

EMBROIDERING ON SUPER STRETCHY PERFORMANCE FABRICS? THINK LIGHT

TODAY WE WELCOME

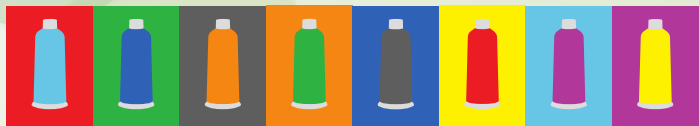


Rich Medcraft is a digitizer in Eagle Point, Oregon. Some 16 years ago, Rich started his own embroidery design company, **StitchWise Embroidery Design**, specializing in high quality custom digitizing for commercial embroiderers throughout the country. Growing through out those years, his customers range from major corporations to national associations, with lots of local businesses in between. A founding member of National Association of Madeira Embroidery Specialists, Rich is Madeira's "Go To" person for product testing, industry advice and elevated customer care.



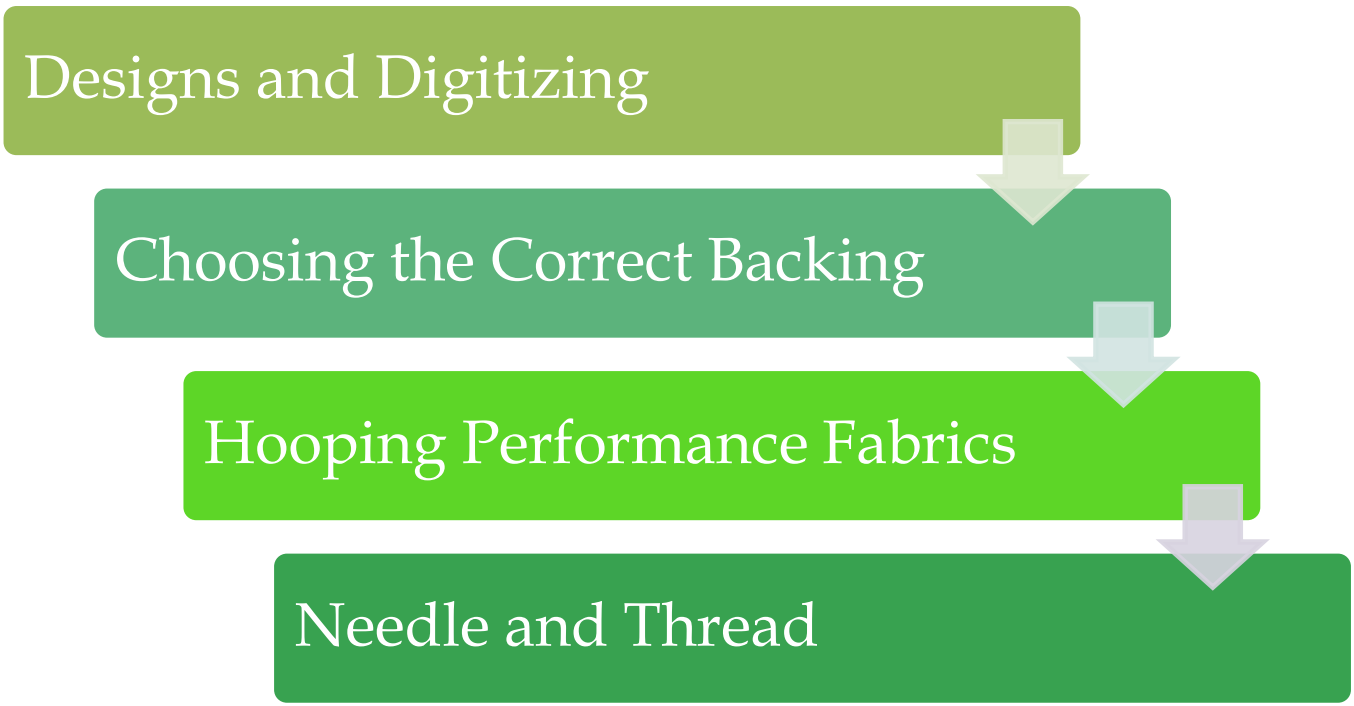
Nancy Mini is Madeira USA's senior marketing coordinator and backing specialist for the **E-Zee Backing & Topping®** division at Madeira USA's headquarters in New Hampshire. She problem solves, creates stitch outs for illustrating articles in trade press, and provides stitched color samples. A product expert, she often leads internal backing trainings.

