

 HOLLOWAY®

DECORATION GUIDE



DECORATION IS YOUR ADVANTAGE, AND HOLLOWAY GIVES YOU MORE.

Substantial investments in decoration technology. Expertise any time you need it. Stock and customized designs. Services that simplify your work. Plus more ways to build your business.

- + **Low minimums, faster** – 12-piece minimums, standard delivery ships in just 3–5 days from art approval. Need it faster? Just ask and we can deliver!
- + **Cutting-edge technologies** – choose from multiple techniques; combine or customize
- + **Lower risk** – completely eliminate spoilage of embellishment errors
- + **Higher capacity** – expand your volume without added expense or stress
- + **Easy one-source service** – Holloway simplifies your entire decorating process

EXCITING NEW TECHNIQUES FOR 2013



NEW Tonal Etch

Create a dimensional feel with light and dark contrasting tonal accents. You can take advantage of the tonal etching effects for the same cost as regular etching (page 4).



NEW Neon Inks

Add excitement to any Screen Print by using our pink, orange, yellow and green NEON ink (page 14)!

Cover:

Male model is in 222489 Wipeout Hoodie with combination **Appliqué** and **Embroidery** (TW55) decoration. 229557 Simulate Short. Female model wears 229300 Juniors' Groove Shirt with combination **All-Over Discharge Print** (ST3) and **Screen Print** lettering.



NEW Digital Precision Print

Durable full-color images can now be applied to garments and accessories of any color. It's the perfect technique for detailed, multi-color designs and logos (page 12).

- Especially effective with photo images
- Lightweight and flexible feel on product
- Unlimited colors and high resolution



NEW Discharge Print

Achieve the look of an All-Over Screen Print on a cotton-blend garment without the feel of an ink (page 13). This versatile print technique allows for a front and back All-Over look, logo or mascot on one side of garment.

- Great addition for juniors' fanwear t-shirts
- Works on cotton-blend fabrics

Check out our full library of stock templates or other decoration ideas at decoration.hollowayusa.com.

MORE MULTI-USE DESIGNS

More possibilities.

You'll see many templates referenced by technique within this guide. Choose an ideal embellishment design or decoration technique. Combine techniques and designs from our preset templates without any art charge. Customize them for endless possibilities. **Any questions? Just call Customer Service at 1-800-331-5156. We'll be glad to help you with your decoration advantage.**

See how we've used Screen Print design SP44 and translated it into 8 different techniques!



SCREEN PRINT \$5.50 with 24-piece minimum



NEW TONAL ETCH \$8.00



TRADITIONAL TWILL APPLIQUÉ \$20.00



NEW LEFT CHEST DIGITAL PRECISION PRINT \$7.00



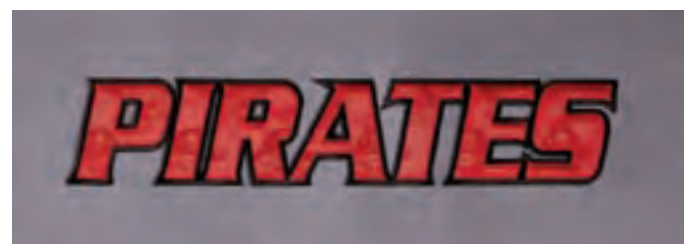
JERSEY APPLIQUÉ \$22.00



ALL-OVER SCREEN PRINT (BACKGROUND) with SCREEN PRINT LETTERING \$20.50 or less



FULL SIZE EMBROIDERY \$16.00



TRADITIONAL APPLIQUÉ with ETCHED SURFACE \$18.00

NEW TONAL ETCH AND LASER ETCH

New this year: Tonal Etch gives a dimensional feel by using two (light and dark) contrasting tones.

Laser Etch is a process that allows us to etch designs directly onto the surface of the garment, creating a subtle, darker tonal look on the garment.

TONAL ETCH DESIGNS:



ET9



ET8



ET6



ET7

Our Laser Etch technology allows you to add another dimension to most any design!

SINGLE TONE LASER ETCH DESIGNS:



ET1



ET3



ET5



ET2

- Fabric must be 100% polyester, and works best on mid-tone colors.
- We do not recommend this for black, white or dark colors.

