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## **CONTRACT EMBROIDERY SERVICE EXCELLENCE**

In moments of market weakness it is difficult for embroiderers and distributors of embroidered apparel to resist the temptation of competing primarily through price. It is *especially* at these moments that embroiderers should be debunking the fallacy that "embroidery is embroidery". Differences in embroidery quality from one contract embroiderer to another can be very significant. Apart from that, differences in an embroiderer's speed and customer service can empower distributors to be more effective in getting new business and building strong relationships with their clients. These relationships will often protect them against competitors who might otherwise take away embroidery customers based on price differences of a few pennies. Say it in Stitches prides itself on its fast and timely order turnaround and on the attention to detail that prevents mistakes and allows customers to focus on building their businesses instead of managing their embroiderer.

Order turnaround time and deadline management are critical for any manufacturer. Performance in these areas is often an issue in the apparel decoration field where professional management methods are frequently absent. Say it in Stitches employs rigorous capacity management and production planning systems to schedule production and optimize the use of its embroidery resources, whether capital or labor. With 66 embroidery heads that operate a minimum of 17 hours daily, there is ample capacity to manage any client embroidery project and a high level of flexibility in reallocating resources. Embroidery machines dedicated to hat embroidery can be quickly re-configured to embroider flat garments, and vice versa. Additional embroidery machine operators and supervisory personnel are available to meet demand "spikes". And highly organized job check-in, job set-up, and tracking systems ensure that adjustments are quickly made to correct any temporary deviations from production plans. This meticulous project management throughout the job lifecycle enables 100% on-time completion and extraordinary turnaround times (sometimes just hours) when required.

Say it in Stitches emphasizes excellence in all aspects of its contract embroidery service and views its success through that of its clients. And by focusing on long-term relationships with embroidered apparel distributors we can provide clients a high degree of flexibility regarding the terms and conditions for any individual project.