

A man with short dark hair is shown from the chest up, looking off to the side. He is wearing a dark blue t-shirt. On the chest is a large, stylized comic book starburst graphic. The starburst has a white center with the text 'SUPER TRENDS IN DECORATION' in a bold, red, comic-style font. The starburst's edges are layered with yellow and orange, and the outermost border is a thick, textured red. The background is a clear blue sky.

**SUPER
TRENDS
IN DECORATION**

9 SENSATIONAL SKILLS TO **SUPERCHARGE**
YOUR DECORATION TECHNIQUE IN **2019**

If your **CUSTOMER** is the **HERO OF THE STORY**, then the **DECORATION TECHNIQUES** you choose are the tools in your belt that help to **CONQUER THE FORCES** of bland apparel. These new trends in decoration will **SAVE THE DAY** time and again.

TRENDING TECHNIQUES

PAGE 3	THE CHAMPION HD GEL & PLASTISOL
PAGE 4	THE HIGH ACHIEVER SIMULATED STITCH
PAGE 5	THE PATRIOT CUSTOM FULL-COLOR POCKETS
PAGE 6	THE DIEHARD MOLDED METALLIC/TEXTURED
PAGE 7	THE DREAMER GLITTER TRANSFER
PAGE 8	THE ADVENTURER HD FLOCK TRANSFER
PAGE 9	THE ENTREPRENEUR MIXED MEDIA
PAGE 10	THE MENTOR OVERSIZED PRINT
PAGE 11	THE FEARLESS LEADER HD SILICONE TRANSFER

HD GEL & PLASTISOL

THE CHAMPION

They're on the field, on the track or on the road. You can tell it's them because they're the ones leading the pack.

A process that can be achieved using screen printing or heat transfer, High-Density Gel & Plastisol decorations feature a bold, raised texture and a shiny or matte finish.

BEST APPLIED TO: Fleece, Denim, T-shirts, Headwear, Bags



TRADITIONAL TECHNIQUES TREND IS BASED ON:



SCREEN
PRINTING

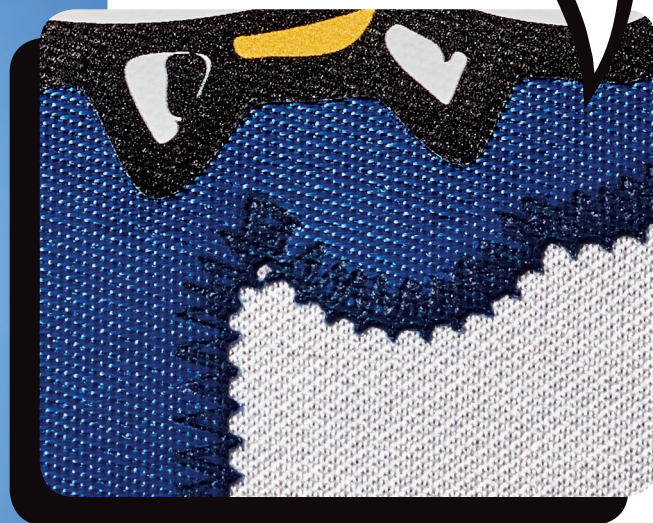


HEAT
TRANSFERS

PC380LS
Port & Company®
Long Sleeve
Performance Tee



PC590YH
Port & Company®
Youth Performance
Fleece Pullover
Hooded Sweatshirt



THE HIGH ACHIEVER

Your school is where lifelong lessons are learned, friendships forged and memories made. Always remember.

Create a varsity-stitched appearance without ever needing a needle and thread – simulated stitch decorations can be achieved using screen printing, heat transfer, laser etching or a combination of these to create this unique look.

BEST APPLIED TO: Fleece, Polo shirts, T-shirts

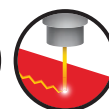
TRADITIONAL TECHNIQUES TREND IS BASED ON:



SCREEN
PRINTING



HEAT
TRANSFERS



LASER
ETCHING

THE PATRIOT

Stand up, be proud, wear your colors for all to see.

