CHARLES RIVER APPAREL
DECORATION RESOURCE BOOK 2024

General Information & Guidelines

CHARLES RIVER
APPAREL®

For our decoration guide by style, visit charlesriverapparel.com/resource-library and download the Deco Guide.

CONTACT INFORMATION:
art@charlesriverapparel.com | 800-225-0550 follow prompt for Customer Service

DECORATION 101

EMBROIDERY

- Requires a DST (embroidery file)
- Need thread colors or PMS colors to offer the closest match
- We have a thread list available to send if you are unsure of PMS colors
- To quote, we need stitch count and quantity

SCREEN PRINT

- Requires EPS/AI file for vector art
- Need PMS colors for imprint
- To quote, we need art size and quantity

NEW!

HEAT TRANSFER (DIRECT TO FILM)

- Requires EPS/AI file for vector art
- Need PMS colors
- To quote, we need quantity of items and the size of the logo per square inches

CUSTOM HEAT TRANSFER PATCHES

- Requires EPS/AI file for vector art
- Need PMS colors
- To quote, we need a number of colors and quantity

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EMBROIDERY UNITS

STITCH COUNT	QTY 12 - 96	QTY 97-299	QTY 300-599	QTY 600+
7000	$3.70	$3.30	$3.00	CALL FOR QUOTE
8000	$4.00	$3.60	$3.30	
9000	$4.30	$3.90	$3.60	
10000	$4.60	$4.20	$3.90	
11000	$4.90	$4.50	$4.20	
12000	$5.20	$4.80	$4.50	
13000	$5.50	$5.10	$4.80	
14000	$5.80	$5.40	$5.10	
15000	$6.10	$5.70	$5.40	
Additional 1,000 Stitches	$0.30	$0.30	$0.30	

Orders of less than 12 pieces are subject to a $50 less than minimum fee per location, plus $8.95 each (up to 7,000 stitches)

DIGITIZING SERVICES: Orders less than 36 pieces:
- Up to 30,000 stitches is $8.00 per thousand stitches
- Over 30,000 stitches, please call for quote
- Free digitizing on orders of 36 pieces or more
- No tape charges on reorders
- A $15 fee will be added for each thread color change request

*Laydown/Knockdown stitches may be needed for specific garments.
This allows for a crisper look to the logo. This will alter and increase the overall stitch count.

Embroidery Personalization Pricing - No Digitizing/Tape Charge

Quantities are per logo - name/title/individual	All Quantities
Personalization: One word or number only (such as first name)	$4.75 each
Personalization: One additional word	$1.00 each

SCREEN PRINT PRICES

QTY per location, per color	Screen Charges	QTY 12-35	QTY 36-96	QTY 97-299	QTY 300-599	QTY 600+
1 COLOR	$25.00	$2.90	$2.60	$2.45	$1.85	CALL FOR QUOTE
2 COLOR	$50.00	$4.40	$3.90	$3.65	$2.95	
3 COLOR	$75.00	$5.90	$5.20	$4.85	$4.05	

- Orders of less than 12 pieces are subject to a $50 less-than-minimum fee, plus screen charges of $25 - new or reorder. $8.95 for each imprint - one color only
- Underlay $0.30 per location. When printing light colors on dark garments an underlay is needed. An underlay is a primer coat that allows color(s) to appear as they should. Most garments require an underlay.
- No screen charges on re-orders
- Color change charge (required with multi-color designs): $30 per color, per logo. Minimum 12 pieces.

HEAT TRANSFER (DIRECT-TO-FILM) PRICES

Size (sq. inch)	QTY 24-47	QTY 48-96	QTY 97-299	QTY 300+
up to 5 sq. in	$3.75	$3.25	$3.00	$2.75
6 sq. to 16 sq. in	$4.00	$3.75	$3.50	$3.25
17 sq. to 25 sq. in	$4.50	$4.25	$4.00	$3.75
26 sq. to 114 sq. in	$6.75	$6.25	$5.75	$5.25

- 3m reflective - add 25% to normal run charge
- Minimum order is 24 pieces. Order less than 24 pieces are subject to $50 less-than-minimum fee per location, plus $8.95 each
- Set up charge $15, fee will be waived for orders of 36 units or more

