

November 2014

Design Express

The graphic services newsletter for promotional products pros



The Power of Promotional Products

It's the season for falling leaves and cooler temperatures and, as [Advantages](#) reminds us, "awareness campaigns for causes and organizations." With a little creativity and vector artwork, charities can benefit from the power of promotional products.

Consider the numbers:

- 5,200 [Relay for Life](#) events are held annually
- [\\$325,000](#) was raised for veterans' health care in one golf classic
- [12.7 billion volunteer hours](#) were contributed in 2012 to charities, worth an estimated \$259.6 billion

By simply wearing a shirt, volunteers, employees and everyone else committed to charities promote the organizations through word-of-mouth. And don't forget about social media! By using a Twitter hashtag (on Facebook and Google+), organizations create more opportunity for awareness and fundraising.

Mark Your Calendar

[NBM Charlotte](#)

November 6-8, 2014
Charlotte, NC

[PPAI Expo](#)

Jan 11-15, 2015
Las Vegas, NV

News to Know

[Would You Like a Plaque With That?](#)

[8 Ways Salespeople Can Continue Prospecting](#)

[Activewear Buyers Drive Apparel Market Growth](#)

Why Idea Custom Solutions?

"Thanks for this! It's perfect. . . . And by the way, you do a beautiful job and make mine much easier as a result. Thank you for all your hard work!"

Stephanie Courtemanche
Wilson Powell Creative
Communications

Tweet That!



Advantages also stresses a few tips for campaign success:

- **Get the color right.** Color takes an important role when it comes to certain causes.
- **Present samples.** By demonstrating what you've put together for similar campaigns it helps build trust and increases the chances of securing customers.
- **Remember the add-ons.** Customers may only want shirts to start, but numerous products, from caps to totes to water bottles, can be valuable to campaigns.
- **Don't forget signage.** Propose this option to buyers and explain how products can work together to maximize the impact of the campaign.

With charitable campaigns underway, now is the time to partner with [Idea Custom Solutions](#) for graphic production and support services. We provide you with award-winning vector artwork that can be used on shirts, caps, water bottles and, yes, even signage. It's the season for giving, so give yourself a break, and [contact our team](#) to learn more.

The Road Ahead [Infographic]

At [Idea Custom Solutions](#), we understand that we are a part of a visual industry, so we took the opportunity to read the *Counselor* article, "The Road Ahead", and illustrate our key findings.

Click the infographic below to enlarge.

Let [Idea Custom Solutions](#) help you find content:

News from @ASICentral reports consumer sentiments are at a 7-year high. ow.ly/D6LZp
#Economy

[Tweet That!](#)

RT by @ASI_Stitches: One word successful entrepreneurs never say at <http://goo.gl/4PfRdu>

[Tweet That!](#)

Who knew Band-Aid Holders would be so chic?
pic.twitter.com/A050ocej4M
#TBT #PPAIFashionShow

[Tweet That!](#)

You Ask, We Answer

What is appliqué?

In its broadest sense, an appliqué is a separate piece of fabric added to the primary work, generally for the purpose of decoration. The term is French and, in this context, means "applied" and "thing that has been applied."

In terms of our industry, appliqué is a way to use a wide variety of fabric and specialty materials to replace what would be large areas of sewing.

Consider team uniforms. One would never fill in the number 3 completely with stitches. The stitch count would quickly jump to more than 100,000!

Instead, it is a common practice to use fabric. In this case, it's a piece of polyester twill that is cut into the shape of the



number 3. It is placed on a jersey or uniform and a running, or zig-zag, stitch is used to attach it.

The same approach is used in some larger applications to develop creative designs. Retail giants like The GAP, Hollister and American Eagle Outfitters have been using this technique for years!

A Look Behind The Scenes

Sachin Pawar



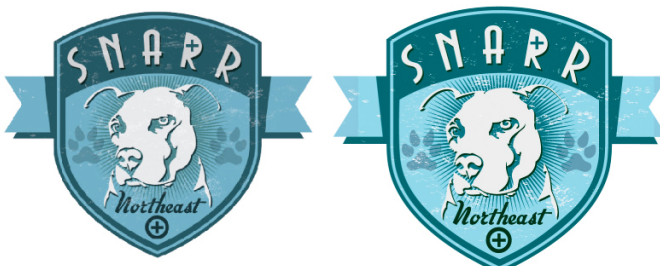
Sachin has been with Idea Custom Solutions since April 2003 as associate manager, operations. He highlights "learning new things" as the most exciting part of working at the company. This is because he is communicating every day with different people from around the world and has learned to interact with several different cultures. His goal is to someday become a part of the senior executive team!

Outside of the office, Sachin spends most of his time with his wife, two-year-old son and family. Their favorite activities are trying new foods and restaurants in cities around their home. He also enjoys listening to music and watching movies.

Sachin describes himself as a person who believes in living simply and always learning. This is why he works to develop his skills

Design Samples

Vector Conversion Services



Before (bitmap)

After (vector)

[Click to enlarge](#)

Embroidery Digitizing



Before



After

[Click to enlarge](#)

daily and that is how he became an expert at Microsoft Excel.

If you have any designs created by our team that you would like to share in this newsletter, send them to us at marketing@affinityexpress.com.