

October 2014

Design Express

The graphic services newsletter for promotional products pros



When Time Flies, We Provide Solutions

At the start of the day, you probably make a to-do list of things that need to get done, but between meetings, emails and phone calls, time gets away from you. You look at the clock and it reads 3:00 p.m. What happened? You still haven't tackled those artwork clean-up jobs yet.

At [Idea Custom Solutions](#), we get it!

That's why we provide you with high-quality, cost-effective graphic services including vector artwork, embroidery digitizing and image editing. All of your designs can be easily managed anytime, from anywhere on our IDEA order management system.

This leaves you more time in your day for emails, phone calls and, oh yeah, selling!

Don't just take our word for it, check out our vector artwork clean-up section below, with a few examples of our work.

Apparel Meet Digital, Digital Meet Apparel

It was only a matter of time before the apparel industry entered the digital era. From tees to ties, digital images are being applied to all types of fabric, and they are proving to be successful, as noted in [Wearables](#) September issue (page 23).

Nan Napier of El Paso, Inc. says, "Technology Strikes Again: Digital Prints Invade Fashion. And when you add to that the popularity of new digital prints -- think full-color designs printed directly onto fabrics -- you've got one noteworthy fashion development. Digital printing is one of the biggest developments ever in the apparel industry."

News You Can Use

- [How to Make the Buying Decision Easier for Your Customer](#)
- [Madeira Introduces New Polyneon Colors](#)
- [First Aid for Embroidery Mistakes](#)

Re-Tweet That!

[@EverNonCompany](#):

Once employees understand your brand, it is critical to provide them with tangible ways to be brand advocates.

Why Choose Idea Custom Solutions?

If you have a difficult logo for embroidery, I highly suggest [Idea Custom Solutions](#). I got my files and they look great! I will be using you for my embroidery digitizing moving forward. Thanks!

Wearables mentions the following digital application advantages:

- Quantities are unlimited
- Color options are infinite, with as many as customers could want
- Real-life images can be reproduced

And in order to create these images, you need vector artwork that will be crisp and clear at all sizes on all fabrics. Rely on [Idea Custom Solutions](#) for cost-effective, fast designs that will let you capitalize on the digital print trend.

Christian Van Blommestein
Account Manager
Jack Nadel International

Save the Date

[SGIA](#)

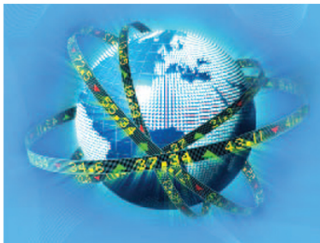
Oct 22-24
Las Vegas, NV

[PPAI Expo](#)

Jan 11-15, 2015
Las Vegas, NV

Vector Artwork Cleanup

Vector Artwork



Before



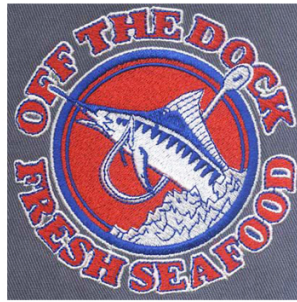
After

[Click to enlarge](#)

Embroidery Digitizing



Before



After

[Click to enlarge](#)

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