

December 2014

ENTREPRENEURS AND SAVING TIME AT WORK

You've probably heard of the "80/20 Rule". It is the principle that an elite 20 percent of your clients account for 80 percent of your revenue. Meanwhile, the other 80 percent account for only 20 percent of your revenue, but are often a majority of the work.

What if you could save a ton of time by focusing on what really makes your business move? [Advantages](#) looks at "How to Save Time at Work" and their tips are common sense and quite simple.



Knowing your best clients' business cycles and having a deep understanding of their needs and wants is one way to start. And encouraging repeat business from key clients is as important as investing in the right tools, software, and relationships to assure sustainability and profitability.

We'll save you time that you can spend on those important core customers with our high-quality [embroidery digitizing](#), [vector artwork](#), [image editing](#), [virtual samples](#), and [marketing materials](#). You'll deliver quality products that advance their brands and position them for success.

REPORT: PRIVATE SECTOR ADDS OVER 200,000 JOBS ON MOMENTUM FROM SMALL BUSINESSES

The employment picture in the American private sector continued to brighten in November, with businesses adding 208,000 new positions, according to ADP's monthly jobs report.

"At this pace, the unemployment rate will drop by half a percentage point per annum," [said](#) Mark Zandi, chief economist at Moody's Analytics.

Smaller businesses — that is companies with fewer than 50 employees — have [fueled](#) the November employment gains,

YOU ASK, WE ANSWER

What are the most common types of thread for embroidery and when would I use each?



There are various types of threads that are used for embroidery such as wool, nylon, cotton and silk, but polyester/rayon is the most commonly used. It is a strong and economical thread. The advantage of polyester is that it won't fade or shrink when washed.

How will embroidery backing affect my sewing?

Backing is used to stabilize and strengthen garments. If backing is not used then garments will pucker. There are two types of backing: tear away and cut away. Tear away is thinner than cut away backing.

FEATURE: AFFINITY EXPRESS EMPLOYEE SPOTLIGHT:



Vikas Nandwadekar

In the Employee Spotlight, Idea Custom Solutions features one of the people behind the scenes that makes our customer-oriented business work. This month, meet Vikas Nandwadekar, Senior Team Leader for Idea Custom Solutions.

accounting for more than half of the momentum.

We're proud to serve small businesses with affordable, reliable graphic services that enable them to compete with larger companies because we believe every company has a right to world-class design.

IDEA CUSTOM SOLUTIONS NAMED TO "POWER 75"

Stitches magazine just revealed its fifth-annual [list](#) of the most powerful people and companies in the embroidery and decorated apparel industry, known as the Power 75.

We're proud to be named within the Power 75 list, at number 65!

Founded in 2000, Idea Custom Solutions is exclusively dedicated to the promotional products sector. Customers who work with us know that we offer a wide array of services that empower suppliers, distributors and decorators to spend their time on winning new business and revenue.

Check out what [Stitches](#) had to say about Idea Custom Solutions!



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Here are the top trends in wearables for 2015. Color, style, fashion wants. <http://ow.ly/FxmSC>

[Tweet That!](#)

FedEx increases prices. Google, Amazon and Uber dabble in delivering packages on their own. <http://ow.ly/Fxndh>

[Tweet That!](#)

Encouraging repeat business will save time at work. Know thy client! <http://ow.ly/FxpXI>

[Tweet That!](#)

One word that successful entrepreneurs never use. Can you guess? <http://ow.ly/FxrPC>

[Tweet That!](#)

Vikas has been with Idea Custom Solutions since August 2008, and currently serves as senior team leader. In this role, Vikas says his main responsibility is monitoring the performance of the team but, more importantly, working closely with individuals on the team to improve productivity while learning and growing.

Outside of the office, Vikas is single and enjoys spending time with his older brother and parents. Among his favorite activities are watching movies and cooking. He also loves to travel and hopes to experience destinations outside of India soon.

Vikas considers himself a strong but compassionate leader, but strives to be a simple and kindhearted person inside the office and out. He considers his appointment to his role as a senior team leader as one of his biggest achievements and plans to continue to build trust among his colleagues and further develop his leadership abilities and experience.

QUOTE THAT



"You have to have a **drive** behind **innovation**, you have to have an **end goal**"

— Apple co-founder and visionary
Steve Wozniak (speaking to ASI Radio).



Embroidery Digitizing



Vector Artwork

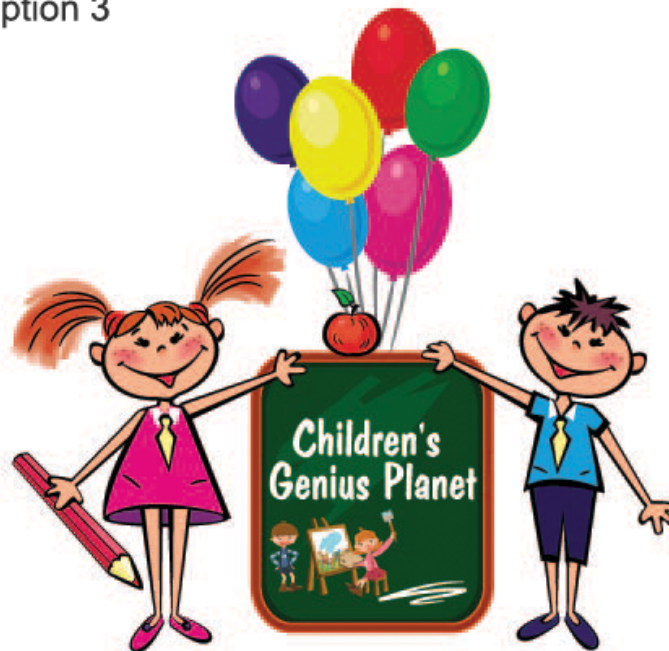
Option 1



Option 2



Option 3



If you have any designs created by our team that you would like to share in this newsletter, send them to us at marketing@ideacustom.com



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