

# ARTWORK

Decoding the secrets of creative decorated apparel

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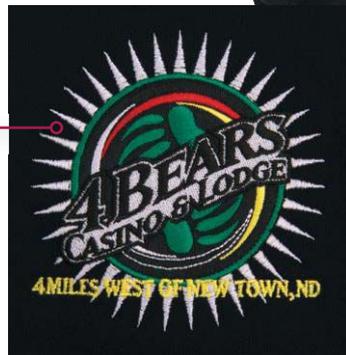
## Bearing the Cost

President Mike Little and his decorating team at Team Mates Inc. (*asi/90674*; circle 126 on Free Info Card) recently designed 290 jackets for employees of 4 Bears Casino & Lodge in New Town, ND. The original jacket back design called for it all to be embroidered. But because it would have been so costly to embroider the logo so big, Little instead used a twill patch, also known as tackle twill. These fabric patches are heat-applied and then sewn to the garment for reinforcement. "This reduces cost and sewing time," says Little, whose company is based in Eagan, MN. "We incorporate our two primary media – thread and twill – into the design and are often able to save a good amount of money."

"All of the blank areas inside the zigzag stitching became twill, and the overall stitch count was dropped to 85,000 stitches," says Little. "We used twill to remove all of the fill stitches. The center of it was converted to twill to save additional thread."



"The original design was 190,000 stitches," Little explains. "The two crest designs appear identical, but the large jacket design has a twill background substituted for the sewn stitches."



Overall, Team Mates was able to cut the job cost in half and save the client a huge amount of money. "We were able to reduce the cost by enough that the jackets, each of which included one embroidered crest and one large thread/twill design on the back, were economically affordable and didn't lose any of the effect or size," says Little.