



**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.

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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:**



SCREEN  
PRINTING



HEAT  
TRANSFERS



LASER  
ETCHING



# 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.

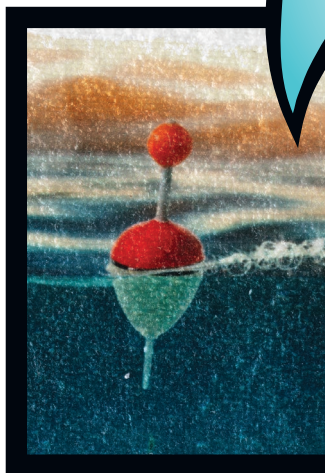
## SEEN IN:

Entertainment venues  
Sports  
Concerts

**TRADITIONAL TECHNIQUES TREND IS BASED ON:**



DYE  
SUBLIMATION



## DYE SUBLIMATION

PT49  
Port Authority®  
Sublimation  
Beach Towel



## A800

Port Authority®  
Market Full-Length  
Bib Apron



## LASER-ETCHED LEATHER

# 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:**



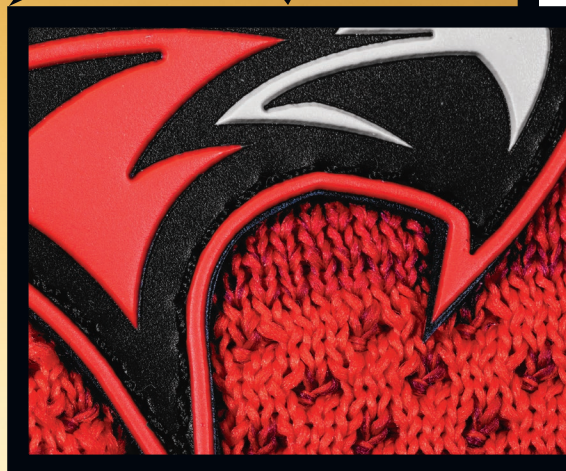
LASER  
ETCHING





**NE906**  
New Era®  
On-Field Knit  
Beanie

**2-D  
PVC**



## **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

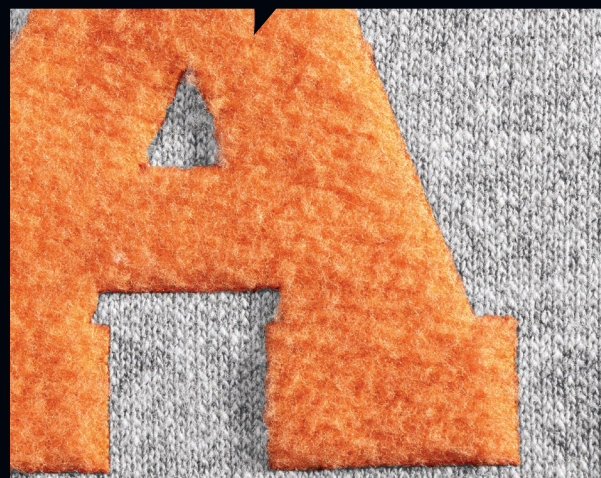
As a true fan, you express your devotion with vibrant colors and unabashed fervor.

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

**HD FLOCK  
TRANSFER**



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**

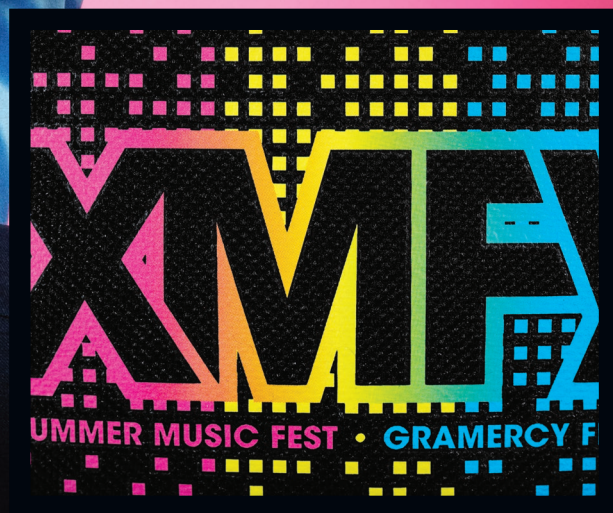
TRADITIONAL TECHNIQUES  
TREND IS BASED ON:



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

**WATER  
BASED HEAT  
TRANSFER**

**list**

**TRADITIONAL TECHNIQUES  
TREND IS BASED ON:**












DT671  
District® Women's  
Featherweight French  
Terry™ Hoodie





# TRADITIONAL DECORATING TECHNIQUES

	<p><b>SCREEN PRINTING</b> An imprinting method in which an image is printed onto fabric, by straining ink through a stenciled screen that was stretched over a frame.</p>		<p><b>EMBOSS</b> 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.</p>
	<p><b>EMBROIDERY</b> The art of embellishing a piece of apparel with a needle and thread or yarn to create depth, movement and detail.</p>		<p><b>DEBOSS</b> 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.</p>
	<p><b>DIRECT-TO-GARMENT PRINTING (DTG)</b> Also known as Digital Textile Printing, DTG uses specialized inkjet technology to print detailed, colorful graphics directly onto apparel.</p>		<p><b>LASER ETCHING</b> 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.</p>
	<p><b>HEAT PRESS/HEAT TRANSFER</b> The use of a heat press to transfer a design onto an apparel surface, popular for small runs, sports uniforms and specialty finishes.</p>		<p><b>PAD PRINTING</b> 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.</p>
			<p><b>DYE SUBLIMATION</b> A printing process that uses extreme heat and pressure to transfer a design that is printed to a special paper onto fabric.</p>

**STILL HAVE QUESTIONS?**

## THE **SANMAR** **SIDEKICKS** ARE STANDING BY!

The **SANMAR DECORATOR & DIGITAL SOLUTIONS TEAM** brings the expertise of a nationwide network of screenprinters, embroiderers, and other embellishers together in one place to develop creative solutions to difficult decoration dilemmas. We understand the unique challenges faced by decorators every day, and deliver expert advice and consultation to conquer them.

If you have questions about some of these techniques, or have some ideas of your own and want to see how they might be accomplished, the Decorator & Digital Solutions team is here to help!

**ACTION PLAN**

[www.sanmar.com/resources/decorator-digital-solutions](http://www.sanmar.com/resources/decorator-digital-solutions)  
Email: [decoratorrelations@sanmar.com](mailto:decoratorrelations@sanmar.com)