MADERA USA



EMBROIDERING ON SUPER STRETCHY PERFORMANCE FABRICS? THINK LIGHT

TODAY WE WILL COVER



EMBROIDERING ON SUPER STRETCHY PERFORMANCE FABRICS? THINK LIGHT

POPULARITY OF PERFORMANCE WEAR

- From work out wear to “athleisure” apparel
- 9 out of 10 consumers (92%) wear performance wear for activities other than exercise.

\$6 Billion
May, 2014

\$97 Billion*
June, 2016

Date	Value
May, 2014	\$6 Billion
June, 2016	\$97 Billion*

\$97 Billion*
June, 2016

*The New York Times

EMBROIDERING ON SUPER STRETCHY PERFORMANCE FABRICS? THINK LIGHT

DIGITIZING & DESIGN

- Work from the center of the design out, from the bottom up
- Keep stitch density to a minimum
- Use underlay to help stabilize and fill
- Consider the push and pull of the fabric
- Avoid high stitch count designs



THINK LIGHT

DIGITIZING & DESIGN

COMPARING DIGITIZING CHOICES



notice puckering and folding
due to trapped fabric



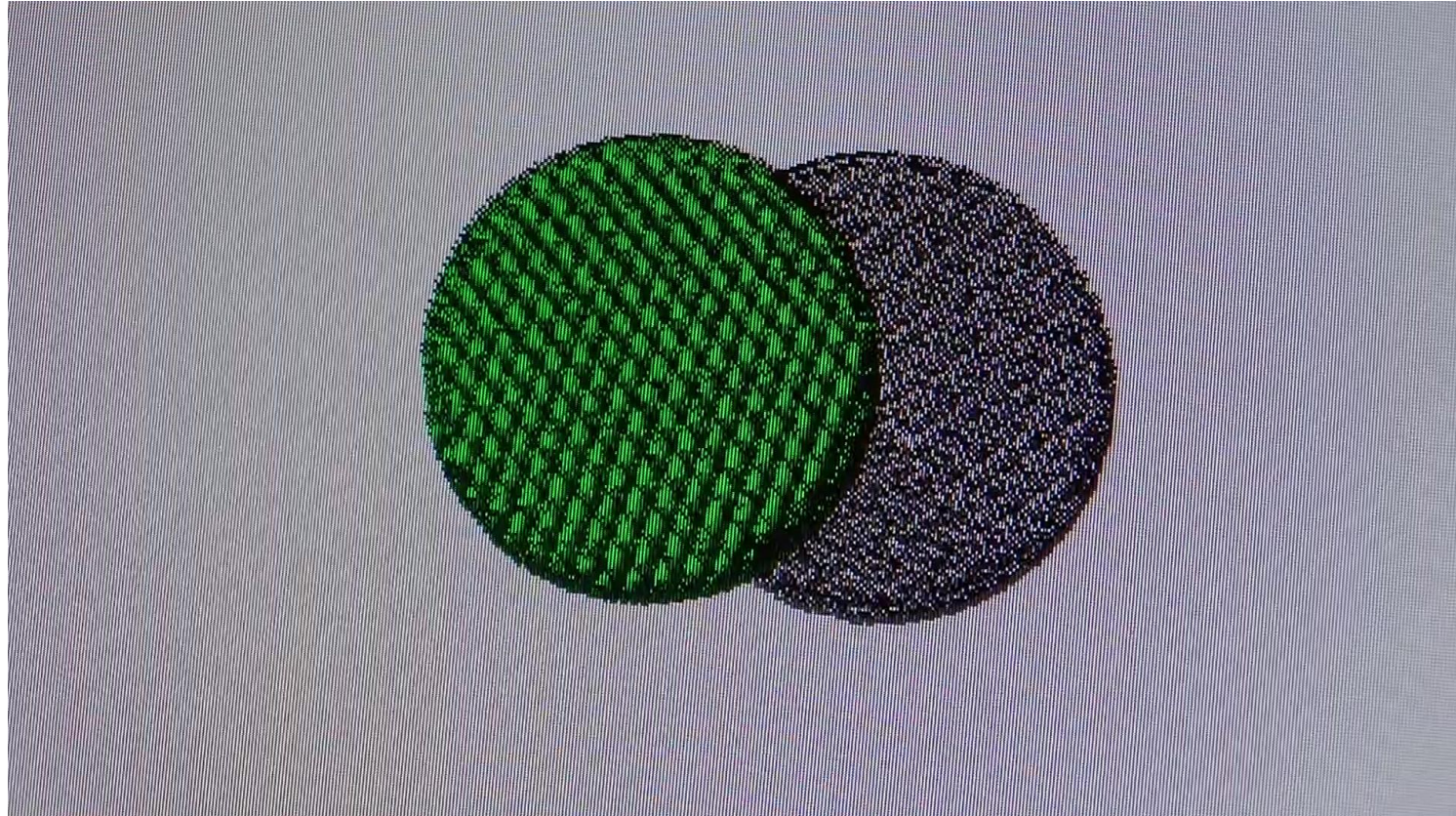
garment lays flat with proper
digitizing technique



