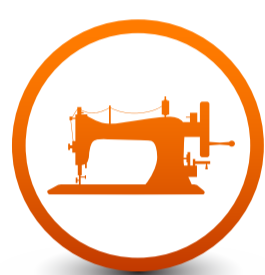


HAT DESIGN BASICS



HEAT TRANSFER:

Heat transfer is when a design from a pre-printed paper is pressed onto fabric by heat, so the ink is absorbed by the fabric. It can also be used for heat transfer patches. A machine called a cap press is used and is designed to transfer these designs to the hats. The material of the hats being used is important in the process of heat transferring. It's a good idea to use a material that has at least 35% cotton content.



EMBROIDERY:

Embroidery is when thread is stitched into the hat to give it a logo or design. Embroidered hats will last longer than a heat transfer and screen printed hats and will have a 3D look to them. Some logos may need to be changed depending on how difficult it is to thread into a shape. Embroidered hats will cost more than screening printed ones and they are usually priced by the number of stitches being embroidered.

3D or "puffed" is when designs are embroidered into the hat with foam, so the design puffs and raises off of the hat. Puffy embroidering can be pretty expensive and the design needs to be a custom-digitized design to be specifically created for puffed printing applications. Puff embroidery can't be done on the brim or on all areas of the hat.



SCREEN PRINT:

Screening printing uses ink that is put on a the hat through a treated screen that acts like a stencil. You can screen print a hat just like you can a t-shirt or anything else. The biggest advantage of screen printing is that you can print high quality designs with gradients and detail. Also you can print smaller designs and still keep their detail. Screen printing is usually priced by the number of colors being used and the amount of hats being printed. This is the most common way of printing and will cost less than embroidered designs. You can also screen print just about anywhere on the hat.

