



"3 Things To Consider When Buying Branded Apparel."

How many times do you go to a supplier and come to find that there are limited apparel choices. You may want a specific fabric, color or style. Maybe you want to have your organization represent that you support sustainability and Eco friendly products. Which comes to my first thing you should consider when buying uniforms and corporate apparel?

"Is there a large selection of products offered to you and a specialist available to help you find and select the right products you want?"

If you are looking to purchase uniforms, for an example, the food service industry. You may want to consider **stain resistant, soil release and liquid repelling fabric**. They come available in polo shirts, woven button down shirts, aprons and chef apparel. These treated fabrics helps keep garments looking newer, longer.

Now while outfitting your employees, there are many **"Easy Care"** wrinkle-resistant garments to choose. These **comfortable, wash-and-wear garments** are indispensable for the workday. Wrinkle resistance makes you and your staff looking sharp and professional and a cut above the competition.

Looking for **high tech performance wear** for outfitting your **sport team, running or bicycling club** or for **very active people** in active and **outdoor positions? High tech fabric** materials with options like **moisture wicking, breath-ability, high UPF (ultraviolet protection factor) rating and odor inhibiting capabilities**. Performance apparel will not only keep the most active sports person **cool, dry** and protected, but also great for the person wanting to look their best doing business on the golf course, meeting clients at the job site or in any warm outdoors conditions.

Many organizations are looking for ways to **Go Green** with Eco Friendly and Sustainable initiatives. You can start with the apparel you provide to your staff or when giving or selling branded apparel to clients or customers. Show them you care about being Earth Friendly. Many apparel brands are offering organic, recycled and earth friendly products. Picking the materials like **organic cotton, bamboo, and recycled polyester** are not the only thing that makes it Eco Friendly, also need to consider the manufacturing processes adding to the sustainability. It's good to have a **reliable company to guide you** to the brands that truly offer **Eco Friendly products**. Eco's old image of heavy, colorless, crunchy granola hippy wear that looks green is long gone. The fast growing demand for Eco friendly products, the mills are producing fabrics now with performance properties that you crave and with colors and fashions that are in.

On November 24, 2008 when the **American National Standard Institute (ANSI)** regulations went into effect requiring stricter standards in retro reflective **safety apparel**. People are realizing that they now have to use this kind of gear, and **need a source** that can **offer the best solution** for them. You need a company who can offer wide selection at price points that will fit within your budget.

Fitting the right styles and colors that will represent your **unique culture** to your customers, and the team culture you are creating for your group or staff are important. Getting the right help to make the right decisions is also important. And with all the things we deal with on a daily bases, this kind of help is welcoming.

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Our Second Thing To Consider When Buying Embroidered and Screen Printed Uniforms or Corporate Apparel.

You are looking to order apparel with your company or team logo on it. You figure you options are embroidery on a polo in the left chest area or a t-shirt screen printed on the full front, left chest or full back area. Well, what else is there, that's what everyone is offering. Which comes to my second thing you should consider when buying uniforms and corporate apparel?

"Is your supplier offering you new and exciting decorating options and designs so you can stand out from your competition?" If not, they probably don't have the knowledge and experience. Or even the capability to offer these trendy decorating techniques and designs.

We have all heard the expression, **"standing out from the crowd"**. Of course, there are times we don't want to be noticed, like in an embarrassing situation. But when it comes **to marketing** a profit or non-profit organization, **don't we want people to notice us?** With so much competition in the world today, don't we want people to remember us? Actually talk positive about us to their family, friends and their associates?

People wear **decorated apparel to make a statement** and **show** who they are or **who they represent**. If the apparel and design is fashionable it could be a person's favorite garment. Now you have a **walking billboard, making impressions all year long**.

Here are some embroidery, screen printing and other decorating techniques that can set you apart.

Off location is a new technique that moves your logo or message from the traditional locations to new and different stylish locations. Some location examples for shirts and jackets are on the sleeves, the collar, bottom right or left hem. On the side or back on ball caps.

Some design changes could be as simple as **printing vertically or diagonally** on the apparel. Also **oversize printing** has been popular in the retail stores. This is usually large images printed off center and can wrap around the garment. Although the retail garments you see in stores, the mills printed the garment before they're sewn together. But there are techniques to get a similar appearance printed on a finished garment.

