



**SUPER TRENDS
IN DECORATION**

2

**10 ASTONISHING APPROACHES
TO ELECTRIFYING EMBELLISHMENTS IN 2020**

Suit up and get your gear, **TRUE BELIEVERS!** It's time to discover the **LATEST** and **GREATEST** apparel **DECORATION TECHNIQUES**, just in time to prepare you for the challenges to come. These up-and-coming trends make an **UNFORGETTABLE IMPRESSION** anywhere they're seen.

TRENDING TECHNIQUES

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THE FANTASTIC ELASTIC

Stretched to the limit but never breaking, you keep the world safe for bright colors and bold ideas.

Silicone transfers are a dimensional, heat-applied decoration with a soft, rubbery feel and a matte finish. They are natural dye blockers and highly flexible, stretching with the fabric.

SEEN IN:

Sports retail
Outdoor adventure
Extreme sports



SILICONE

TRADITIONAL TECHNIQUES
TREND IS BASED ON:



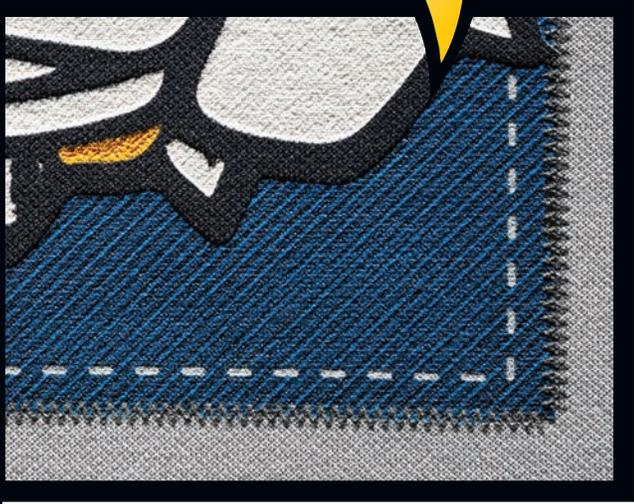
HEAT
TRANSFERS

ST370
Sport-Tek®
CamoHex Tee



PC590H
Port & Company®
Performance Fleece
Pullover Hooded
Sweatshirt

**SIMULATED
STITCH**



THE STALWART SUPPORTER

Stand up and show your colors. Your allegiance is strong every day of the week, every hour, every moment.

A heavy varsity-stitched appearance without the needle and thread – simulated stitch decorations use screen printing, heat transfer, laser etching or a combination of these to create this unique look.

SEEN IN:

- Fleece
- Polo shirts
- T-shirts

TRADITIONAL TECHNIQUES TREND IS BASED ON:



THE COMPLETIST

There are no half-measures. For you, the job is never done until it's done all the way.

A special type of transfer using superheated ink that penetrates fibers, dye sublimation can create full-color photorealistic images on an end-to-end surface or in small spot areas.

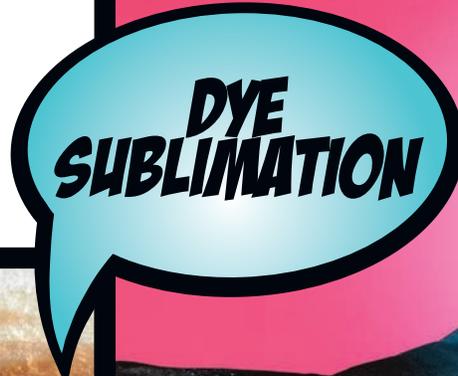
SEEN IN:

- Entertainment venues
- Sports
- Concerts

TRADITIONAL TECHNIQUES TREND IS BASED ON:



DYE
SUBLIMATION



PT49
Port Authority®
Sublimation
Beach Towel

A800
Port Authority®
Market Full-Length
Bib Apron



THE AMPLIFIER

With the power of light, you lead the way into adventure. Whatever the future holds, you face forward and go boldly.

Laser etching uses tightly-focused beams of light to burn away small layers of fabric, creating a tonal decoration. Lasers can also be used to etch decoration onto leather patches or applique.

SEEN IN:

- Retail
- Outdoor adventure
- Bar and restaurant uniforms

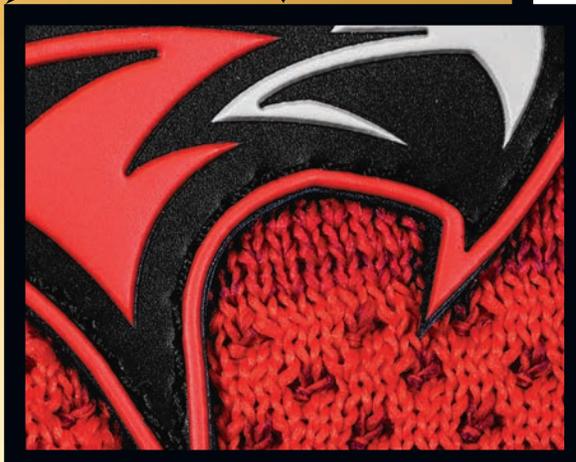
TRADITIONAL TECHNIQUES TREND IS BASED ON:



LASER
ETCHING



NE906
New Era®
On-Field Knit
Beanie



THE DURABLE DUO

Stand out from the crowd and make your statement clear. You make a positive impression everywhere you go.