EMBROIDERED AND FAUX LEATHER PATCH PRICES

EMBROIDERED PATHCES

Size (sq. inch)	QTY 24-47	QTY 48-96	QTY 97-199	QTY 200-299	QTY 300+
2 inches (2x2)	$5.25	$5.00	$4.50	$4.25	$4.00
4 inches (4x4)	$9.25	$8.75	$8.00	$7.25	$6.50

Additional $70 Setup fee. For orders greater than 72 pieces, fee will be waived

FAUX LEATHER PATCHES

Size (sq. inch)	QTY 24-47	QTY 48-96	QTY 97-249	QTY 250+
2 inches (2x2)	$4.75	$4.25	$3.75	$3.50
4 inches (4x4)	$6.50	$6.00	$5.50	$5.00

Additional $50 Setup fee. For orders greater than 72 pieces, fee will be waived

- Minimum order is 24 pieces.
- Proof Production will take 3-5 days after order submission
- Please allow 12-17 days production time after proof approval
- We also offer stitch print patches, geniune leather patches, PVC emblems, and sublimated patches, please contact Art Department for quote

ADDITIONAL CHARGES

- Individual Polybag: **$0.50 per piece**
- Poncho Re-bagging: **$0.75 per piece**
- For orders shipping to multiple locations, a **$4.95** charge **per location** will be assessed on each additional "ship to" address.
- Pre-ticketing/Barcoding: **$0.50 per piece**

RUSH ORDERS

Rush orders are any order that is needs to ship in under 12 days with a firm in hand date.

- 25% of the Deco run charge, with a minimum fee of $50

  IF THE DECO CHARGES ARE UNDER $200 THEN THE $50 LTM WILL APPLY
- Rush orders aren't confirmed until a member of the Deco Team has approval to schedule

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LESS THAN THE MINIMUM PRICING

EMBROIDERY

- 12 piece minimum
- Digitizing fee is $8.00 per thousand stitches for DST file
- $8.95 per location (under 7,000 Stitches)
- $0.30 additional per thousand stitches
- $50 less than minimum fee per location

SCREEN PRINT

- 24 piece minimum
- $25 per screen
- $8.95 per location (1 color)
- $1.00 per additional color
- $50 less than minimum fee per location

HEAT SEAL

- 24 piece minimum
- $15 set-up fee
- $8.95 per location (up to 6 square inches)
- $0.25 per additional square inches
- $50 less than minimum fee per location

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PERSONALIZATION

CUSTOMER MUST INCLUDE:

- Font (See examples to the right)
- Color
- Size
- Location

A template from Charles River Apparel is available to be completed and reviewed

- One word or number: $4.75
- One additional word: $1.00
- No digitization/tape charges
- Text cannot exceed 4 inches wide
- Average personalizations are half-an-inch tall
- Character length per line depends on the font and size

VIRTUAL PROOFS WILL NOT BE SENT WITH EACH INDIVIDUAL PERSONALIZATION. ONE SAMPLE WILL BE PROVIDED.

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IMAGES

WHAT IS A VIRTUAL SAMPLE?

- A virtual sample is a digital representation of a how a logo will look on an item. This is a general guide, not a production proof. Virtual samples are created when a customer does not have an official P.O., but needs something to show the client. Your Charles River Apparel Sales Rep can help with requesting virtual samples.

WHAT IS A VIRTUAL PROOF?

- A virtual proof is created once we receive a P.O for a decorated order that details the colors, art size, placement, and additional details. This is used for production and MUST be approved by the customer prior to production. Virtual proofs are typically sent out 24-36 hours following a sales order being sent.

WHAT IS A WEB IMAGE?

- Once an order is produced and the customer needs a jpeg image of their product with the logo, we can create a file for the customer. This request should be sent to art@charlesriverapparel.com and is completed by decoration. Web images cannot be completed until we have an approved proof.