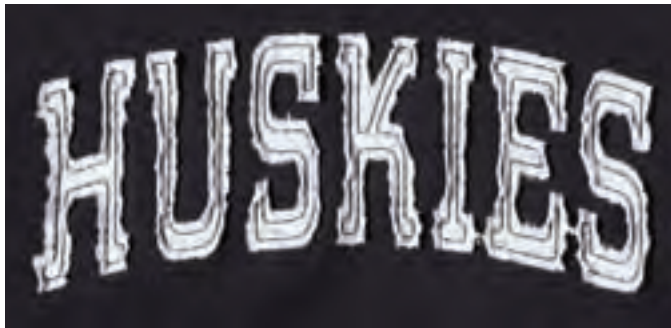
- Minimum text height is 1/4".
- Visibility of fine detailed designs vary by fabric type.

Laser Etch Alone Charges:

Left Chest	\$6.00
Full Size.....	\$7.00
Jumbo Size.....	\$8.00

NEW JERSEY APPLIQUÉ AND REVERSE LASER APPLIQUÉ

Want to create that vintage look? Utilize our stock designs and our **NEW Jersey Appliqué** process or add real dimension with our Reverse Laser Appliqué technique.



DESIGN

NEW TW59 – Shown is Jersey Appliqué (Huskies)
\$18.00

TO ORDER SELECT...

- One Color Jersey Appliqué
 - Text material – Jersey
 - Text color
 - Thread color
 - Word is Jersey Appliqué with bean stitch



Sample shown is a combination **Reverse Laser Appliqué** (Wildcats) with Embroidery (Anthony) (RLB12) \$16.00

Other materials such as twill available upon request.

AVAILABLE JERSEY COLORS



Note: Jersey colors are not dye matched to one another, and may have variance in shades and therefore may not match garment trim or specific PMS school colors.

DESIGN



NEW RLB11 – Shown is Traditional Appliqué word on top of **Reverse Laser Appliqué** sport emblem. \$16.00

TO ORDER SELECT...

Full Front

- Sport ball material – Jersey
- Sport ball color
- Thread color
- Word is two layer Appliqué
 - Top layer
 - Bottom layer
 - Up to 10 letters



RLB1 \$12.00

Full Front

- Text material – Jersey
- Text color
- Thread colors
- Up to 10 letters



RLB3 \$12.00

Full Front

- Text material – Jersey
- Text color
- Thread colors
- Up to 8 letters



RLB8 \$16.00

Full Front

- Rip material – Jersey
- Rip color
- Thread color
- Paw thread colors
- Word is Appliqué with bean stitch
(Paw design can be used for other mascots like Bears, Lions, Bulldogs, etc.)



RLB9 \$16.00

Full Front

- Text material – Jersey
- Text color
- Thread colors
- Bottom line is Embroidery



RLB10 \$16.00

Full Front

- Rip material – Jersey
- Rip color
- Thread color
- Claw thread colors
- Word is Appliqué with bean stitch
(Claw design can be used for other mascots like Falcons, Hawks, etc.)

TRADITIONAL APPLIQUÉ

These designs look fantastic as Full-Size Appliqués on the front or back of a garment for a substantial, collegiate look.

Maximum number of letters is 12 (including spaces). One color designs available in twill.

