

# Standard Decorating Methods for Corporate Branding



## Embroidery

A design stitched onto a material through the use of a high speed computer controlled sewing machine.



## Monster Embroidery

Large scale embroidery consisting of more than 10,000 stitches to create a design for decorating golf bags or full back imprints on apparel.



## 3-D Puff Embroidery

An embroidery process that is accomplished by trapping foam between the garment and the embroidery.



## Embroidered Emblem/Patch

An embroidery process that the design is embroidered on a firm backing to create a patch that can be applied to any material.



## Debossed/embossed

Embossing: stamping of an image on material where the image rises above the surface of the object.  
Debossing: depressing of an image on material where the image sits below the product surface.



## 4 Color Process Printing

The reproduction of full-color artwork/pictures through the combination of four process ink colors.



## Screen Printing

A method which an image is transferred to a surface by means of ink pressed through a stenciled screen.



## Half Toning

A screen printing process that produces variations/shading from a single color by filtering the ink through a screen in increments of saturation.



## Pad Printing

A silicone pad press is created with the design and filled with ink. The pad is then pressed directly against the product. Most appropriate for small objects.



## Laser Engraving

The cutting or etching of a design into materials using a laser.



## Die Cast

A process of forcing molten metal into molds to shape it.



## Step and Repeat

The same image is printed continuously over and over.