

# The Appliqué Look For Less



**SINCE BUYING HIS** Proel LaserBridge, supplied by BITO, Keith Kearney, president, Stitches Embroidery, found that appliqué patches are a fast, easy way to decorate caps.

Five years ago, Keith Kearney, president, **Stitches Embroidery**, Pittsburgh, bought a Proel LaserBridge machine from BITO, Oceanside, N.Y., the exclusive Proel distributor in the United States. He mounted it over 31 of his 150 embroidery heads, including two 12-head machines, a 6-head machine and a singlehead.

Though most of the company's work is done directly on garments, it recently started offering heat-applied

laser-cut appliqué patches.

"Since I can do two or three patches in a hoop at the same time, instead of one garment at a time, it saves money on production, which I pass on to the customer," Kearney says. The minimum is only 24 pieces.

Appliqué patches, which can simulate the popular distressed look, are a fast, easy way to decorate caps. Since caps can be laser cut with only singlehead laser equipment, appliqué patches offer

a great way to increase production for large orders.

Kearney says his customers also put them on jackets, towels, blankets and sweats. The embroiderer did no appliqué work before buying his Proel LaserBridge and estimates that overall sales increased by about 60% since he purchased the machine.

A third alternative for laser cutting patches is a standalone galvanometric laser, which can be positioned by the embroidery machine or between embroidery machines.

For more information, contact Stitches Embroidery Inc. at (412) 781-7046 or BITO at (866) 248-6872.

— **Deborah Sexton**

## Venit Pens Industry Marketing Book

A new book, written by industry marketing and management consultant Mark L. Venit, MBA and sponsored by **GroupeSTAHL**, is the first college-level textbook ever produced on the subject of starting and marketing a custom decorated apparel business.

"**The Business of T-Shirts**," which was edited by Marcia Derryberry, editor in chief, *Impressions*, is targeted to decorated apparel businesses, as well as entrepreneurs in related fields such as signs, recognition, graphics arts, promotional products, and vehicle graphics.

Venit, a 40-year industry veteran as a business owner, executive, consultant, author and speaker, offers his real-world experience on developing a business plan, compensating and managing



salespeople, customer service strategies, cost-effective advertising and promotional campaigns, and pricing, among other related topics.

The book contains eight sections and 40 chapters, and also includes a handy guide to industry resources for start-up businesses.

Priced at \$40, it contains practical, hands-on information to ensure your new company gets off on the right

**INDUSTRY VETERAN** Mark L.

Venit, MBA, recently held a book signing for "The Business of T-Shirts" (inset) at ISS Atlantic City. The book contains eight sections and 40 chapters about starting and marketing a custom decorated apparel business.

foot, as well as helping existing companies improve their sales and marketing techniques and strategies.

The book is available for sale at [thebusinessoftshirts.com](http://thebusinessoftshirts.com). — **Deborah Sexton**

## WHAT'S NEW

» **Sawgrass Technologies Inc.**, Charleston, S.C., now offers the SubliJet-R sublimation ink system for the Ricoh GX7000 printer. The four-color printing system features SubliJet-R sublimation ink and allows businesses to expand their offerings, according to the company. The Ricoh 7000 for SubliJet-R is a high-production sublimation printing solution that allows users to produce a variety of items, including plaques, awards, photo-gifts and more. This desktop printer has a 13" x 19" printing field and can deliver up to 135 photo-realistic images per hour. It's backed by Sawgrass' comprehensive PartnersPlus support program that includes online and technical phone support, according to the company.

» **Vapor Apparel**, North Charleston, S.C., has made the list of the 20 fastest-growing companies in the Charleston Region for a second consecutive year. The company focuses on manufacturing blank performance apparel specifically engineered for sublimation printing. Vapor Apparel recently expanded its operations and now is based out of a 22,000-square-foot LEED-certified facility.

» **Bodek and Rhodes**, Philadelphia, has introduced three new apparel brands in its 2011 catalog: J. America, Robinson and Next Level. These additions mean Bodek and Rhodes now offers 38 total brands. The move comes in an effort to expand into other youth-oriented apparel and place Bodek and Rhodes at the edge of serving the young fashion market, according to the company. Next Level is said to cater to a young market, offering apparel with sexy, chic styling. Additionally, J. America offers warmer outerwear, and Robinson apparel focuses on underwear and sleepwear.



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