

Meeting the Challenge Head On: Embroidering on Caps



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. Self taught to run multi-head commercial embroidery machine.

She problem solves, creates stitch outs for illustrating articles in trade press, and provides stitched color samples. A product expert, she often leads internal product trainings with an emphasis on backing stabilizers and toppings.

Erich Campbell works out of Black Duck Embroidery in Albuquerque, New Mexico.

An award-winning commercial embroiderer/digitizer with 16 years of experience, Erich maintains an industry blog, while actively contributing to social media marketing.



The newest member of Madeira USA's NAMES, Erich's seminar subjects and trade magazine articles gravitate to problem solving, simplifying techniques into workable how-to's and all reflect his wide range of accomplishment with illustrative stitch outs.





Meeting the Challenge Head On: Embroidering on Caps



Welcome
TO OUR WEBINAR!

Meeting the Challenge Head On: Embroidering on Caps

You will learn -

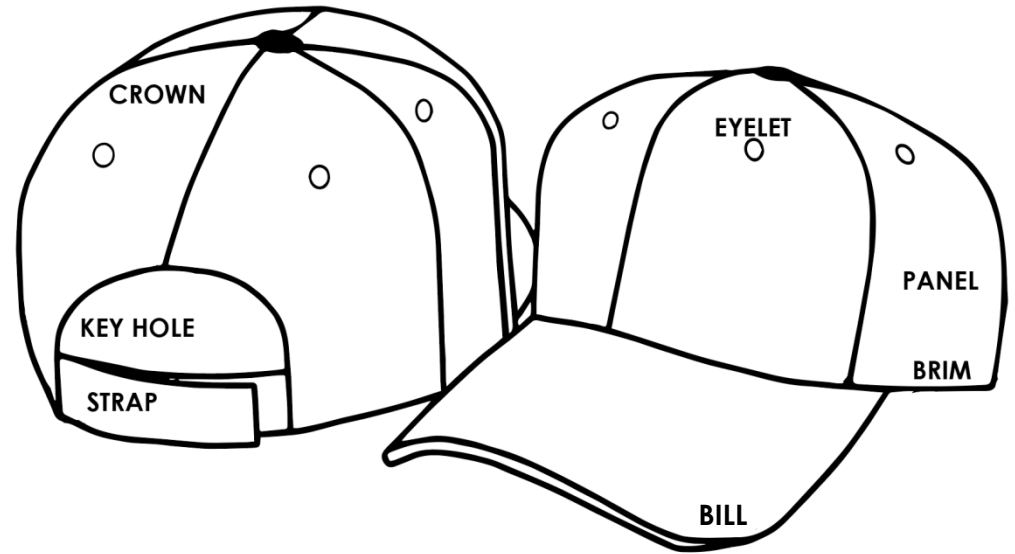
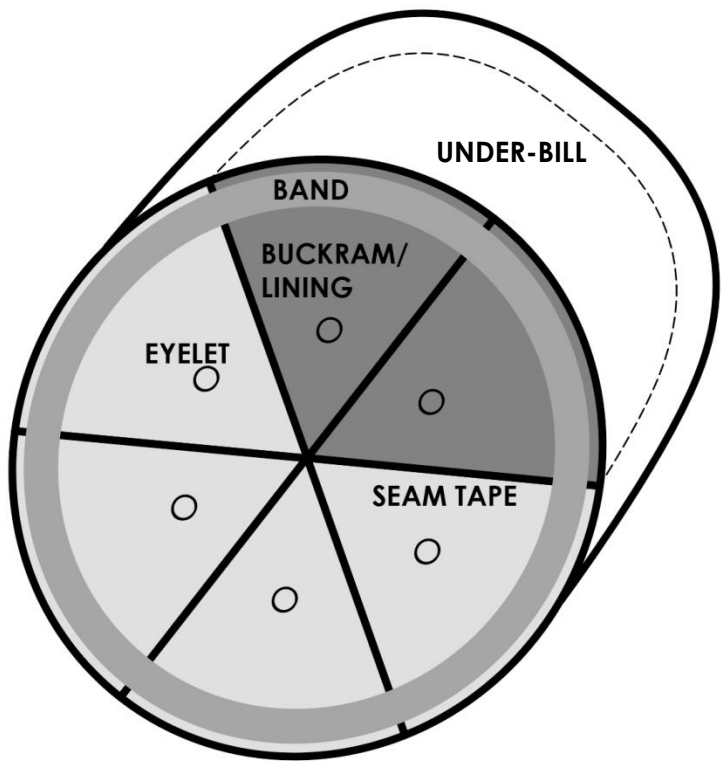
-  Cap styles
-  Digitizing tips
-  Using the correct backing
-  Locations for designs

