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Design Express

The graphic services newsletter for promotional products pros



The Evolution of Embroidery Design

The art of embroidery began with a single thread making a single stitch. It started with mending an item of clothing with a patch and developed into an industry of contemporary embroidery where software was created to stitch complex logos and monograms. The detail and art has come a long way so let's say "cheers" to the success of embroidery design!

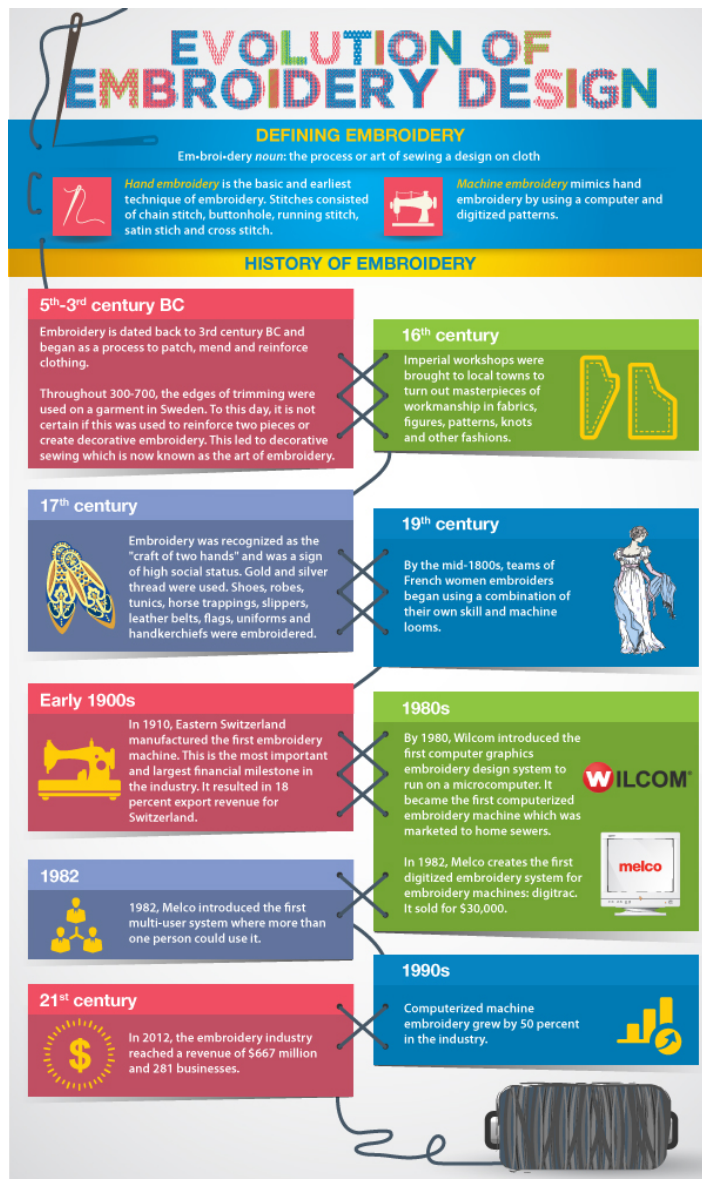
Kelly Glass

Vice President, Marketing
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Idea Custom Solutions Comes to Long Beach, CA

**March 25-27, ASI Show!,
Booth 647**

Vice President Joanna Grant and Sales Executive Jay Busselle will be there to answer your questions about our newest digital services, including website, mobile and social media design that can drive new revenue and improve customer loyalty. See samples of our award-winning embroidery digitizing, vector artwork and image editing.



More News and Tips

[Browning Hunting apparel is new to the industry](#)

[Love is in the air. Did your business make the cut?](#)

[Poll results: social media is what?](#)

14 Ways to Track Your Competition

There is an entire line of professionals dedicated to tracking the competition for Fortune 500 companies and many organizations have departments dedicated to watching every move of other companies in their industries. But that doesn't mean monitoring the competition is too expensive or time consuming for small companies. It is an essential part of a solid business plan that will improve your operations, customer service and marketing. And because of all the tools available, there is really no excuse for not monitoring your competition. [Read on to learn how to get started.](#)

What Super Bowl 2014 Taught Small Business Owners

As a small-to medium-size business owner, the saying "you win some, you lose some" may be all too

Sources:

<http://www.merriam-webster.com/dictionary/embroidery>
http://en.wikipedia.org/wiki/Machine_embroidery#History
<http://www.ebay.com/qds/The-History-of-Embroidery-/10000000177631828/q.html>
<http://www.wilcom.com/About/Blog/BlogArticle/tabid/123/ArticleId/47/An-introduction-to-Computerized-Embroidery.aspx>
<http://www.ibisworld.com/industry/commercial-embroidery-services.html>

Design Showcase

Vector Artwork

A customer wanted a logo for her church. She requested the logo include people of all races building stairs to heaven, as the sun and clouds beamed onto them. She also indicated the business name be in the clouds and a verse be beneath the stairs. This is the output:



Embroidery Digitizing



Input

familiar. Blood, sweat and tears are put into a business in hopes of seeing it become successful but not everything works perfectly or comes easily.

Peyton Manning and the Denver Broncos showed us on Super Bowl Sunday that sometimes being ready mentally or physically doesn't fully prepare you for what's to come. A strong defensive line, a couple of failed throws, a picked-up fumble and an interception led the Seattle Seahawks to a 43-8 victory against the Broncos.

According to Yahoo! Small Business to avoid failure, small businesses should be careful of these missteps. [Read the blog post.](#)

Reputation Management Drives Revenue for Small Business

We all do it—use a search engine to find a local business and learn more about them. That's why good reviews online can refer hundreds or even thousands of customers to your company. But negative reviews, news and employee comments can be disastrous to your reputation and your bottom line. There are numerous opportunities today for your brand to be trashed on review sites, social media, etc. So it is critical to be proactive in managing your online reputation and to establish a positive presence that can counter anything that is published in the future.

Sites such as Yelp, YP.com, Citysearch, Frommers, TripAdvisor, Google+ Local, Foursquare, Angie's List and others (some of which are industry-focused like Edmunds.com for car dealers) are based on user-generated reviews for local businesses. [Read the blog post.](#)



Output

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



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