THINK LIGHT

DIGITIZING & DESIGN

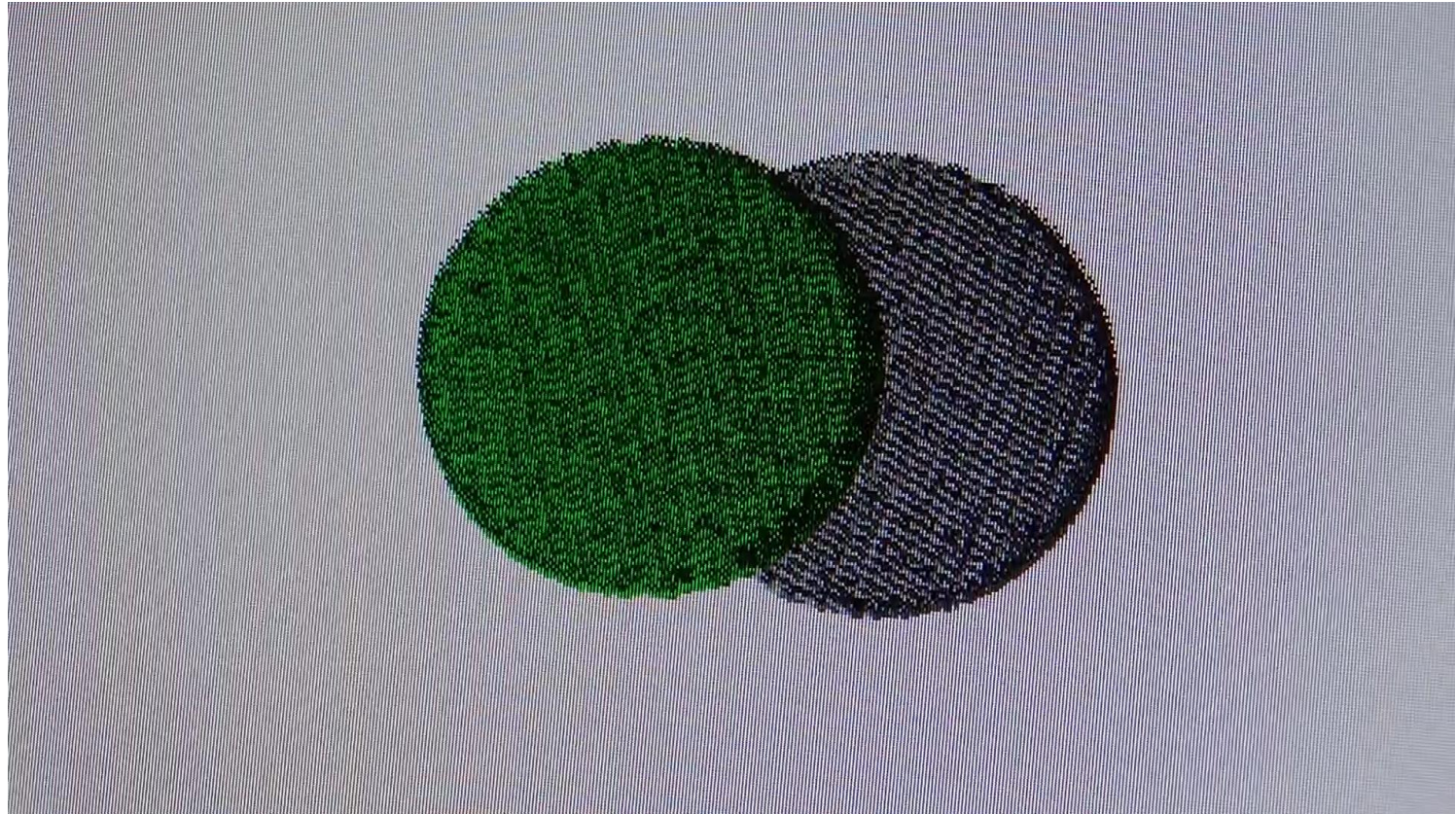
IMPROPER DIGITIZING PRODUCES POOR RESULTS



THINK LIGHT

DIGITIZING & DESIGN

PROPER DIGITIZING PRODUCES GREAT RESULTS



THINK LIGHT

DIGITIZING & DESIGN

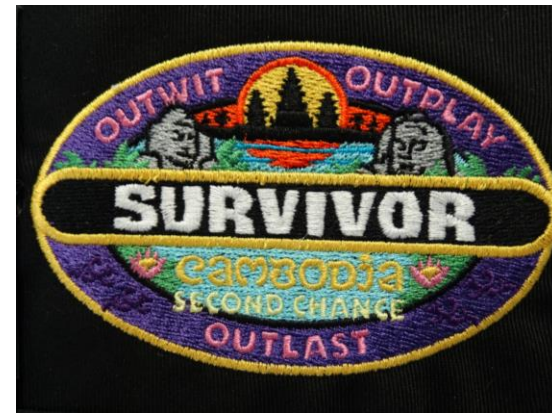
EXAMPLES OF GREAT DIGITIZING



stitch length and fill are important to consider with high contrast between thread and fabric color



stich count and direction are items to play with





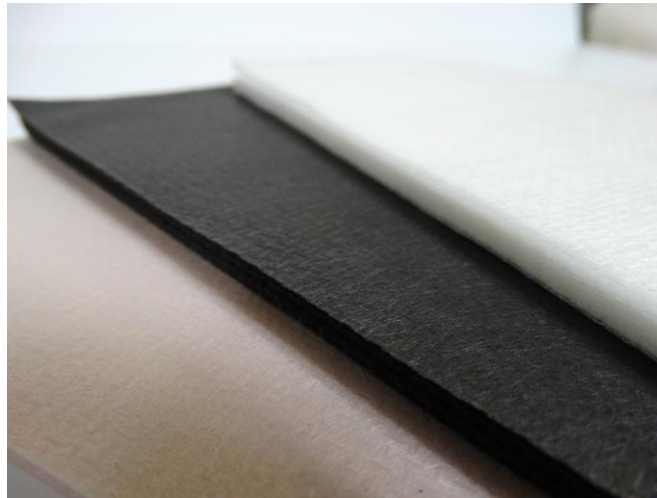
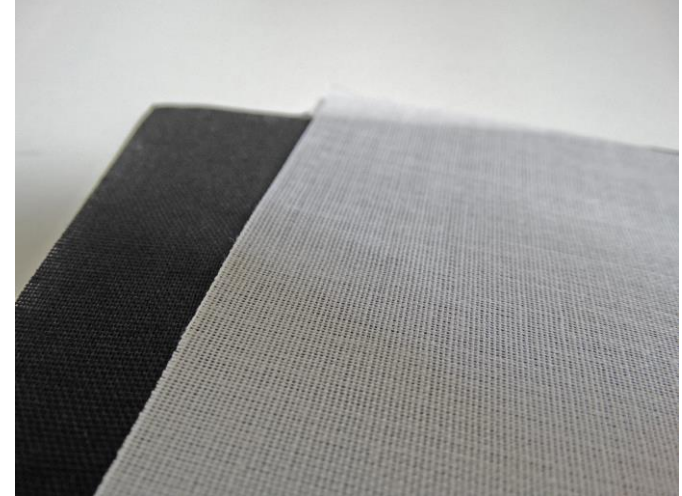
EMBROIDERING ON SUPER STRETCHY PERFORMANCE FABRICS? THINK LIGHT

CHOOSING THE CORRECT BACKING

- Low Profile No Show Weblon (Nylon Mesh) Cut Away Backing
- Low Profile Performance (Woven) Cut Away Backing
- Add light weight Tear Away for more stability
and crispness to the over all design

THINK LIGHT

CHOOSING THE CORRECT BACKING



THINK LIGHT

CHOOSING THE CORRECT BACKING

COMPARING BACKING CHOICES



the wrong backing choice can increase the badge effect and puckering



fabric lays flat with no push, pull, or badge effect



EMBROIDERING ON SUPER STRETCHY PERFORMANCE FABRICS? THINK LIGHT

HOOPING PERFORMANCE FABRICS

- Avoid hooping too tight
- Adjust hoop so it barely holds garment without backing
- Correct hoop tension will apply minimal amount of stretch
- Test final hoop tension with backing
- Adjust as needed



THINK LIGHT

HOOPING PERFORMANCE FABRICS



15cm - hoop is too large for design



12cm - correct hoop size for design



THINK LIGHT

HOOPING PERFORMANCE FABRICS

COMPARING HOOPING CHOICES



over-stretching causes puckering once it is removed from the hoop



relaxed fabric and design when properly hooped



EMBROIDERING ON SUPER STRETCHY PERFORMANCE FABRICS? THINK LIGHT

NEEDLE AND THREAD

- Eco-friendly Rayon for a soft “hand”
- Polyester for laundering with bleach
- #70/10 needle for 40 weight thread
- Ballpoint needle will not cause “runs” in knits
- Specialty threads such as FS #50