DESIGN	TO ORDER SELECT...	DESIGN	TO ORDER SELECT...
NEW TW52 \$16.00 	One Color Appliqué <ul style="list-style-type: none"> Main word ① Outline zigzag stitch Small word and top part of first letter is Embroidery 	TW3 \$18.00 	Full Block Arched One Color Appliqué <ul style="list-style-type: none"> Lettering foreground color and oval ① Outline satin stitch Lettering inside oval is Embroidery
NEW TW53 \$16.00 	Two Color Appliqué <ul style="list-style-type: none"> Lettering foreground ① Lettering background ② Direct Embroidered bean stitch 	TW11 \$18.00 	One Color Appliqué <ul style="list-style-type: none"> Lettering foreground color ① Outline satin stitch Outer outline satin stitch Lettering inside tail
NEW TW54 \$16.00 	Two Color Appliqué <ul style="list-style-type: none"> Lettering foreground ① Lettering drop ② Top layer zigzag stitch Bottom layer bean stitch 	TW29 \$18.00 	One Color Appliqué <ul style="list-style-type: none"> Lettering foreground color ① Outline satin stitch Embroidered sport ball options:
NEW TW55 \$16.00 	One Color Appliqué <ul style="list-style-type: none"> Main word ① Outline satin stitch Small lettering is Embroidery 	TW31 \$16.00 	Two Color Appliqué <ul style="list-style-type: none"> Lettering foreground color ① Lettering background color ② Outline zigzag stitch color
NEW TW56 \$16.00 	One Color Appliqué (main word and bars) <ul style="list-style-type: none"> Inside bars and word ① Outside bars ② Highlights are direct Embroidery Outline bean stitch 	TW33 \$16.00 	Two Color Appliqué <ul style="list-style-type: none"> Lettering foreground color and banner word ① Lettering background and banner color ② Outline zigzag stitch
NEW TW57 \$16.00 	Two Color Appliqué <ul style="list-style-type: none"> Lettering foreground ① Outline bean stitch Lettering background ② Outline zigzag stitch Bottom line is direct Embroidery 	TW42 \$22.00 	Two Color Appliqué <ul style="list-style-type: none"> Full block straight Appliqué ① Outline satin stitch One color Appliqué design ② Outline satin stitch Drop shadow satin stitch Choose mascot or sport emblem
NEW TW58 \$20.00 	One Color Appliqué <ul style="list-style-type: none"> Main word and shield color ① Top word and bottom lettering is Embroidery Mascot in shield Sport ball option available as Laser Etch or Embroidery Outline main word bean stitch 	TW48 \$18.00 	Two Color Appliqué <ul style="list-style-type: none"> Lettering top color ① Lettering bottom color ② Outline satin stitch Bottom word is Embroidered outline only
TW1 \$16.00 	Full Block Arched One Color Appliqué <ul style="list-style-type: none"> Lettering foreground color ① Outline satin stitch 	TW50 \$18.00 	One Color Appliqué – Stripes Two Color Appliqué – Word <ul style="list-style-type: none"> Stripe color Lettering foreground color ① Lettering outline color ② Outline zigzag stitch Small word is Embroidery

Add Laser Etch to your Appliqué!

Add a Laser Etch design on any Appliqué for an upcharge of only \$2.00.



Sample shown is a combination **Laser Etch** with Traditional Appliqué (TW55). **\$18.00**



Sample shown is a combination **Laser Etch** mascot in background (ET1) with Reverse Laser Appliqué on top (RLB3). **\$14.00**

Add a **Laser Etch** behind any Traditional Appliqué, Reverse Laser or Jersey Appliqué for an upcharge of only \$2.00.

Want to add even MORE dimension to your Appliqué?

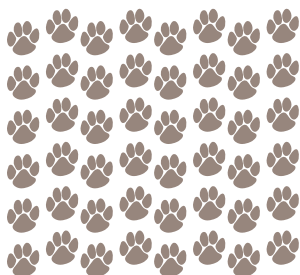
For HiRes or photographic images, use our **NEW Digital Precision Print** to enhance any Appliqué for an upcharge of only \$9.00.



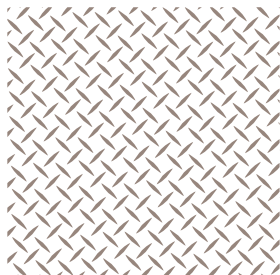
Sample shown is Appliqué TW55 with photographic image **Digital Precision Print** on twill. \$25.00

Printed Twill adds additional flair!

Choose any of our stock twill designs for additional enhancement to Appliqués.



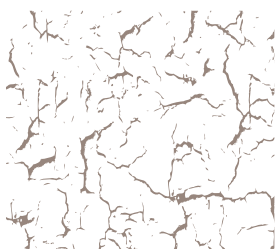
ST1 – Pawprint



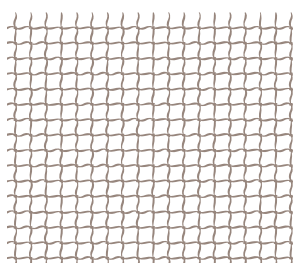
ST2 – Diamond Plate



ST3 – Tiger Stripe



ST4 – Crackle



ST5 – Net

Stock designs shown can also be used as an All-Over Screen or Discharge Print!

Add any one-color Printed Twill design to any Appliqué for an additional \$2.00.