The possibilities are truly endless with this bold and surprising technique, using heat to apply a custom pocket sublimated with a vivid image of your choice.

BEST APPLIED TO: Polo shirts, T-shirts



**CUSTOM
FULL-COLOR
POCKET**

**TRADITIONAL TECHNIQUES
TREND IS BASED ON:**



HEAT
TRANSFERS

LNEA107
New Era® Ladies
Heritage Blend
Varsity Tee





NE702
New Era®
Shadow Stretch
Mesh Cap



**MOLDED
METALLIC/
TEXTURED**

THE DIEHARD

True fans wear their heart on their sleeve. Or their chest, their head or their back. Or even all of the above.

Molded metallic and textured transfers make the decoration the star of the show with a raised texture and a shiny metallic finish. It's the perfect way to show off your colors.

BEST APPLIED TO: Fleece, Woven shirts, Polo shirts, Outerwear, Work uniforms, Police, Fire, Safety personnel, Headwear, Bags

**TRADITIONAL TECHNIQUES
TREND IS BASED ON:**



HEAT
TRANSFERS

GLITTER TRANSFER



THE DREAMER

A hint of sparkle will add a little magic to your day, and anyone who sees you.

A custom process that adds depth to an otherwise flat decoration, glitter transfers or screen print creates that hint of shine which can enhance almost any core decoration technique.

BEST APPLIED TO: Fleece, Woven shirts, Polo shirts, Sportswear, T-shirts, Headwear, Bags



DM493
District® Women's
Lightweight Fleece
Hoodie

TRADITIONAL TECHNIQUES TREND IS BASED ON:



SCREEN
PRINTING



HEAT
TRANSFERS



THE ADVENTURER

By plane, train, automobile, bicycle or on foot – she rejoices in the journey more than the destination.

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.

BEST APPLIED TO: Woven shirts, Polo shirts, Headwear, Fleece, Uniforms

TRADITIONAL TECHNIQUES TREND IS BASED ON:



HEAT
TRANSFERS

BP75
Port Authority
Packable Travel
Blanket

THE ENTREPRENEUR

Making something real out of a back-of-the-napkin idea takes the perfect mix of determination, planning, nurturing and grit.

Mix it up by using multiple core techniques in a single design. Layering different types of decoration will create a unique and distinctive final garment.

BEST APPLIED TO: Fleece, Denim, Woven shirts, Polo shirts, T-shirts



**MIXED
MEDIA**

TRADITIONAL TECHNIQUES TREND IS BASED ON:



SCREEN
PRINTING



HEAT
TRANSFERS



LASER
ETCHING



DTG



EMBROIDERY

LK5432
Port Authority®
Ladies Concept
Henley Tunic



OVERSIZED PRINT



THE MENTOR

She speaks from the heart. She makes a statement without having to say a word, for those who have open eyes and an open mind.

Oversized Printing can be accomplished with many different core techniques and uses unique design placement and unusually large sizing to create a dramatic, unexpected impression.

BEST APPLIED TO: Fleece, Microfleece, Outerwear, Denim, Woven shirts, Polo shirts, T-shirts

AA6046
Alternative Women's
Runaway Blended
Jersey V-Neck Tee

TRADITIONAL TECHNIQUES TREND IS BASED ON:



SCREEN
PRINTING



HEAT
TRANSFERS



LASER
ETCHING



EMBROIDERY

THE FEARLESS LEADER

Make your mark. Make the image you're presenting to the world an unforgettable one.

High-Density Silicone Transfer endows the decorated garment with an elegant, crisp look and a subtly raised texture, using a custom transfer process.

BEST APPLIED TO: Fleece, Microfleece, Outerwear, Bags, Denim, Woven shirts, Polo shirts, T-shirts



**HD
SILICONE
TRANSFER**

**TRADITIONAL TECHNIQUES
TREND IS BASED ON:**



BG309
Port Authority®
Vector Briefcase



TRADITIONAL DECORATION 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.