And more!



Meeting the Challenge Head On: Embroidering on Caps

Anatomy of a Cap



Meeting the Challenge Head On: Embroidering on Caps

Styles of Caps



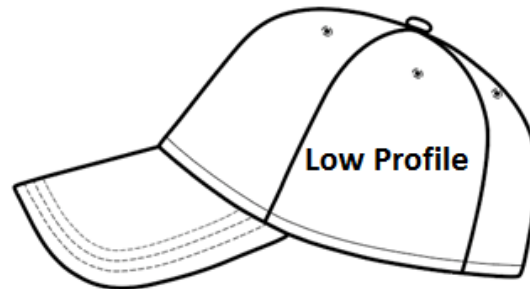
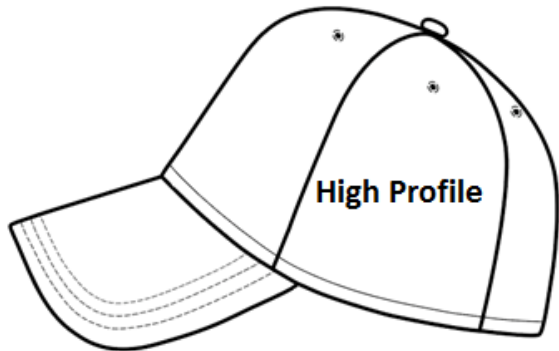
High Profile



Low profile



5 vs. 6 Panel



Meeting the Challenge Head On: Embroidering on Caps

Styles of Caps



FlexFit caps



Military hats



Bucket hats






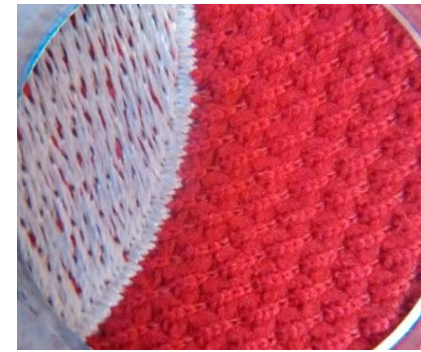
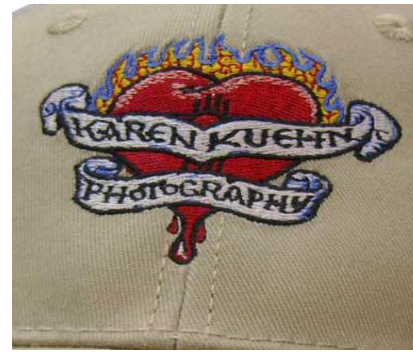
Structured / Unstructured caps



Meeting the Challenge Head On: Embroidering on Caps

Design Considerations

-  Mesh backs
-  Center seam
-  Cap frame limitations






Meeting the Challenge Head On: Embroidering on Caps

Locations for Designs



Meeting the Challenge Head On: Embroidering on Caps

Locations for Designs

-  Back strap
-  Above keyhole
-  Across FlexFit back



Meeting the Challenge Head On: Embroidering on Caps

Locations for Designs: All Over!



Meeting the Challenge Head On: Embroidering on Caps

When Good Caps Go Bad!



