



SCREENPRINTING & EMBROIDERY

CUSTOM DESIGNED T-SHIRTS, TEAM GEAR, CORPORATE WORK ATTIRE, BRANDED FRANCHISE UNIFORMS, WE DO IT ALL!

This piece is here to answer questions you may have and offer some helpful hints for a “seamless” screenprinting and embroidery experience.

What can Sigler do for me?

Not only can we provide custom, unique items and artwork, we can also customize your partnership with us! Here are a few examples of the types of work we can do for you:

1

OUTFIT YOUR SPORTS TEAMS, FUN SHINDIGS AND SPECIAL CELEBRATIONS WITH CUSTOM-DESIGNED APPAREL.

FAMILY REUNIONS | SPORTS TEAMS | BIRTHDAY PARTIES | FUNDRAISERS

“ I have been working with the good folks at Sigler for more than 10 years, outfitting my kids' sports teams with fun gear. They offer great quality items with top-notch screenprinting and embroidery. The art department is creative and quick and my customer service rep is wonderful. I truly appreciate the quality and customer service I've received and will continue to order from this great company.

~ Kamie Haynes

2

DRESS YOUR BIG EVENT FOR SUCCESS.

IOWA GAMES | ROSE BOWL | LIVE HEALTHY IOWA | DES MOINES ARTS FESTIVAL

“ Sigler really goes the extra mile by meeting timelines for both delivery as well as getting you the necessary materials to meet all your customer's needs. I have worked with them for over 10 years and I will not use anyone else!

~ Mark Blunk, Game Fan Outfitters

3

YOU SUPPLY THE GOODS, WE'LL PUT YOUR MARK ON IT.

“ We have been using Sigler's services for apparel imprinting for years. They work diligently, whether the goods are purchased direct or provided, to insure a high-quality print with fair and competitive pricing. Sigler's service is always friendly, prompt and timely.

~ Tricia White, Manager, Elsmore Swim Shop

4

PROCUREMENT AND DESIGN ALL THE WAY THROUGH DELIVERY AND TRACKING. WE'LL EVEN MANAGE YOUR ONLINE STORE.

“ From uniforms and apparel to promotional items to the design and printing of customized direct mail, Sigler's partnership has helped us uphold our brand and maintain our bottom line.

~ Randy Shacka, President, Two Men and a Truck

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How much does it cost?

Because there are so many options, pricing is determined by a number of factors:

1. QUANTITY

We produce single items or orders into the thousands. Price breaks begin at **12-COUNTS.**



HELPFUL HINTS:

As quantity increases, the cost per piece decreases. Keep this in mind when ordering. If you know you will need more later, order more to reap cost-saving benefits!

2. ITEM

Our vendor partners provide us with a large selection of top-quality, name brand items at a variety of price points.



HELPFUL HINTS:

As with YOUR brand, we are also brand stewards for our vendors' brands. Sizing, placement and color combinations matter when it comes to big names like Nike and Oakley.

3. DECORATION

Consider the item, type of artwork and quantity when choosing your decoration. The three main decoration options and their pricing factors are screenprinting, embroidery and heat press.

DECORATION TYPE	screenprint	embroidery	heat press
COST FACTOR	number of ink colors for each location	number of stitches in your design	size and amount of letters and numbers
COMMON ITEMS	t-shirts sweatshirts tote bags	polos hats duffel bags	jerseys team apparel personalized items
COMMON FABRICS	cotton polyester canvas	pique knit polyester nylon	cotton polyester performance
TYPICAL QUANTITIES	1 - 50,000	1 - 5,000	1 - 50

YOUR APPAREL CAN SHIMMER, SHINE AND RISE ABOVE THE REST WITH:

GLITTER



FOIL



NEON



PUFF



SUEDE



RHINESTONE



4. DESIGN

Our talented design staff can create unique designs with a range of complexities to fit your needs and budget. You won't find your artwork on a clipart website or an online template. Have a pre-existing design? No worries, we will accept your vector artwork or digitized files.



simple
free



standard
\$39+



complex
\$99+



extreme
\$299+

HELPFUL HINTS:

If you're sending us artwork to screenprint, we prefer .ai or .eps vector files.

5. LOCATION

How many and which areas of a product are you decorating? Some common locations are:



- 1. Full Front**
- 2. Left Chest**
- 3. Right Sleeve**
- 4. Bottom Hem**
- 5. Back Tag**
- 6. Full Back**



DID YOU KNOW?

Youth and adult garments require different artwork because of the size difference. Although the artwork is identical, it may be considered two separate designs. Max youth size is 9.5" by 12" and max adult size is 14" x 17".

6. FINISHING

No order is complete without the finishing touches. We offer:

**individual
packaging**



**custom
hang tags**



**multiple piece
assembly**



HELPFUL HINTS:

We have many "tagging" and "bagging" options for you — here are a few:

TAGGING:

- Screenprint a back tag inside the garment
- Sew in a custom created tag
- Remove an existing tag
- Fasten a tag or label to any part of the garment

BAGGING:

- Fold, bundle and assemble garments with a custom-printed belly band
- Wrap individually with a custom-designed and printed insert
- Insert into a polybag, or a branded bag that you provide

7. FINAL DELIVERY

We will ship to you or store items in our facility. Our fleet delivers to and picks up from Central Iowa, including two daily trips to Des Moines. Our central Midwest location allows for faster and more cost-effective shipping to most locations.

HELPFUL HINTS:

We can use your preferred shipping carrier and shipper number, or you can leave it to us to handle everything.



How long does it take?



RUSHES HAPPEN. We know this. And because we want our clients to meet THEIR deadlines, we have the ability to run multiple screenprinting shifts, along with an option for procuring garments within 24 hours for a speedier turnaround.

Our typical turnaround time is 7-10 business days after proof approval, however we are flexible and will always do our best to meet your timeline. Factors that affect the project timeline include:

- **extra design time and unplanned rounds of proofing**
- **extremely large production volumes**
- **items on backorder**
- **specialty packaging and assembly**
- **licensing approval**

DID YOU KNOW?

Sigler is licensed and approved by various organizations to produce some of your favorite team or school apparel. If we don't have a license for the specific group or team you're interested in, we would gladly look into acquiring the license or could help pair you with a vendor who does! Sigler proudly works with license-providers including Major League Baseball Properties, The Collegiate Licensing Company, Learfield Licensing Partners and Licensing Resource Group to name a few.

What does **that** mean?

Screenprinting and Embroidery industry terms you may hear when working with us:

Applique: Embroidery process that involves using cut pieces of fabric sewn into a design in place of large fill stitch areas. The process is used to reduce stitch counts in large designs and/or to create a unique appearance.

Artwork: Common term for an image or text that will be used for printing.

Backing: Woven and non-woven material used underneath the fabric being embroidered to provide support and stability. Available in two basic types: cutaway and tearaway.

Base: A layer of white opaque ink that is printed on a dark shirt for other ink colors to sit on. This gives the top colors more brilliance. We do not charge for use of a base.

Colorway: A color or arrangement of colors; any range of ink colors in which a style or design is available.

Digitizing: The action of converting a graphic design into computerized instructions that tell an embroidery machine how to sew a design.

Embroidery: Decorative stitching on fabric. Generally involves non-lettering designs, but can also include lettering and/or monograms. Evolved from hand embroidery to high-speed multi-head machines.

Foil: Brilliant, high-gloss metallic foils applied with a heat press.

Hand: How a print feels when touched. A print is commonly described as having a soft hand or a rough hand.

Ink: Common term used to describe the printable substance that is used to make a print. In the textile printing business, the most widely used ink is plastisol.

Proof: A sample print. May be supplied to the customer as a hard copy or as an electronic PDF representing the final product.

Puff Ink: A special effect type of plastisol ink that "raises up" or expands dimensionally during the curing process.

Satin Stitch (Column Stitch): Formed by closely arranged zig-zag stitches. Can be laid down at an angle with varying stitch length.

Sew-out: A completed sample of the embroidered design on a piece of fabric similar to the actual garment. This serves as a "proof" of the design before it is stitched on to the actual garment.

Soft-Hand Extender and Fashion Soft Additive: Ink additives that will "thin" the ink and reduce opacity. This produces a very soft feel to the print on the shirt. Fashion Soft produces a more dramatic effect than Soft-Hand.

Stitch Count: The number of stitches it takes to embroider a logo or design. Stitch count is based on the size or complexity of the design and is a factor in determining pricing.

Vector Art: Images that use points, lines, curves and shapes based on mathematical expressions. These images are usually created in programs such as Illustrator, CorelDraw, or Freehand to name a few.

Zigzag Stitch: The zigzag stitch is stretchy, durable, and nice to look at, making it very versatile in nature.

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