Sample shown is Appliqué TW31 with ST3 – Tiger Stripe Printed Twill. \$18.00

AVAILABLE TWILL COLORS

Black	Shark Teal	Texas Orange	Tennessee Orange	Orange
Maize	Vegas Gold	Old Gold	Light Gold	Gold
Brown	Dark Green	Kelly	Gray	White
Pink	Greek Pink	Red	Cardinal	Maroon
Purple	Columbia	Royal	Navy	

FULL-SIZE EMBROIDERY

From bags to outerwear, our Full-Size Embroidery looks great on the front or back of garments.

DESIGN	GRAPHIC	COLOR BREAKS	TO ORDER SELECT...
FS38			<ul style="list-style-type: none"> Design colors ① ② ③ Lettering colors Lettering style: Main word: Full Block, Small word above: Full Block or Plain Block Maximum lettering: Main word: 10, Small word: 10 Mascot: 3" H Sport ball: 6" W Size of design – 13" W Available sport ball options:
			
FS39			<ul style="list-style-type: none"> Design colors ① ② ③ Lettering colors Lettering style: Full Block or Plain Block Maximum lettering: Main word: 10, Below design: 12 Mascot or sport emblem: 2" H Size of design – 3" H x 10" W – 6,000 stitches
FS44			<ul style="list-style-type: none"> Design colors ① ② Lettering locations: inside design above and below Lettering colors Lettering style: Plain Block Drop Shadow, Full Block or Script Size of design – 2.5" H x 10.5" W – 2,892 stitches
FS45			<ul style="list-style-type: none"> Design colors ① ② Lettering locations: inside large banner and small banner Lettering colors Lettering style: Plain Block, Full Block or Script Sport emblem or mascot: 2.5" H x 2.5" W Size of design – 8.3" H x 10" W – 11,924 stitches
FS47			<ul style="list-style-type: none"> Design colors ① ② Lettering colors Lettering style: Full Block or Plain Block Mascot or sport emblem: 1" H x 1" W Size of design – 3.25" H x 12" W – 13,357 stitches
FS48			<ul style="list-style-type: none"> Design color ① Lettering color Lettering style: Main word: Plain Block, Small word: Full Block or Plain Block Size of design – 3.6" H x 12" W – 12,000 stitches

All Full-Size Embroidery designs up to 25,000 stitches\$16.00

Embroidery designs with 25,000+ stitches\$0.50 per 1,000 stitches

*Design sizes may vary depending on garment sizes and styles.

LEFT CHEST EMBROIDERY

A Left Chest Embroidery is a great way to show your pride. Utilize one of our stock designs to achieve this classic look.

Letter Styles – Full Block, Plain Block or Script. Font changes available upon request.

DESIGN	GRAPHIC	COLOR BREAKS	TO ORDER SELECT...
NEW R2			<ul style="list-style-type: none"> ■ Design color ① ■ Laser Etch option mascot or sport emblem ■ Maximum lettering: 12 through center
NEW S2			<ul style="list-style-type: none"> ■ Design color ① ■ 2" tall mascot or sport emblem ■ Maximum lettering: 12 above, 12 below
NEW T2			<ul style="list-style-type: none"> ■ Design color ① ■ Lettering colors ■ Maximum lettering: 10 Main word, 12 Small word ■ Available sport ball options: 
NEW U2			<ul style="list-style-type: none"> ■ Design color ① ■ Lettering color ■ Maximum lettering: 12 Main word, 10 Small word ■ Available sport emblems: 
C2			<ul style="list-style-type: none"> ■ Design colors ① ② ■ 2" x 2" mascot or sport emblem ■ Maximum lettering: 10 vertical, 8 horizontal
E2			<ul style="list-style-type: none"> ■ Design color ① ■ Lettering color ■ Maximum lettering: 12 above, 12 below ■ Available sport ball options: 
F2			<ul style="list-style-type: none"> ■ Design colors ① ② ■ Lettering color ■ Maximum lettering: 12 above, 12 below ■ 1.5" tall mascot between bars
G2			<ul style="list-style-type: none"> ■ Design color and mascot ① ■ Lettering color ■ Maximum lettering: 12 above, 12 angled ■ 1.5" tall mascot or sport emblem inside design