Dimensional relief transfers with high and low relief portions using different colors. 3-D molds add a three-dimensional texture and are also available in metallic, high-gloss or standard finishes.

SEEN IN:

- Extreme sports
- Urban wear
- Surf and snow sports

TRADITIONAL TECHNIQUES
TREND IS BASED ON:



HEAT
TRANSFERS

CRYSTAL CLARITY

With glimmer and gleam, your truth shines brightly for all to see. Bring the light to illuminate the darkest night.

An ultra-cool foil decoration with a shiny finish in dozens of patterns, applied with heat transfer. This style is ideal for personalization as well as logos.

SEEN IN:

Fashion Retail

Rec League Sports

FOIL



DT6503
District® Women's
Very Important
Tee® V-Neck

TRADITIONAL TECHNIQUES TREND IS BASED ON:





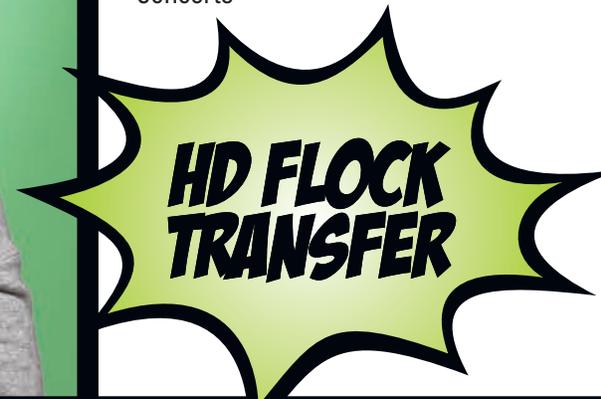
THE ENTHUSIAST

As a true fan, you express your devotion with vibrant colors and unabashed fervor.

With a raised and heavily-textured hand feel, High-Detail Flock Transfers can be used to create a colorful, vintage look with incredible detail in the design.

SEEN IN:

- Entertainment venues
- Sports
- Concerts



LPC78ZH
Port & Company®
Ladies Core Fleece
Full-Zip Hooded
Sweatshirt

TRADITIONAL TECHNIQUES TREND IS BASED ON:



HEAT
TRANSFERS



EMBROIDERY

THE MERGER

You make the most complicated task look easy, with a natural style that blends cutting-edge know-how and old-school wisdom.

Hybrid transfers mix digital print and screen print technology to create full-color logos with no outlines or borders with water-based inks. These are eco-friendly and can be applied to most fabrics.

SEEN IN:

Sports
Tourism

BG905
Port Authority®
Hip Pack

**HYBRID
TRANSFERS**

TRADITIONAL TECHNIQUES
TREND IS BASED ON:



SCREEN
PRINTING



DTG



W644
Port Authority®
Broadcloth Gingham
Easy Care Shirt



**UNIQUE
PLACEMENT**



DOCTOR ASTONISHING

At the edge of vision, you appear out of nowhere, taking them by surprise, mesmerizing with spellbinding colors and shapes.

A unique, out-of-the-norm placement can give your customers a different look and reinforce their brand with all-over prints, side prints or sleeve and leg prints.

SEEN IN:

- Hospitality venues
- Sports apparel
- Fashion retail

TRADITIONAL TECHNIQUES TREND IS BASED ON:



SCREEN
PRINTING



HEAT
TRANSFERS



LASER
ETCHING



EMBROIDERY



PAD
PRINTING

THE ECO-WARRIOR

The road to a brighter world lies ahead. The changes you make today will pave the way for future generations to follow.

An eco-friendly technique which passes most industry standards and results in a smooth, seamless decoration. This type of transfer was designed with big brands in mind.

SEEN IN:

Sports
Athleisure
Fashion Retail
On-Demand Printing



**TRADITIONAL TECHNIQUES
TREND IS BASED ON:**



HEAT
TRANSFERS

DT671
District® Women's
Featherweight French
Terry™ Hoodie



TRADITIONAL DECORATING TECHNIQUES



SCREEN PRINTING An imprinting method in which an image is printed onto fabric, by straining ink through a stenciled screen that was stretched over a frame.



EMBROIDERY The art of embellishing a piece of apparel with a needle and thread or yarn to create depth, movement and detail.



DIRECT-TO-GARMENT PRINTING (DTG) Also known as Digital Textile Printing, DTG uses specialized inkjet technology to print detailed, colorful graphics directly onto apparel.



HEAT PRESS/HEAT TRANSFER The use of a heat press to transfer a design onto an apparel surface, popular for small runs, sports uniforms and specialty finishes.



EMBOSS Embossing creates raised relief images on apparel surfaces using a metal-engraved die. Embossed patterns are raised against the background material and will not fade or wash away.



DEBOSS Debossing creates recessed relief images on apparel surfaces. Debossed patterns are sunken into the surface of the material and will not fade or wash away.



LASER ETCHING A subtle tone-on-tone decoration style created by etching a design or pattern into the top layer of apparel fabric, using focused laser beams.



PAD PRINTING The use of a soft silicone pad and an etched plate to imprint the design in ink onto the garment. Often used for neck labels, sling bags, totes and other difficult-to-decorate items.



DYE SUBLIMATION A printing process that uses extreme heat and pressure to transfer a design that is printed to a special paper onto fabric.

