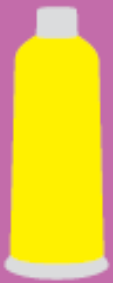


SCORE MORE SALES
WITH SPECIALTY THREAD
COLLEEN HARTIGAN



Why Use Specialty Threads?

- Set your company apart from your competition
- Offer your customers something new
- Impress potential customers
- Increase your profits
- Provide more creative embroidery



Specialty Threads Offer Exciting Possibilities

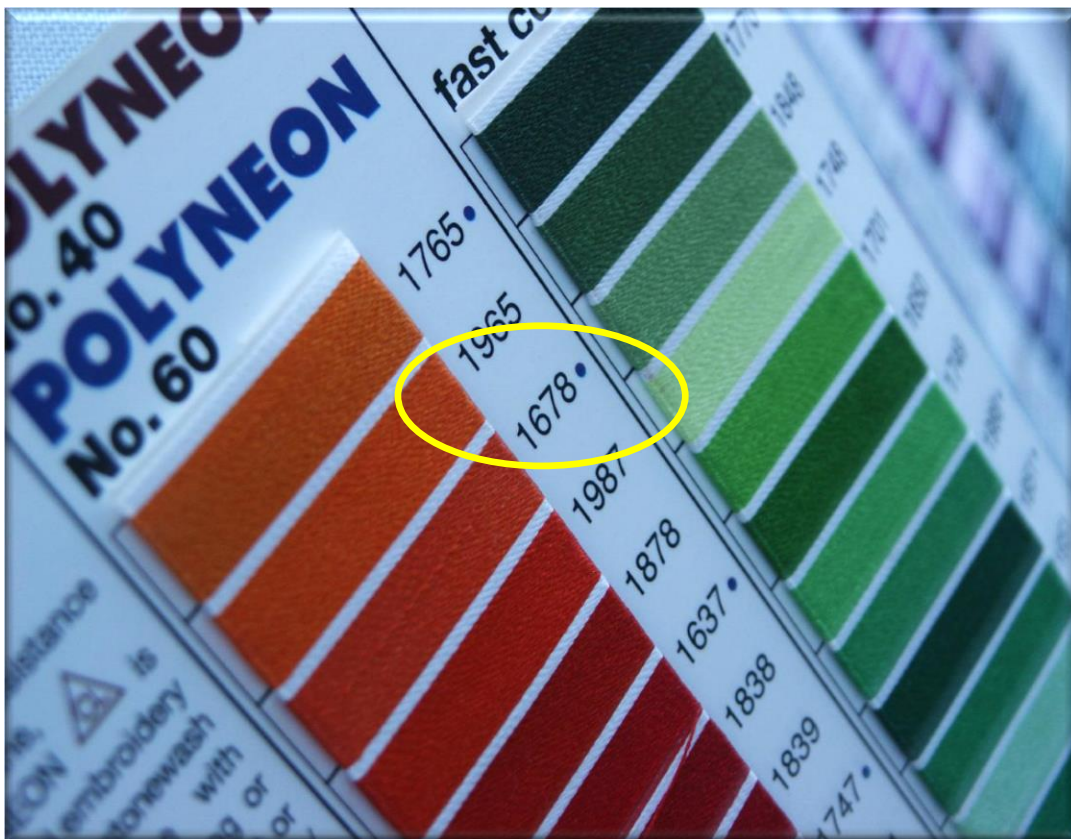
- Metallic threads are offered in a variety of weights and colors besides silver and gold – even variegated and multi-colored
- Finer thread can open up new possibilities in design detail – 60 weight thread is a must for today's embroiderer
- Wool-blend thread looks and feels like yarn and can offer beautiful, low stitch count designs that appear to be hand-embroidered
- Matte finish threads provide a unique look to tired logos and provide clean, sharp detail
- Glow-in-the-dark thread makes designs unique
- Flame resistant thread adds an extra measure of safety



**Uh-oh! They really want
lettering to be that small?**



Matching to Pantone® Colors



PANTONE MATCHING SYSTEM® Cross-Reference*	MADEIRA Fbe. No. Col. No. Col. Nos.	Streifen Scale colonne
Pantone® 170C	1777	3
Pantone® 172C	1987	3
Pantone® 174C	1899	10
Pantone® 177C	1620	3
Pantone® 178C	1616	3
Pantone® 179C	1779	3
Pantone® 182C	1815	5
Pantone® 184C	1994	5
Pantone® 187C	1707	3
Pantone® 187C	1839	3
Pantone® 190C	1721	5
Pantone® 194C	1981	3
Pantone® 196C	1713	8
Pantone® 200C	1747	3
Pantone® 202C	1982	3
Pantone® 207C	1986	5
Pantone® 208C	1782	7
Pantone® 208C	1835	7
Pantone® 209C	1635	7
Pantone® 212C	1990	5



Providing small detail is well worth the effort

In the past, the design was altered to compensate for the small lettering. Today, it can be replicated with finer threads & smaller needles.



