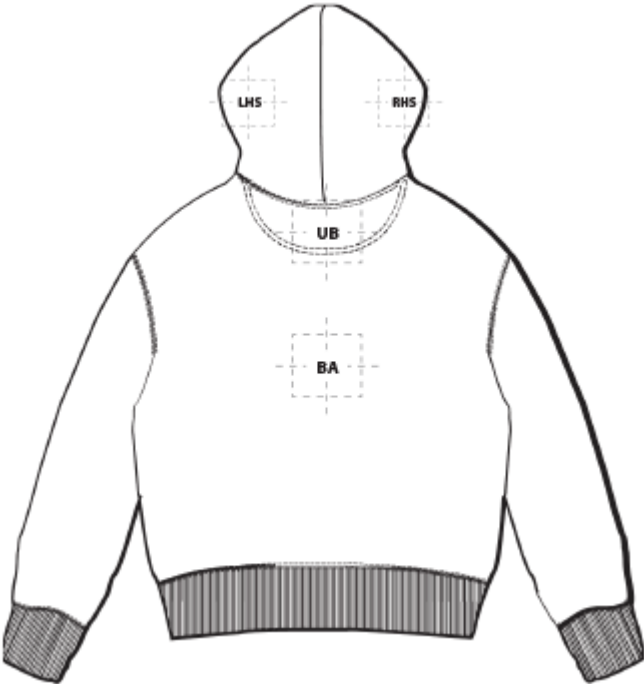
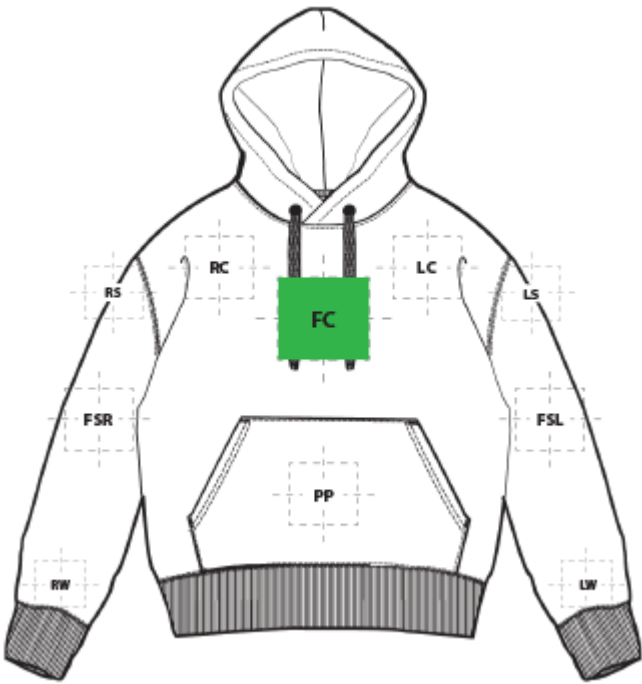


DECORATION SPEC SHEET

Stanley
/STELLA

SXU003 Stanley/Stella Unisex Cruiser 2.0 Hooded Sweatshirt



FRONT DECORATION DIMENSIONS

FC	Full Chest	10"H x 12"W	Primary
LC	Left Chest	4"H x 4"W	
PP	Pouch Pocket	5"H x 8"W	
RC	Right Chest	4"H x 4"W	

BACK DECORATION DIMENSIONS

BA	Back	10"H x 14"W	
UB	Upper Back	4"H x 12"W	

SLEEVE DECORATION DIMENSIONS

FSL	Full Sleeve Left	4"H x 16"W	
FSR	Full Sleeve Right	4"H x 16"W	
LS	Left Shoulder	4"H x 4"W	
LW	Left Wrist	1.5"H x 3"W	
RS	Right Shoulder	4"H x 4"W	

RW	Right Wrist	1.5"H x 3"W	
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HOOD DECORATION DIMENSIONS			
LHS	Left Hood Side	5"H x 5"W	
RHS	Right Hood Side	5"H x 5"W	

Decoration area is dependent on garment size, decoration method and the equipment being used. Please consult your decorator or supplier.

DECORATION TECHNIQUES [Click the icon for details](#)



EMBROIDERY



SCREEN PRINTING



HEAT TRANSFERS



DIRECT-TO-GARMENT (DTG)



PAD PRINTING

ESSENTIAL PRODUCT INFORMATION

Due to the nature of cotton/polyester blends, special care must be taken throughout the decoration process when heat is applied for curing. Please consult with your decorator or material supplier.

TIPS FROM OUR EXPERTS BY DECORATION TECHNIQUE



EMBROIDERY

Embroidery is the art of embellishing a piece of apparel with a needle and thread or yarn creating stunning visual representations of various types of art. This is achieved by converting logos in a digitizing software and using various stitch patterns, angles, density and stitch types to create depth, movement and detail. Thread can be made from many materials. The most commonly used threads are polyester and rayon. There are also options such as metallic, cotton, nylon, silk and even Nomex thread for fire resistance. Embroidery has a very high-perceived value and is popular for use on most apparel, bags, hats, luggage, blankets and more!

Follow your standard equipment and consumables guidelines for this product and fabric.



SCREEN PRINTING

An imprinting method in which the image is transferred to the fabric. Ink is squeegeed through a stenciled screen stretched over a frame and then cured in a dryer.

Low-cure poly inks are required. Grey or black bleed blockers may be necessary. Avoid hot stacking when decorating 100% polyester, blends, and pigment dye fabrics. Do not use catch bins to avoid potential ghosting, zebra striping or dye migration. Do not package product until completely cool. Cooling stations are recommended.



HEAT TRANSFERS

A graphic, name and or number applied to a textile with a heat press. Great for quantities of any size, sports name and numbering, fashion, performance wear, print on demand programs and on-site decorating events.

Heat transfers with low cure adhesive and bleed blockers are required for this product.



DIRECT-TO-GARMENT (DTG)

Direct to garment (DTG) is the art of printing a graphic directly onto a piece of apparel using digital ink jet technology. A DTG Printer is similar to a large ink jet printer that uses specialized inks and garment pre-treatments that allow the ink to adhere and stay vibrant. This decoration method is ideal for art that is designed in full color with fades, shadows, gradients, high detail and photo realistic elements. DTG is primarily used on cotton fabrics, however recent advancements in technology have made printing on cotton/poly blends and 100% polyester possible.

Colors with higher percentage of polyester content may not have desired results. Testing is highly recommended.

For best results, due to the fabric weight and possible moisture retention, preheating or tunnel drying may be needed prior to production.



PAD PRINTING

Pad printing uses a soft silicone pad to transfer an image taken from a plate etched with a reversed logo, similar to a rubber stamp. Images can be very small and detailed and can be up to 5½ inches in diameter. Pad printers are capable of printing up to six colors, however most industry printers use one to two colors at most when printing on apparel. Pad printing is a popular trend for tagless label printing. The prints are soft, durable and capable of high and low volume production. Pad printing is great for sling bags, totes and other items that are difficult to decorate, as well as styles that are heat sensitive.

It is a best practice to consult with your decorator or consumable supplier(s) for accessories, specialty frames and applications that are specific to a shop's setup and equipment.