

decorating *solutions*

tips & tricks to increase your productivity

By Tonia Kimbrough

saving 9



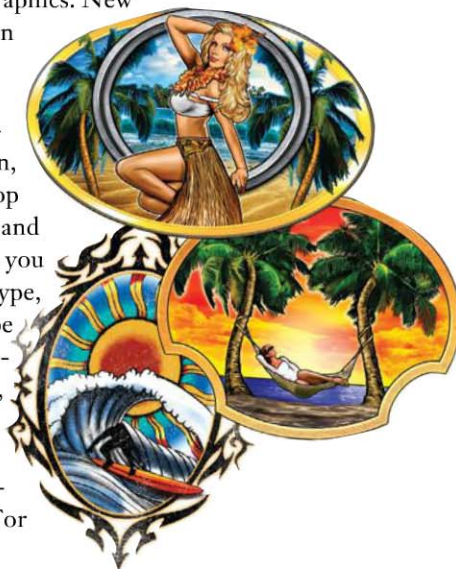
Color Matching Cuts Ink Waste

Experts at the Printers' National Environmental Assistance Center say one of the best ways to control ink waste is by using a Pantone ink-matching system, rather than relying on pre-mixed inks. That will enable you to mix the exact amount of ink you need in the right color per order.

You can cut ink waste by **50%** using a Pantone ink matching system.

Product Pick: Summer-Themed Stock Art

Though winter is upon us, it's easier than ever to get your clients thinking about warmer climates with new summer-themed stock art from Great Dane Graphics. New designs include Hawaiian dancers, surfers, tropical fish, cruise ships and more. Each piece of artwork is a high-resolution, layered Adobe Photoshop file (two layers: artwork and background) that allows you to easily add your own type, logos and more. It can be used for embroidery digitizing, dye-sublimation, digital transfers (inkjet and color laser), digital direct-to-garment printing or screen printing. For more information, visit www.greatdanegraphics.com.



Avoid Time-Consuming Trims

If an embroidery design has 50 trims in it for each letter of a phrase in the logo being sewn, that equates to about five minutes of additional sewing time per pass; that's 10 seconds per trim for the machine to slow down, run the trim command, restart and get back up to full speed.

"If you're designing an embroidery logo from scratch, keep any letters close together - not spaced so far apart that each letter requires a trim," says Drew Coufal, president of Akron, OH-based Sew & Sew Embroidery. "Each trim that a machine makes takes time, so a design with a lot of trims will take an embroidery shop longer to run and may increase your run charges."

And, on a logo with a tagline, program each word as one element and just trim out between the main words. "This could save minutes off of each pass, equating to lower run costs," Coufal says.

QUICK TIPS

➔ **Choose a heavyweight tearaway** for high-stitch-count designs on headwear. The new Cotswold Ultra Heavyweight Tearaway is a 2.5-oz non-woven, which is made using the wet-laid process to offer better multidirectional stability and density - exactly what you need for sharp, crisply embroidered cap designs. Available from Cotswold Industries at www.cotswoldindustries.com.



photo courtesy: Brio Designs & Promotions, Thornton, CO; photo by Pat Duncan Photography



➔ **Avoid hand/wrist fatigue** while screen printing with an Ergo-Force Squeegee. Its design features a Thumb Groove with Hex Flat surfaces for greater control and increased power. By reducing twisting forces exerted on the hands, less gripping pressure is required, allowing for a lighter, more relaxed grip. Available from Wild Side North at www.wildsidenorth.com.