

July 2014

Design Express

The graphic services newsletter for promotional products pros



ADAPT OR DIE

For businesses wondering how to survive an uncertain future in a changing industry, Jonathan Isaacson, president of Greenline, offers one word of advice: evolve. The promotional products industry may be healthier compared to previous years, but challenges inside and outside the industry demand that suppliers stay one step ahead of competitors if they want to succeed.

For example, one area for improvement with suppliers is knowing which of their marketing efforts are best for driving new business. Sixty-two percent of suppliers fall somewhere between "we think we know" and "we don't really know". As print catalogs are a diminishing part of marketing efforts, they must find their foothold in the digital world and improve measurement of results.



Jeff Brown, chief marketing officer for Polyconcept, expresses enthusiasm about the ability of technology to help determine where his sales are coming from. "We've definitely put a greater effort towards digital technologies and data based marketing efforts. Measuring is critical." Counselor found that 50 percent

INDUSTRY NEWS

- [The Bet on Vegas, Impressions Magazine, June/July 2014, Page 20](#)
- [Hong Kong Fashion Week Brings 17,000 Buyers](#)

NOTABLE QUOTE

"In any business environment, the rules are set forth by Mr. Darwin," says Jonathan Isaacson, president of Counselor Top 40 supplier Gemline, "Not just who is the strongest of the species, but the most adaptable. We're dealing with change at an increasing rate, and different companies have different amounts of resilience and ability to adapt."

Jonathan Isaacson
President, Gemline

UPCOMING INDUSTRY EVENTS

[Imprinted Sportswear Show](#)

Aug 3-5
Las Vegas, NV

of suppliers plan on increasing their marketing spend for 2014.

Our take: When clients partner with Idea Custom Solutions for image editing, they can quickly and cost-effectively transition print product images for use on websites, emails and other digital marketing, while keeping their own teams focused on experimenting with new marketing tactics and measuring their effectiveness.

[Adapt Or Die, Supplier Global Resource, July/August 2014, page 76](#)

SMALL BUSINESSES REPORTING STRONG YEAR SO FAR

According a new survey conducted by Manta of 1,105 members, 68 percent of small-business owners are reporting a successful first half of the year, with 83 percent optimistic about the rest of 2014.

Millennials showed the most success and optimism this year of any generation surveyed. "Millennials are demonstrating they're a new driving force behind the small-business community," said John Swanciger, CEO of Manta.

Most SMB owners surveyed (72 percent) say owning a company brings more freedom and independence than working for others. Owners believe that this freedom is increased with an internet connection and mobile phone, which are the two most important tools.



Our Take:

With SMB optimism on the rise, BIA/Kelsey reported that by 2015, SMBs will allocate 30 percent of their marketing budgets to traditional marketing with the remaining 70 percent going to digital/online media. Idea Custom Solutions can meet all of your needs for virtual samples, vector artwork and embroidery digitizing, so there are no limits on how many orders you sell. Our IDEA order management system makes it easy to submit, review and approve orders anytime from anywhere so you can be more productive.

[Read the Rest of the Article, Manta, "Entrepreneurs Celebrate Small Business Freedom & Independence Year Round"](#)

EMPLOYEE SPOTLIGHT



Samson Paul

Samson Paul began working for Affinity Express nine years ago as a quality associate and was subsequently promoted to manager of operations for artwork. Samson has completed several major projects under short deadlines and is known for his perseverance, confidence and can-do attitude.

Samson is an avid coin collector and has a wide range of currencies from around the world. He especially enjoys collecting antique Indian currency. He also loves spending time with his son, wife and parents.

FREQUENTLY ASKED QUESTIONS

What is a PMS color?

PMS is the Pantone Matching System, a standardized color reproduction system used in the production of a variety of products including printing, paint, fabric and plastics. Using a PMS chart, manufacturers can match colors perfectly. Pantone also offers a variety of trend forecasts each year, giving you inspiration to make better color choices.

Will my artwork be color

NEW STUDENTS MEAN NEW OPPORTUNITIES

The education market is a great target for distributors and decorators, according to *Wearables*, especially for the next couple of months because there is always a new group of students coming in at this time. In fact, education has been ranked as one of the top markets every year on the Sales Forecast.

College bookstores have reported a [27 percent decrease](#) in the sales of textbooks and they are looking for new revenue opportunities with custom apparel. Sue Wilcosky, marketing manager of Transfer Express says, "It's not unusual for schools to give out t-shirts to an entire freshman class during orientation week. And when you think of all the events that go on throughout campus, all of them involve t-shirts." Apparel, at the high school level, is also lucrative and it's been a greater source of revenue than Transfer Express expected.

Keep in mind that many schools belong to a licensing group, so you should research and learn the requirements for manufacturing and branding before jumping in, but this market can be very rewarding.



Our take:

With Idea Custom Solutions, you can sell apparel with high-quality logos and artwork to break into the education market. Let us help you reduce production costs, increase efficiency and gain round-the-clock support.

[Read the Rest of the Article, Wearables, July 2014, page 28.](#)

separated?

Your artwork can be color separated by Idea Custom Solutions, if you request that step. Color separation is the process of converting an image into a set of colors that can be printed. There are generally three types for garment printing: process color, simulated process and spot color. A color separation may use a combination of these three styles, depending on the press and design requirements. Idea Custom Solutions' artists are experts in providing color separations to your specifications.



DESIGN SHOWCASE

Vector Artwork



Input



Output

Embroidery Digitizing



Input



Output

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