60 Weight Thread in Rayon and Polyester



Finer than 40 weight, use 60 weight for small lettering and details.



60 Weight used for Fine Lines and Details



The grille slats and wire wheel detail could not have been created like this with regular #40 weight thread.

Design by Rich Medcraft, Stitchwise Embroidery Design, Eagle Point, OR



60 Weight Thread Produces Lettering Down to stitch height of 3mm



60 Weight Thread is a Real Problem Solver



- Extraordinary detail
- Crisp, small lettering
- Available in both rayon & polyester
- Good color selection
- Increase densities 10-20%
- Tip: Keep one needle location for 60 weight to avoid switching back and forth!

Design by Pat Williams, Sierra Vista, AZ





Using 60 weight thread is like drawing with an extra sharp pen.

You can see the expressions on these little insects' faces!

Design by Pat Williams, Sierra Vista, AZ



Frosted Matt #40 Provides Absolute Clarity

The first truly matte finish embroidery thread with impressive fastness to sunlight.

Pure and clear reflection of color rays gives the thread an extremely soft effect and velvet touch.



Special Effects with Frosted Matt



Frosted Matt offers Special Light Fastness

Tests performed to ISO105-B02 standards and conditions, with light exposure of 100 hours, proved Madeira's Frosted Matt has a higher light fastness than other embroidery threads.

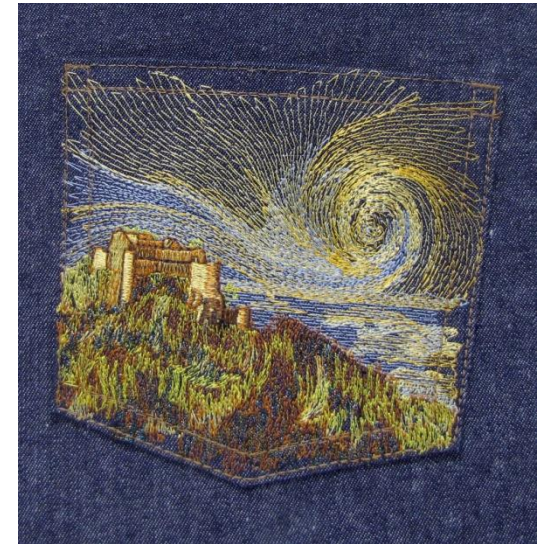
Sewing threads are not meant to be seen – they fade and some even change color.





Go for the Gold: FS METALLICS

Metallics are available in a range of various thicknesses and colors. Metallics are ideal for embroidery on fashion, sportswear, home décor and promotional products.



- FS #30** Bleach-resistant
- FS #35** Color selection
- FS #40** Versatile
- FS #45** Economical
- FS #50** Easy to run



FS #30

Holds up to wash water
that contains bleach



FS #35 is available in jewel tones



FS #40 can be used on a variety of fabrics



FS #40 Gold Metallic



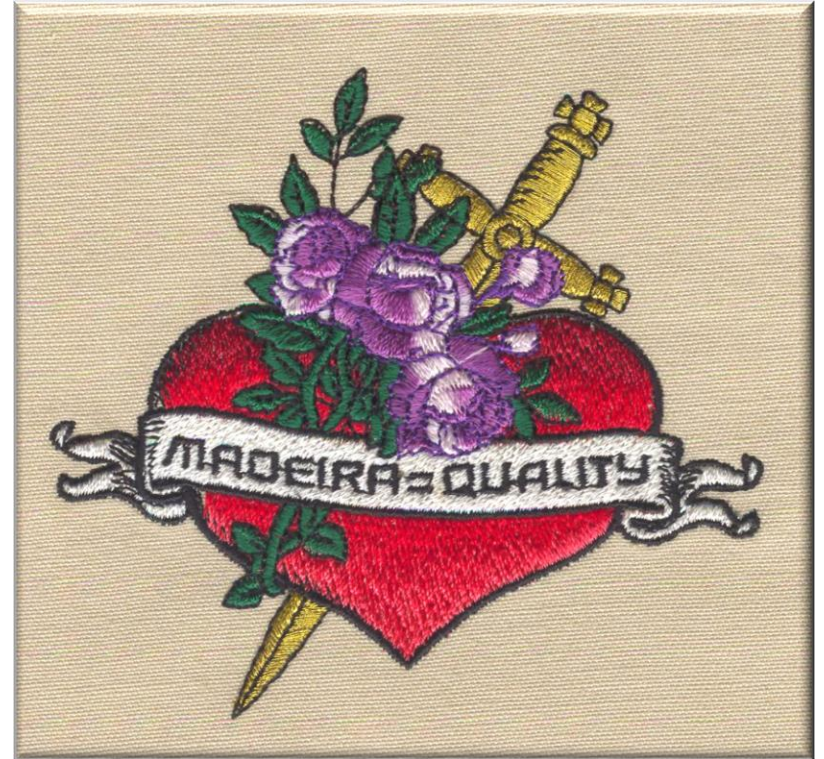
Variegated metallic was used to create the crown's jewels.