DESIGN	GRAPHIC	COLOR BREAKS	TO ORDER SELECT...
H2			<ul style="list-style-type: none"> Design colors ① ② Lettering color Maximum lettering: 12 above, 12 below 1.5" tall mascot or sport emblem between bars
J2			<ul style="list-style-type: none"> Design color ① Lettering colors and outline of main word Maximum lettering: 10 through center, 12 above, 12 below
L2			<ul style="list-style-type: none"> Design colors ① ② Lettering color Maximum lettering: 10 through center
M2			<ul style="list-style-type: none"> Design colors ① ② Lettering colors Maximum lettering: 12 above, 12 below
N2			<ul style="list-style-type: none"> Design color ① Lettering color Maximum lettering: 10 through center, 10 main word
O2			<ul style="list-style-type: none"> Design colors ① ②
P2			<ul style="list-style-type: none"> Design color ① Lettering colors Maximum lettering: 10 above and below line
Q2			<ul style="list-style-type: none"> Design colors ① ② Maximum lettering: 10 top line, 14 bottom line 1.75" tall mascot or sport emblem on top of design

For Embroidery mascots or sports emblems, visit dakotacollectables.com.

Visit decoration.hollowayusa.com for additional options. Mascot size may vary based on design size.

All Left Chest Embroidery designs up to 8,000 stitches..... \$8.00

Embroidery designs with 8,001+ stitches \$0.50 per 1,000 stitches

NEW DIGITAL PRECISION PRINT

Holloway is excited to now offer Digital Precision Print as a decoration option.

Images, logos and other artwork are printed on a durable, lightweight, full-color film that is applied to garments and accessories of any color.



This is the perfect technique for detailed, multi-color designs and logos with low quantities. \$7.00

Why choose Digital Precision Print?

- Perfect for low quantity, photographic images and multiple color designs with tons of detail!
- Minimal set-up, quick turn allows you to offer customers great looking products in a short amount of time.
- Can now offer personalization, names and numbers (for example: #24 MOM, Joey's DAD, etc.).
- Ability to add personalization to straps and other previously difficult-to-decorate areas until now!



Sample shown is **Digital Precision Print** photographic image on twill. \$25.00

Left Chest \$7.00
Full Size..... \$13.00
Add to twill.....\$9.00
Add Personalization
(Name, Small Collar
Logo or Number)\$6.00



Sample shown is design (SP44) as a Left Chest **Digital Precision Print**. \$7.00

NEW ALL-OVER DISCHARGE PRINT

ALL-OVER SCREEN PRINT

NEW All-Over Discharge Print, for cotton-blend fabrics, gives the full All-Over Screen effect but without using ink. We're actually extracting color from the garment!

The Discharge color achieved varies by garment.



NEW Placed Discharge Print mascot on the hood (Bulldog shown). **\$11.00**

NEW All-Over Discharge Print (AO18 shown). **\$10.50**



NEW – We can also **Discharge Print Lettering** as shown (SP63). **\$6.00 with a minimum 24-piece order**

All-Over Screen Print designs, for 100% polyester fabrics, are printed in one-color ink per fabric specifications.

- All Performance fabrics excluding white and oxford fleece fabrics – clear ink.
- White Performance fabrics and all fleece fabrics – grey ink.



Sample shown is AO1 **All-Over Screen Print** with "Holloway" Screen Print over top. **\$20.50**

ALL-OVER CHARGES

	1 Color Screen Print/1 Side	Discharge Print/ Front and Back
12-23 pieces	\$10.50	\$13.50
24-47 pieces	\$7.30	\$10.20
48-71 pieces	\$5.90	\$8.70
72-143 pieces	\$5.40	\$7.00

ALL-OVER DESIGNS

Select from any of our All-Over template designs or even a Printed Twill template to give your garment a seriously impactful embellishment!



Sample shown is Tiger Stripe (ST3). See page 8 for all Printed Twill designs.

The following sports are also available:

AO1 – Team Spirit, AO6 – Volleyball, AO8 – Cheer, AO10 – Band/Choir, AO12 – Hockey, AO14 – Golf, AO15 – Swimming, AO16 – Bowling, AO17 – Tennis, AO18 – Sports

Check them all out at decoration.hollowayusa.com.

AO2-Football



AO3-Basketball



AO4-Baseball



AO5-Softball



AO7-Soccer



AO9-Track/CC



AO11-Lacrosse



AO13-Wrestling



SCREEN PRINTING

Whether you want to say something simple or complex, **Screen Print is a popular way to show your pride!** Also now available are **Neon Inks** in pink, orange, yellow and green. A great way to add punch to any Screen Print. 12-piece minimum order on any design.

TO ORDER SELECT...

