

APPAREL DESIGN PROCESSES



VISUAL
MARKING
SYSTEMS



Screen Print

Uses coated screens to place ink onto garments, one color at a time or with separate screens

- Vibrant colors
- Durable
- Professional
- Cost effective for high volume orders



Embroidery

A small design is stitched into the fabric with colored thread

- Professional and permanent
- Priced per stitch
- Appears 3 dimensional and "pops" due to coated threads having a natural sheen



Heat Transfer

Uses a vinyl cutter to cut out designs while heat adheres cut vinyl to product

- Vibrant colors on solid/printed vinyl
- Durable
- Easily customizable
- Great for small orders and detailed lettering/designs



Direct-to-Garment

Prints Ink directly on cloth and works better on white garments >50% cotton compared to darker items

- Unlimited Colors
- Reduces Steps
- No heavy ink sitting on top of garment
- Easily customizable
- Great for small orders



Direct-to-Film

A process where a graphic is printed onto film then put onto apparel by heat press

- Great for detailed and complex artwork on a variety of materials
- Quicker process
- Best used in small to medium print runs