No two of these will be exactly the same due to the random nature of variegated thread.

Design by Pat Williams, Sierra Vista, AZ



Mixing Rayon and FS #40



How do you Create dramatic effects in a plain corporate logo?

a plain corporate logo?

Substitute Metallic Thread!





FS #45
Metallized wrap is
aluminum instead of silver



FS #50 is easy to run



FS #50 can be substituted for standard #40 thread in many designs





**FS #50 is the thinnest metallic,
the choice for fine details**



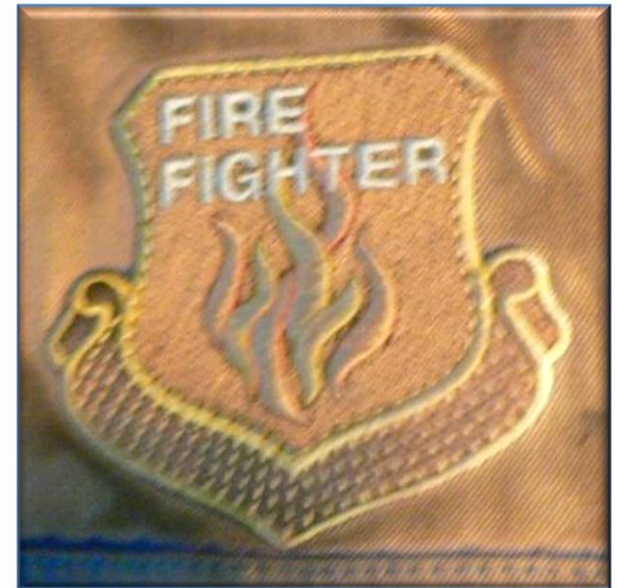
Combining FS #50 and Rayon #60



Flame-Resistant Fire Fighter #40



Before...



After...



Burmilana thread looks and feels like yarn

- A 50/50 wool/acrylic blend embroidery thread.
- Very light densities make low stitch count designs. Flower design is only 2,200 stitches.
- Longer stitch lengths work best
- This thread works well for home décor market.
- Gives the appearance of hand embroidery.
- Can be used for chenille.



Burmilana is a popular thread in the fashion industry



Mixing Burmilana with other threads



Luna is a 40 weight Glow-in-the-Dark Thread



Thread Weight Makes a Difference!

- 50 and 60 weights are fine threads
- 40 weight is standard, general purpose
- 12, 30 and 35 weights are heavy weight threads
- Some specialty threads may require unique digitizing techniques
- Changing thread weight often requires a needle change



Digitizing Considerations

- **Densities** - Finer threads require more stitches to cover an area, while heavier threads require less.
- **Stitch Lengths** - Finer threads are good for short stitches; heavy threads require longer stitch lengths.
- **Underlay** - Finer threads may need more underlay; while heavy threads require less underlay for adequate coverage.



Be Creative with Plain Designs!

- Fancy fills create texture and make ordinary fill areas more appealing.
- Curved fills can give a design life and movement.
- Carved or User defined split fills offer a customized, unique look.
- These effects take little effort, but can make plain filled areas unique.



Pattern fill combined with metallic thread





Fancy fill patterns were used here in the hair and basket.

They are best used in areas with sufficient space.



**A curved fill adds dimension
and realism to this halibut fish**



Design by Rich Medcraft, StitchWise Embroidery Design, Eagle Point, OR





Carved fills can even be used with metallic threads. The effect makes the body of this gold fish look like real scales.

Design by Rich Medcraft, Stitchwise Embroidery Design, Eagle Point, OR



Subtle use of metallic thread over Rayon or Polyester can really add character to a design.





SCORE MORE SALES WITH SPECIALTY THREAD

Thank you for your time and attention
Now it is time for your questions