Rhinestones embellishments always creates an exciting image that makes people notice. Other techniques are **combining embroidery and screen printing** to create a unique design. also adding **glitter or metallic foil** to the printed image.

Direct-to-Garment printing is a newer process similar to screen printing. This process allows you to print multi-color images or photographs directly on the garment. The advantages are there are **no screen setup fees** and usually **no minimum quantities**. Printing a multi-color image at lower quantities can be **cheaper than screen printing** too. And especially with a photograph type image that can have millions of colors, this process can also be cheaper than 4-color screen printing process.

Creating the right message that will represent your unique culture to your customers, and the team culture you are creating for your group or staff are important. **Getting the right help to make the right decisions** is also important. And with all the things we deal with on a daily bases, this kind of help is welcoming. **Remembered Expressions understands** this very well and are **here to help**.

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Our Third Thing To Consider When Buying Embroidered and Screen Printed Uniforms or Corporate Apparel.

Now we all want a **great price**, but are we getting a **great value too**. Are we getting good embroidery and screen printing **quality**? What happens if your order is for an event and it come in late? Everyone says they offer great service, but what is it that they are offering?

Which comes to my third thing you should consider when buying uniforms and corporate apparel?

"Are you getting great service and quality work? Are you receiving service that is on time and gives your purchase great value while making your job easier? Is the embroidery and screen printing quality on your apparel looking consistently good?"

Many people are always searching for the **lowest price** and in tough economic times it's understandable. But when you find it, you need to ask yourself, **what am I getting for that price?** Am I getting a real value, what I actually need and will it last?

Researching for **the right product** takes time. The supplier should be **asking** you **questions** to find out your **specific needs** and doing the research to get you the best product that will also fit your budget. This can **save you time** in having to search for it yourself.

Many companies will offer you a low price only to find out you're later **paying more in miscellaneous charges** like artwork fixes. Or the uniforms wore out sooner than expected. Providing **good quality artwork** to your printer will save you money. Getting a **quality product** that **out performs** will also **save you money**.

Working with a supplier with **In-House artwork and design service** also can save you money. Companies outsourcing their artwork services can cost them more money and can take longer to finish a job. Working with a company with In-House design service allows you to communicate with the designer. **Working with the designer** can **save you time** and the **opportunity for getting** the designer's **creative ideas**. Companies with In-House design services are more apt to include some artwork services for free too.

Working with a **reliable company** is having your **messages and questions answered quickly** and your concerns addressed. These are signs of a company wanting your business. Caring to respond to you quickly to answer your questions correctly, spending the time to **get you what you really need** is what you should expect from a **good business relationship**.

Are you able to communicate with a principle player in the company? Having a good relationship with an upper manager or owner can be beneficial. You can get a true **understanding of the company values and goals**. The willingness to talk you also shows they value you as a client and could help you with a special request. **Can you get this service from an internet company** where everything is **self serve**? You may think you are saving money, until you have ordered the **wrong thing**; the printed **image didn't turn out** the way you expected it or you didn't get what you really needed.

You may think that **on-time service** is expected. But we all have heard of the saying, "Murphy's Law"? We know that there is always that possibility something could happen that's out of you or your supplier's control. Knowing this we would like to deal with a company that takes precautionary measures. It's good to know that you have **someone overseeing your order** to **avoid any situations**. And if a situation does arise, a good company will be prepared to correct it or offer you a solution to meet your deadline. A company that is willing to do what it takes to satisfy their customers. It would be easier for an unreliable company to just say it was out of my control and offer

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nothing, than to burden them in **Making It Right** for you. A company that **respects their customers** will always **do the right thing** to **satisfy** your situation.

Creating the right message that will represent your organization to your customers, your group members or staff is important. **Getting the right professional help** to help you make the right decisions is also important. And with all the things we deal with on a daily bases, we will need this kind of service to be successful.

Remembered Expressions believes in building long term relationships with our clients and would love the opportunity to prove our service to you.

Please visit our website at www.rememberedexpressions.com and view our large selections of apparel and other promotional advertising products. You can contact us at info@rememberedexpressions.com or call us at **440.236.6282**.

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