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GARMENT MATERIAL AND LOGO PLACEMENT

The material of an article to be embroidered, as well as the placement of the logo, will often influence digitizing and embroidery decisions and results. Uneven, loosely knit, and elastic or stretchy surfaces usually provide the worst results, especially with fine details and small lettering. Smooth, tightly knit, sturdy and inelastic materials provide the best embroidery results. Thick, heavy, or plush materials (e.g. leather, terry cloth or fleece) present their own unique challenges. A good custom embroiderer can at least partially compensate for difficult sewing conditions through adjustments in the embroidery file (i.e., digitizing), the use of special materials (e.g., water soluble toppings such as solvy, finer threads, special or additional backing), and adjustments to production conditions (e.g., thread and bobbin tensions, machine speed, garment hooping).

The location or type of garment to be embroidered is also important. Certain logos may be too large to embroider on a pocket without sewing it shut. Hats and visors which have curved surfaces must be embroidered from "center out" and "bottom up" in order to eliminate distortions in the embroidery or waves and buckling in the fabric. Bags and other garments with piping, grommets, and heavy zippers may create obstacles for proper, stable hooping. And certain objects such as large bags, socks, slippers can be difficult to accommodate on an embroidery machine because of their shape and/or size.

With a good contract embroiderer it is important for the client to share as much pertinent information as possible about the type of garment, material, and logo design and placement prior to digitizing in order to create the best possible embroidery file. Once the garments are in house, the embroiderer makes additional, production-related adjustments to further optimize results. Say it in Stitches draws on many years of industry leading experience in advising clients on joint decisions which lead to beautifully embroidered apparel and accessories.