

FAMILY-OWNED &
FASHION-FORWARD

PROMO

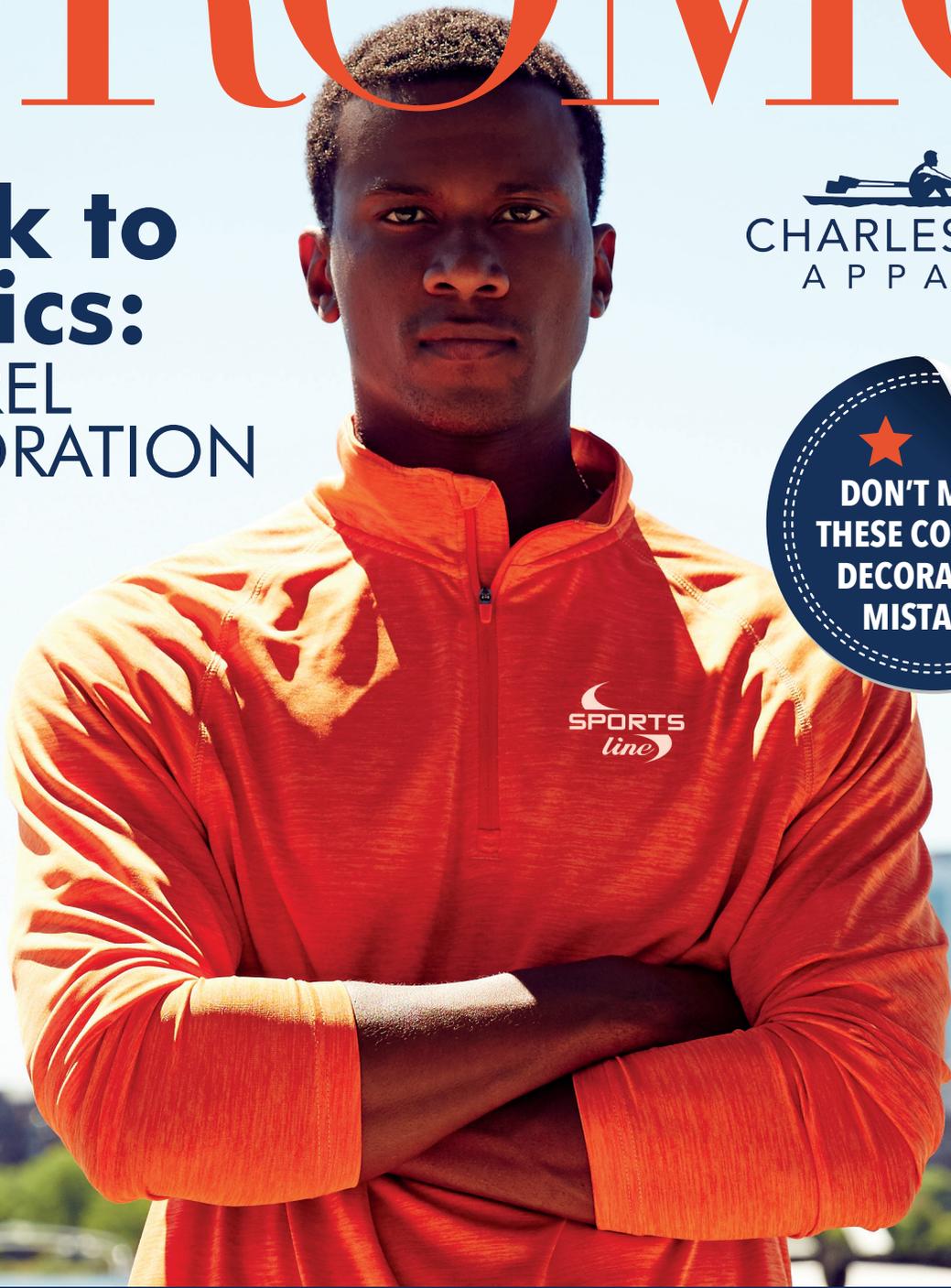
APPAREL

Back to Basics: APPAREL DECORATION 101



CHARLES RIVER
APPAREL®


**DON'T MAKE
THESE COMMON
DECORATION
MISTAKES**



SIMPLIFY YOUR STYLE:
STREAMLINE YOUR DECORATION CAPABILITIES!



Refresh yourself on the basics of apparel decoration so you know which types are best for each product, and which to suggest for different types of artwork.

Let's Begin!

LESSON 1: EMBROIDERY

RECAP:

Embroidery is the act of taking a design, **turning it into stitches** and then producing it on the garment with thread.

TRY THIS:

As for fabrics, try cozy knits and fleece items for trendy, retail-quality pieces.

PRO TIP:

Charles River Apparel suggests using a **hooping system** to take the guesswork out of your embroidered design's placement. It will also help ensure you get straight lines every time!



LESSON 2: SCREEN PRINTING

RECAP:

Screen printing is the act of **forcing ink** onto a piece of apparel through a prepared screen of fine material **to create a picture or pattern**.

TRY THIS:

Pick heathered fabrics - even single-color designs will look amazing, thanks to the multicolor fabric.

PRO TIP:

Charles River Apparel says to look out for **dye migration**. Make sure you always use an underlay beneath your design to prevent your ink and fabric dye from mixing.



