



PROMOTIONAL ITEMS. USING EMBROIDERY AND HEAT TRANSFERS IN PROMOTIONAL CLOTHING

Promotional items are excellent marketing tools that spread knowledge about your brand. Wearable clothing has become one of the most popular types of promotional items. No matter what the business type whether casual or corporate, athletic or recreational, promotional clothing is a great way to help your business.

Promotional clothing can be created in several different ways. Embroidered clothing is unsurpassed in popularity and gives the best look overall. However, heat transfers can also be used on promotional clothing or items. Heat transfers are ideal for items where you want to display a really large logo or picture, up to 14 inches. Heat transfers have this advantage over embroidery, as well as being a less expensive method to customize clothing. Using embroidery for a logo of that size would be quite costly, as embroidery is priced by the stitch. Also, embroidery of that size is not recommended for light fabrics as the push and pull of the needle through the fabric can cause wrinkling or distortion.

Embroidery is best used with a smaller logo, in which case it can be used on a variety of garments and fabric types. When choosing which logo to use for embroidered clothing remember to keep it simple as more complex logos require more stitching, and are thus more expensive. Embroidery Authority is prepared to design a custom logo for your business or group, or digitize your existing logo to make it embroidery ready. This process of digitizing yields the best looking logos on embroidered clothing, with a clean, efficient, and organized embroidered clothing.

Promotional items are available for any type of group, whether for sports team or company oxford shirt. Heat transfers work great for sports teams where a large logo can be used. Embroidery Authority also has a custom machine that can put heat transfers on sports fabrics like 100% polyester, perfect for uniforms as well as promotional items for fans and team supporters. When creating promotional items for a corporation or business, any method can be used and can be selected to perfectly suit the qualities of the organization.

Whatever your trade, whatever you passion, it is simple to put it on promotional items for all to see. Whether promoting sports, or business, or any other type of organization, using embroidery or other methods to customize clothing is one of the best ways to spread awareness.

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