
- Anti-microbial treated for odor control
- Short set-in sleeves
- 3/4" seamed rib knit collar
- Taped neck and shoulder seams
- Two-needle sleeve and bottom hems
- Tear away label is easily replaced with yours



616535 performance adult unisex long sleeve tee

Introducing tees that help keep you dry while you work up a sweat. This performance blend wicks moisture away from the skin and has an anti-microbial finish for odor control.

A must-have for serious athletes and weekend warriors alike.



Delta Apparel

2750 Premiere Parkway, Suite 100 - Duluth, GA 30097

T 800.285.4456

F 678.775.6992

800.588.0199

asi/49172

www.deltaapparel.com

**PERFORMANCE
STARTS WITH**



Don't sweat it. Get all the benefits of 100% poly tees in a surprisingly soft, cottony hand.

Made with advanced moisture management and odor control, JERZEES® SPORT t-shirts provide the ultimate in comfort. Plus, they look and feel just like cotton. No sticky sheen or snagging here, and they're more affordably priced than typical all-poly tees.

*Performance is proven.
Comfort starts here.*

JERZEES.com • 800.321.1138

JERZEES®

SPORT
WITH MOISTURE WICKING

**Exceptional for sublimation printing,
with blow through resistance.
Hi-Def treatments are a cinch.**