LESSON 3: HEAT TRANSFER

RECAP:

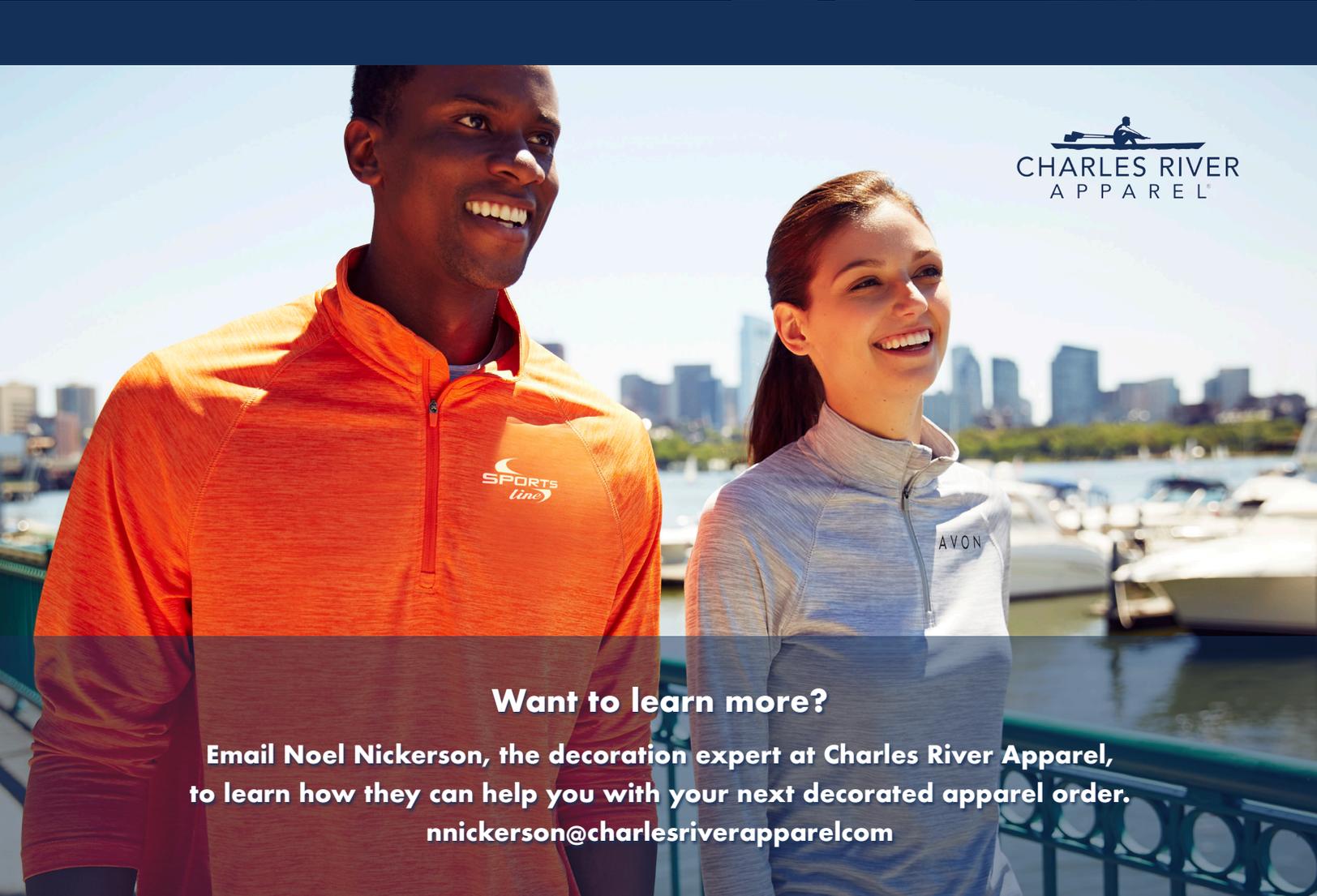
Heat transfer is like an iron-on sticker. Your client sends over their artwork, which is produced upside-down and backwards. Then, using heat and pressure, it is transferred to their apparel item of choice.

TRY THIS:

Lightweight apparel or apparel with pockets are great for heat transfer, as embroidery can weigh them down and pockets might limit screen printing space.

PRO TIP:

Charles River Apparel recommends using a piece of fleece or sweatshirt material over your design to help dissipate heat and protect your garments.



Want to learn more?

Email Noel Nickerson, the decoration expert at Charles River Apparel, to learn how they can help you with your next decorated apparel order.

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ABOUT CHARLES RIVER APPAREL

It all started with a rain jacket.

Since 1983, Charles River Apparel has been providing stylish and quality apparel for men, women and children, all tied to their roots in beautiful and historic New England. From high-performance outerwear to cozy knits and trendy athleisure, Charles River has it all - and you can bet every order will come with their authentic touch and award-winning customer service.

Family-owned and fashion-forward, Charles River Apparel is the brand you want to work with for apparel that feels as good as it looks.

Want to work with us?

Visit us at www.charlesriverapparel.com/distributorregistration

Already a part of our family?

Reach out at custserv@charlesriverapparel.com,
or give us a call at **(800) 225-0550**.