THINK LIGHT

NEEDLE AND THREAD



Classic Rayon #40 & #60



FS Metallic #50



Polyneon #40, #60 & #75

THINK LIGHT

NEEDLE AND THREAD



Thread and Needle Guide

60/8 SES Needle

Rayon #60 & Polyester #60, #75

65/9 SES Needle

Rayon #60, #40, Polyneon #60, #40,
& FS Metallic #50

70/10 SES Needle

Rayon #40 & Polyneon #40

Ballpoint (SES) needles are best for knit, performance wear fabrics. Ballpoint needles push the fabric aside during penetration rather than slice the threads as a sharp point can resulting in a run in the fabric.

Universal Point (RG) needles are another option. True sharp point needles should never be used on knit fabrics.





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MULTI-FUNCTIONAL FRAME SYSTEM (MFS)

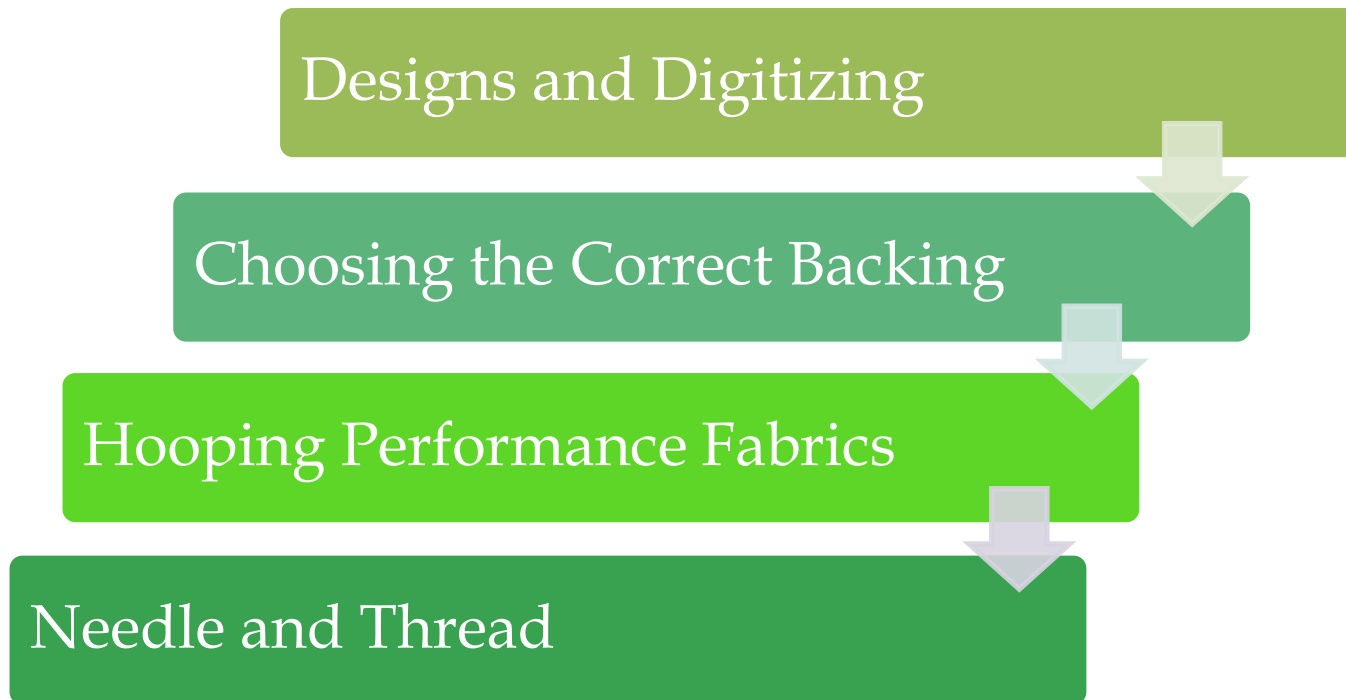
- Minimize stitches of large designs on performance wear
- Produce a stand-alone badge
- Fits your specific brand of machine
- Can be used for hooping other jobs
- Made of sturdy metal

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SUMMARY



EMBROIDERING ON SUPER STRETCHY PERFORMANCE FABRICS? THINK LIGHT

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PW-10

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EMBROIDERY DESIGN

RICH MEDCRAFT

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