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

<table>
<thead>
<tr>
<th>Page</th>
<th>Decoration Technique</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td><strong>The Champion</strong> HD Gel &amp; Plastisol</td>
</tr>
<tr>
<td>4</td>
<td><strong>The High Achiever</strong> Simulated Stitch</td>
</tr>
<tr>
<td>5</td>
<td><strong>The Patriot</strong> Custom Full-Color Pockets</td>
</tr>
<tr>
<td>6</td>
<td><strong>The Diehard</strong> Molded Metallic/Textured</td>
</tr>
<tr>
<td>7</td>
<td><strong>The Dreamer</strong> Glitter Transfer</td>
</tr>
<tr>
<td>8</td>
<td><strong>The Adventurer</strong> HD Flock Transfer</td>
</tr>
<tr>
<td>9</td>
<td><strong>The Entrepreneur</strong> Mixed Media</td>
</tr>
<tr>
<td>10</td>
<td><strong>The Mentor</strong> Oversized Print</td>
</tr>
<tr>
<td>11</td>
<td><strong>The Fearless Leader</strong> HD Silicone Transfer</td>
</tr>
</tbody>
</table>
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:
- PC380LS
  - Port & Company®
  - Long Sleeve Performance Tee
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:

LNEA107
New Era® Ladies Heritage Blend Varsity Tee
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:

NE702
New Era®
Shadow Stretch Mesh Cap

Molded Metallic/Textured
**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

---

**TRADITIONAL TECHNIQUES**

**TREND IS BASED ON:**

- Heat Transfers
- Screen Printing
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:**

BP75
Port Authority®
Packable Travel Blanket

**HEAT TRANSFERS**
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
**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

---

**TRADITIONAL TECHNIQUES TRENDS BASED ON:**

- Screen Printing
- Heat Transfers
- Laser Etching
- Embroidery

**AA6046**
Alternative Women’s Runway Blended Jersey V-Neck Tee
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 TRENDS IS BASED ON:

BG309
Port Authority® Vector Briefcase
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.