Logo crooked, overlaps horizontal seam









Logo out of registration on right side

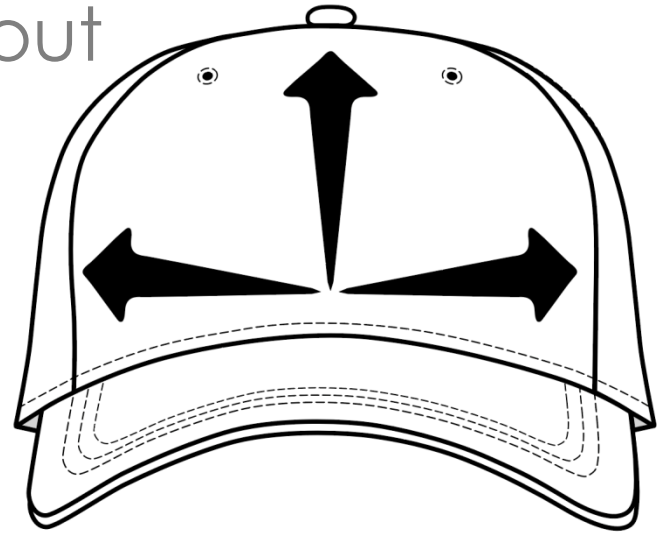


Underlay stitches show at top of design

Meeting the Challenge Head On: Embroidering on Caps

Digitizing for Caps

-  Stitch from the center, out
-  Stitch from the brim, up
-  Avoid “flagging”
-  Maintain registration
-  Adding color changes
-  Avoid excess movement



Meeting the Challenge Head On: Embroidering on Caps

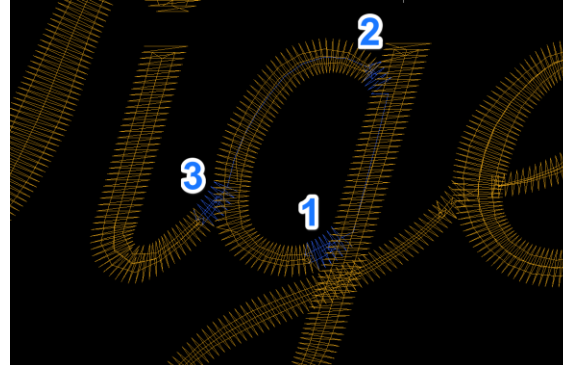
Digitizing for Caps



Keep script fonts properly sequenced




Wrong!

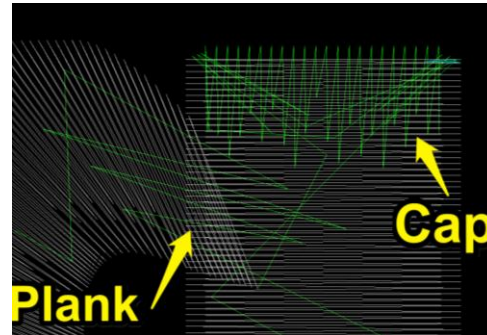


Correct!

Meeting the Challenge Head On: Embroidering on Caps



3D Embroidery on Caps

-  Satin stitches work best
-  Create “end caps” where stitches may not cover the foam
-  Use a heavy stitch density of 2.0 - 2.5



Meeting the Challenge Head On: Embroidering on Caps

3D Embroidery on Caps

-  Choose foam color that is similar to thread color
-  Stitch underlay and/or outline stitches before placing 3D foam



Meeting the Challenge Head On: Embroidering on Caps

3D Embroidery on Caps



Use a hairdryer to shrink away foam that may be visible



Meeting the Challenge Head On: Embroidering on Caps

Hooing Caps

-  For single location
-  For multiple locations
-  New flat type placements
-  Backing placement (full ring for 270° hoops)



Wrong!






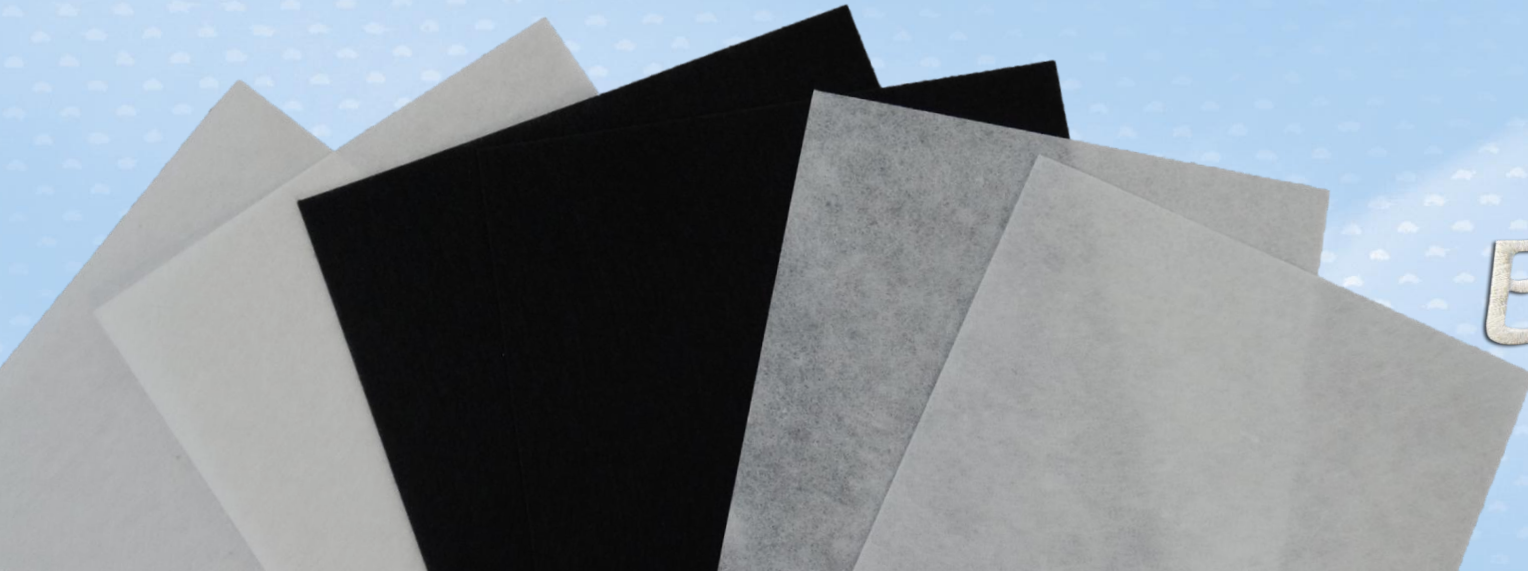
Correct!



Meeting the Challenge Head On: Embroidering on Caps

Choosing Cap Backing




-  Size needed
-  Thickness and weight
-  Adhesive backing




E-Zee¹⁸
Backing & Topping®
from
MADERA

Meeting the Challenge Head On: Embroidering on Caps

Thread and Needle Info

-  Always use a sharp point needle
-  Slow machine down to 650 – 700 SPM
-  Hold your Start Button for a “Slow Start”

Thread	Recommended Needle Size
Polyneon #40	75/11 - 80/12
Polyneon #60	65/9 - 75/11
Frosted Matt #40	65/9 - 75/11
FS Metallic #40	75/11 - 80/12



Meeting the Challenge Head On: Embroidering on Caps

Thank you!

Include a Cap Backing in your
next order and save 10%!

E-Zee Cap Just Right 2.5 oz. (6 options)

E-Zee Cap 3.0 oz. (4 options)

Use Promo Code **CB-10**



No other discounts apply. Savings cannot be applied to previous orders. Discount taken off of single unit pricing. This promo code cannot be used to reduce pricing of thread collections, thread kits or drop ship items. Enter promo code in Promo Code Box when placing orders online. Have ready when placing orders by phone
ACT SOON! Offer valid through August 24, 2016

MADEIRA



800.225.3001

MADEIRAUSA.COM

**ERICH
CAMPBELL**
erichcampbell.com

To keep learning more,
visit Erich's weekly posts!



blackduckonline.com