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SPEC & PRE-PRODUCTION SAMPLES

- Production time is 3-4 days from final proof approval
- A credit for the cost of the spec sample will be issued for any order derived from it of 36 pieces or more

FREE GROUND SHIPPING, NO HANDLING FEE

SAMPLE	BRONZE	SILVER	GOLD
Embroidery with Digitization (up to 10,000 stitches)	$85	$75	$60
Embroidery with no Digitization (up to 10,000 stitches)	$60	$50	$40
Screen Print (up to 2 colors)	$60	$50	$40
Heat Transfer (DTF up to 6 sq. in.)	$60	$50	$40

ADDITIONAL CHARGES CODE

- Embroidery 10,000-19,999 stitches $5
- Embroidery 20,000-24,999 stitches $10
- Screen Print: Additional color $25
- Heat Transfer (Direct-to-Film: $0.25 per additional square inch)
- All: Additional location $25 per location

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LAYDOWN STITCH

A knock-down fill is usually a set of two light(er) density fills programmed at opposing angles that are applied before an actual design is embroidered. The idea is to use the light fill as a mesh to hold down the pile. What is most noticeable is the design will now have a very discernible edge.

Laydown Stitch: Newport 5876, 5978	COLOR	PMS COLOR	MADEIRA POLYNEON	ROBINSON ANTON
	Sand 134	7528C	Tan Madeira 1884	Basket Beige 9126
	Charcoal	Cool Grey 11C	Charcoal Madeira 1619	Aged Charcoal 5865
	Light Grey 014	Cool Grey 7C	Cool Grey 10C 1615	Grey Flannel 9117
	Navy 040	286C	Navy 1976	PN Navy 5687

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DECORATION RECOMMENDATIONS: NEWPORT FLEECE

- A knock-down fill is usually a set of two light(er) density fills programmed at opposing angles that are applied before an actual design is embroidered. The idea is to use the light fill as a mesh to hold down the pile. What is most noticeable is the design will now have a very discernible edge.
- Only you and your customer can say if this is an acceptable trait, but it is something you should be aware of. If possible, plan for this material from the start. If you have the ability to create a design from the ground up, you can significantly impact the need to do anything special to the material. While this may not work in all situations, it will in many. Big, bold columns lend themselves much better to higher-density top stitches and aggressive underlays like a double zig-zag underlay. A double zig-zag underlay can go a long way to taming a deep pile, but if your column stitches are too narrow, then a double zig-zag may be too many stitches in too small a space.

LAYDOWN STITCH EXAMPLE:
(WITH AND WITHOUT)

Logo with Laydown Stitch applied beneath

Logo without Laydown Stitch applied beneath

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SAMPLE STITCH COUNTS

2,878 STITCHES

2,955 STITCHES

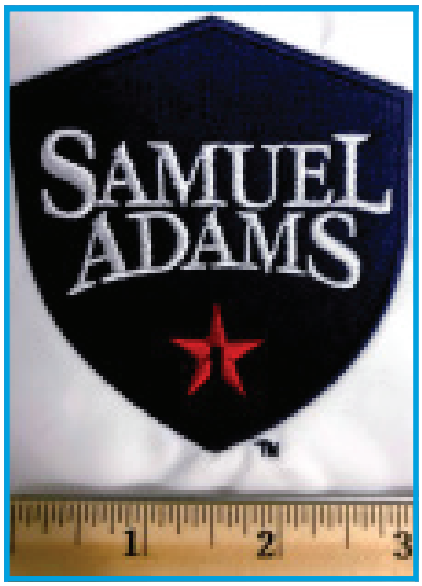
4,867 STITCHES

8,613 STITCHES

31,866 STITCHES

4,816 STITCHES

9,643 STITCHES



14,758 STITCHES

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DECORATION RECOMMENDATIONS: CAMDEN CREW

UNDERLAY WITH COLOR

Recommended for brighter colors

ONE COLOR, DISTRESSED FILTER

Recommended for a "vintage" look and feel to complement the nature of the fabric

ONE COLOR, NO UNDERLAY

Recommended for a softer appearance, worn-in in look

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DECORATION DON'T: EMBROIDERY ON CAMDEN CREW

The texture of the fabric doesn't lend it's self well to embroidery. In large areas, the fabric will show through. On smaller logos the fabric will break apart the stitches. Over time this could lead to fraying and breaking of threads.

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HEAT SEAL: WHAT IS A CONTOUR CUT?

CONTOUR CUT

When a logo has small text or objects it will requite a contour cut around the image. This makes it appear more like a sticker. The color of the garment is matched as best as possible.

HEAT SEAL

A good option for large logos that are multi-dimensional, have a lot of color and details, but not small objects that require a contour cut.

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