

EMBROIDERY

Is the process of decorating a material with a stitched design using needles and thread. Traditionally this was done by hand, but now a days embroidery is done with large multi-needle sewing machines which use high tech software. DIGITIZING is the process of converting a design to a stitch format that will run on an embroidery machine.

Pricing is based on the stitch count, which is determined by the size and complexity of your design. Embroidery is generally more expensive than screen printing.

Embroidery has more upscale appeal than screen printing, making it the most popular choice for corporate apparel like golf shirts, denim and oxford shirts. You can embroider on items like 6-panel caps, knit caps, towels and polar fleece that can't be screen printed. It's also more economical for small designs with a lot of colors.

Embroidery cannot capture fine detail or small letters. Large or complicated designs can be very expensive

ART FEES

Simple typesetting with up to 2 scans or stock art images is free. We charge \$25 per hour for basic artwork or design editing, and \$45 per hour for more advanced designs or color separation. This does not include the digitizing fee.

Digitizing Fees

We charge a digitizing fee for new designs. Depending on the size and complexity of the design, this can range from a minimum of \$25 to \$150 or more, but you should expect to pay \$40 to \$75 for most designs.

MINIMUM ORDER

There is a 6 pieces minimum per order, in some cases we can do a single item, call for details.

Embroidery Files

If your design has been digitized or embroidered before, you can avoid paying for it again by supplying us with the digitized embroidery file (DST).

These files are small enough to fit on a 3.5" floppy disk,Thumb Drives or may be emailed to Send E-Mail to art@abbadesigncompany.com.

Hardcopy

We accept clean, crisp black & white or color artwork. It may be hand drawn or computer generated, but it should be actual size and camera-ready.

300ppi or higher Laser prints are best. Faxes, photocopies, embroidered swatches or garments, non-scanable items, freehand sketches or low resolution pixelated prints may be subject to additional Art Fees at \$45 per hour rate.

Vector Graphics

This is the preferred electronic format. We use Adobe Illustrator CS in PC format and accept the following file types: CDR, AI, EPS.

Files can be submitted on a Thumb Drive or CD/DVD disk, or by email to art@abbadesigncompany.com It's important that all fonts be converted to curves.

Bitmap Graphics

We use Adobe Photoshop CS in PC format. Bitmap files should have a resolution of at least 300ppi at actual size.

We accept the following file types: PSD, TIF, JPG, BMP. Because of the size of these files, we recommend that they be submitted on CD/DVD disks.

If you must email large files, please use zip compression and send to art@abbadesigncompany.com

Color Matching

We offer a wide range of standard thread colors to choose from. We will order custom colors or match Pantone PMS colors for \$15 each.

Small Letters

Lettering should not be smaller than 1/4" in height. Smaller letters are possible in some cases, depending on the material and the letter style, but we cannot guarantee the results.