NEW
SP86



- Color 1
- Color 2
- Note: design is distressed; fill of sport emblem is garment showing through

NEW
SP87



- Color 1
- Color 2
- Note: fill of mascot sport element, second word and inner outline of main word are garment showing through

NEW
SP88



- Color 1
- Color 2
- Color 3
- Note: distressed design

NEW
SP89



- Color 1
- Color 2
- Note: fill mascot and inner outline of main word are garment showing through

SP2



- Color 1
- Color 2

SP44



- Color 1
- Color 2
- Note: Fill of ball, mascot and center outline of main word are garment showing through

TO ORDER SELECT...

SP56



- Color 1
- Color 2

Baseball/Softball (shown)



SP61



- Color 1
- Color 2
- Color 3

SP63



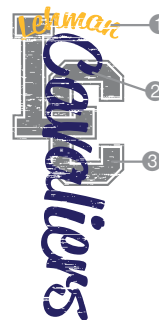
- Color 1
- Color 2
- Note: main word can be ink or foil

SP69



- Color 1
- Color 2
- Note: first outline of word is garment showing through

SP72



- Color 1
- Color 2
- Color 3
- Note: distressed design, design will go down the right side of the garment

SP73



- Color 1
- Color 2
- Note: mascot/sport emblem optional

TO ORDER SELECT...

SP74



- Color 1
- Color 2
- Color 3
- Color 4
- Note: distressed design, flourish will go down the left side

SP75



- Color 1
- Color 2
- Note: distressed design, letter has garment showing through details

SP76



- Color 1
- Color 2
- Note: distressed design, details of mascot are garment showing through, mascot is halftone

SP77



- Color 1
- Color 2
- Color 3
- Note: distressed design, details of mascot are garment showing through

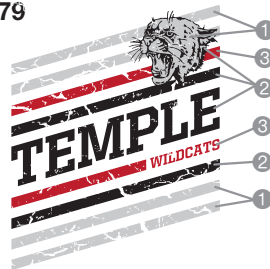
SP78



- Color 1
- Color 2
- Color 3
- Note: distressed design, first outline of words are garment showing through, splatter in background shown in clear ink, design goes down left side of garment

TO ORDER SELECT...

SP79



- Color 1
- Color 2
- Color 3
- Note: distressed design

SP80



- Color 1
- Color 2
- Color 3
- Note: distressed design, details and outline of mascot are garment showing through

SP83



- Color 1
- Color 2

SP84



- Color 1
- Color 2
- Note: letters in banners and details of mascot are garment showing through

SP85



- Color 1
- Color 2
- Color 3
- Note: fill of side word, drop shadow of main word and details of mascot are garment showing through

Additional designs are available at decoration.hollowayusa.com.

Screen Print Charges

Quantity	12-23	24-47	48-71	72-143
1 or 2 Color	\$10.00	\$5.50	\$4.90	\$4.20
3 Color	\$12.50	\$7.00	\$6.20	\$5.20
4 Color	\$15.00	\$8.50	\$7.50	\$6.20
5 Color	\$17.50	\$10.00	\$8.80	\$7.20
6 Color	\$20.00	\$11.50	\$10.10	\$8.20

Additional charges apply for printing on bags, sleeves, pant legs or seats.



Decoration Order Form

Ph: 800.331.5156

Fax: 937.497.8080

decoration.hollowayusa.com

Account Name:		Account #:		Order Date	PO #	Needed Date
Contact:		E-mail:				
SOLD TO:		SHIP TO:		Phone #:		
				Internal Use Only		
				Sales Rep:		
				Copied on approvals? Y or N		

Logo Design	Appliqué	Embroidery	Digital Precision Print	Laser Etch	Screen Print	Discharge Print	Location	Bags
(circle logo #1)	Traditional	Left Chest	Left Chest	Left Chest	Left Chest	Left Chest	Right Chest	Top Zipper Flap
(box logo #2)	Jersey	Full Size	Full Size	Full Size	Full Size	Full Size	Full Front	Front Pocket
				Jumbo	Jumbo	All-Over	Leg	Side Pouch
					All-Over		Thigh	Lower Leg
New Art? Y or N								
Design #:								
Color 1								
Color 2								
Color 3								
Color 4								
Color 5								
Existing Art:								
As B4 Control #:								

Item #	Color	Description	XXS	XS	S	M	L	XL	2XL	3XL	4XL	5XL	Qty	Price	Total

Comments or Special Instructions:
