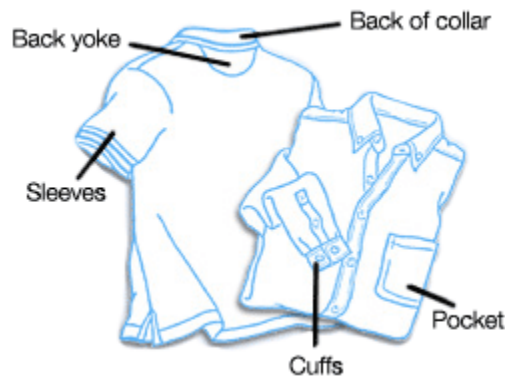


Apparel Advertising Tips

Embroidered Logo Placement

Consider these lesser-used, but highly-noticeable garment locations for a unique logo/artwork placement.



Screenprinting & Considerations



It's important to remember that every color you want used in your artwork means another screen to create, set-up, and print through. The costs connected with these screens depend on the techniques used.

It's always beneficial to print more items than less because of the set-up charges involved. If in doubt about the final quantity of screenprinted items you'll need, it's often more economical to order more than you think will be required.

Every color has an associated cost; different colors have different chemical make-ups, which make them more or less expensive than others.

Drop shadows, shading and anything that blends from light to dark will probably end up looking like a series of dots and should be avoided. (This does not apply to single-color halftone gradients).

Most likely, the following special requirements will add to your screenprinting costs:

- *If you need your screenprinting to match an exact color, requiring inks be custom-mixed to achieve that PMS color*
- *The process that allows colors to show correctly on dark goods*
- *Additional locations on a garment*
- *Special (not the normal) logo locations*