



Maxwell Promotional Products publishes this newsletter for the exclusive use of its clients. Its purpose is to provide information and ideas to save the reader time and money.

## IMPRINT METHODS

# Embroidery

This is newsletter 1 of 7 that discusses the various methods of imprinting promotional products. This information is for the use of our clients to ensure the imprint method chosen will achieve the desired impact.

Embroidery is a colourful method of placing your logo on items such as clothes, hats, or bags.

The thread used in embroidery is available in many colours and creates a textured imprint that is deemed to be of greater value than some other forms of imprinting.

The initial one time charge for setting up a logo is based on the size of the logo. Up to 12 colours are included in the set up and embroidery price. The higher perceived value makes embroidered products an excellent gift for clients. Embroidery is also the imprinting method of choice for firms that want their employees to wear corporate clothing that presents a professional image to clients.

A unique benefit offered by Maxwell Promotional Products is that **we embroider on-site**. This ensures that our clients receive their order when they need it.

The flexibility provided by the embroidery process enables clients to mix various products in one order to achieve a number of objectives. For example, clients often order a large quantity of embroidered conference bags for attendees. They may also order a dozen hats to be given out as participatory gifts during presentations. Embroidered shirts are used to identify the people working at

the conference who are there to assist attendees. High quality embroidered fleece jackets are then used to thank special guests for their contribution to the event.

Embroidery ensures all bases are covered with the convenience of dealing with one supplier and one imprinting process. OOOPS, forgot to add a last minute speaker to the list? No problem, we can embroider one more and have it ready!

Benefits our customers enjoy:

- Enhanced value
- Same logo can be used on various textiles
- Quick turnaround
- Low minimum order quantity
- Personal identification available

[Contact us](#) for ideas as to how this process can help achieve your marketing objective.