

Embroidery

Written by Administrator

Thursday, 29 December 2011 08:38 - Last Updated Thursday, 29 December 2011 09:37



About Embroidery

Our experienced Logo Specialists have what it takes to make your logo shine. Embroidery adds depth and dimension to your logo that is impossible to achieve in printing. Upon viewing your embroidered logo for the first time, we hope you'll be amazed by the beauty and luster of the different color threads, and genuinely impressed with how the light reflects your logo's details.

We guarantee you will be delighted with the way your logo looks in embroidery. If for any reason you are not, we will continue to work on it until you are pleased. We take pride in our work. We want you to be proud to wear your embroidered logo.

What Will Your Logo Look Like In Embroidery?

Logos designed for letterhead, business cards, or the web are usually only two dimensional. Embroidered logos are three dimensional. Because that third dimension is achieved by using thread, sometimes it is necessary to make minor changes to achieve the best results.

Setup Fee

All embroidered logos are measured in stitches. The bigger and more complex the logo, the longer it takes to digitize. We define a standard-size logo as generally having less than 11,000 stitches. Most of our customers' logos actually require far fewer than 7,500 stitches, so odds are very good that your logo is standard-size. When you place your order our Logo Specialists will evaluate your logo, absolutely free, to help you determine what works best for you and your organization.

If your logo is complex they will recommend changes to ensure that your first logo can look it's best

Printing vs. Embroidery

Most logos we receive were originally designed for printing on letterhead or business cards. Printing is a much more flexible medium than embroidery. In print, letters can be much smaller and colors can be blended more intricately than in embroidery. Embroidery, however, has the advantage of being three-dimensional; it has texture, as well as length and width. Embroidered logos have character, durability, and, often, great beauty.

Because we frequently receive logos designed primarily for printing and convert them to embroidery, we often need to "tweak" a logo to achieve the best results for embroidery. We do not charge for that. It's just our way of making sure that your embroidered logo looks good. Our

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seasoned Logo Specialists will work with you to convert your printed logo into an embroidered masterpiece.

Minimum Letter Size

The biggest challenge in embroidery is lettering. Because of thread and needle thickness, letters cannot be smaller than 1/4 inch tall. Most printed logos have text that is smaller than that, and sometimes we need to do a little "reformatting" to keep the overall size appropriate for a shirt. Logos with excessive detail also often need to be simplified a bit to achieve consistent, reliable quality, time after time.

We'll keep you informed of each "tweak" and "reformat". We'll ask you to approve every change. After all, it's your logo and, here at Choice Image, it is always your choice. We'll work with you to get your logo "just right". Our finished products all carry our Industry-Unique, Unconditional, Ten-Year Guarantee. We can't afford to get it wrong.

Overall Size Restrictions

There are several problems with embroidering a logo that is too large or too complex. One strand of embroidery thread doesn't, by itself, weigh very much. Tens of thousands of threads, however, can really put a strain on any fabric. As a result, a shirt with an excessively large, extremely complex logo will sag and be uncomfortable to wear. It may look fantastic hanging in the closet, but that's not what custom embroidered apparel is designed to do.

We sell some of the best quality, most comfortable shirts in the industry. We want you to enjoy wearing them. Another problem with embroidering a logo that is too large or too complex is time. Designing for embroidery is an art. It is called digitizing and, here at Choice Image, Inc., that job is done by skilled professionals. They write the code that tells our embroidery machines where to place each stitch. It's a time consuming and very important part of the process.

Companies less concerned with quality use off-the-shelf digitizing software and unskilled labor to perform this task. Poor digitizing leads to poor embroidery. It is neither attractive nor durable. None of those companies offer an Unconditional, Guarantee. They can't.

Larger, More Complex Logos Take More Time

Of course, large, complex logos require more time to convert into embroidery-ready art. Digitizing a gigantic, complex logo is the equivalent of creating a tapestry, point by point. It can take most of the day for one artist to make that single conversion. In addition, once that logo goes into production, it will take a significant amount of time to embroider it and to trim the finished product.

Over the years, we have learned that some organizations need to have a large logo. We have the experience, expertise, and equipment to process large, complex logos and we've performed that service for thousands of professional and amateur organizations throughout the country. But, please understand, that due to the many additional hours of skilled labor and machine time it takes to process large logos, we are forced to charge additional fees for digitizing and running them. Our Logo Specialists will ensure that you are aware of any additional charges before we start to process your order.

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Selecting Thread Colors

OK, your logo has been digitized and approved, and your shirts have been selected. Oftentimes, the color of the thread can make a significant difference on how your logo looks on different color products. Some people order everything in just about the same color. Others, however, like to mix it up a little. Many of our products come in a wide range of colors.

However, we do have one restriction. It's a simple concept, but sometimes difficult to explain.

Within an individual order, different shirt colors can have different logo colors, but all shirts of the same color, must have the same logo colors.

For example, if your order has red, white, and blue shirts, the red shirts must all have the same color embroidery, the white shirts must all have the same color embroidery, and the blue shirts must all have the same color embroidery. All the red shirts could have white embroidery, all the white shirts could have blue embroidery, and all the blue shirts could have white embroidery, but you could not have some of your red shirts with white embroidery, some with blue embroidery, and some with red embroidery.

Your actual embroidery is done on a cutting-edge, multi-head, computerized embroidery machine. While it is impossible to have good embroidery results without top quality digitizing, there are many factors in how an embroidery machine is operated and maintained that determine the ultimate quality of the embroidered art.

Although much of the process has been automated over the years, embroidery remains an art, not a science. The best practitioners are highly sensitive to the history and nuances of the craft. They are passionate and take great pride in their work.

Preparing Garments for the Embroidery Process

In preparing a garment for embroidery, it is first "hooped". This hoop is then inserted into a frame (called a pantograph) which moves vertically or horizontally as the embroidery needle moves up and down.

When the garment is hooped, a paper-like material called pellon or backing and other materials are often placed behind the garment. This material aids in stabilizing the fabric and improves the clarity of the embroidery. When the embroidery is finished, any excess backing material is trimmed from the edges on the back of the design, and the shirt is lightly pressed and prepared for shipping. When you receive your garments, if you look behind the embroidery you will often see some embroidery backing remaining. Much of this will wash away over time, as it ceases to serve any function. Without it, however, embroidery is impossible.

A typical design only takes about 10 minutes to actually run, but machine set-up, hooping and then removing the hoop, trimming loose threads, packing, and inspecting will generally double this time in production.

The bigger the design, the longer it takes to run. The more complex the design, the longer it takes to trim all the loose threads and prepare the shirt for shipping. Extraordinarily large or complex designs may require an additional run charge. Although this is rare, we will discuss it

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with you prior to entering your first order. If you wish, we'll work with you to simplify your logo or reduce its size. Our Logo Specialists are experienced and knowledgeable. Let them put that experience to work for you.

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