

DECORATION



+ NEW ONLINE DECORATION DESIGNER

Instant art approval and faster turn times. Check it out at decoration.hollowayusa.com.

+ NEW SUBLIMATION TECHNIQUE

Shown on Zoom Shirt with Sublimation design SB23

+ SEE COMPLETE COLLECTION OF STOCK TEMPLATES

at decoration.hollowayusa.com

NEW SUBLIMATION DECORATION

Sublimation involves using a heat press to penetrate the ink into the fabric so that a permanent, full-color image is formed. The image is long-lasting, lightweight and resistant to scratching, peeling, cracking or fading.



SELECT image artwork

See page 3 for a selection of our photographic image artwork or visit decoration.hollowayusa.com for a full library of images. Hi-Res images with no extra weight on the garment. Unlimited colors.



SELECT design template

Utilize our stock designs or provide your own artwork.



FINISHED SUBLIMATION DECORATION

Sublimation gives you a full-color look with a great hand feel.

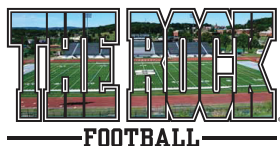
SB24 shown on Spark Shirt 222459

Our Sublimation decoration technique is for **White** garments only. Look for the "S" which designates the best garments to use for this technique.



SUBLIMATION DESIGN TEMPLATES (examples shown with image artwork)

Customize with your own images, mascots, text and colors. Visit decoration.hollowayusa.com to see all templates.



SB23



SB25



SB27



SB29

Sublimation Charges

Full Front or Chest Size\$11.50
see above

Scarf Application\$15.00
see page 3

Twill Add-on\$10.00
see page 7



NEW SUBLIMATION DECORATION (CONT.)

Our **Photographic Image Artwork** templates allow you to create vivid images for your decoration. Use in combination with a Sublimation design template or add to twill for an additional \$10.00.

SPORTS



SS01 Football



SS02 Football



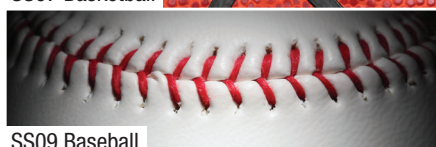
SS03 Soccer



SS06 Golf



SS07 Basketball



SS09 Baseball

MASCOTS



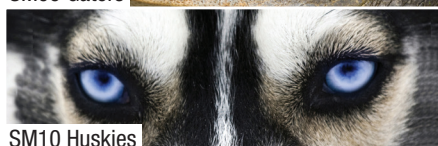
SM03 Lions



SM04 Falcons



SM09 Gators



SM10 Huskies

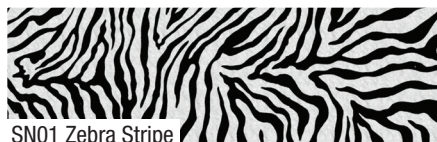


SM11 Tigers



SM12 Eagles

PATTERNS



SN01 Zebra Stripe



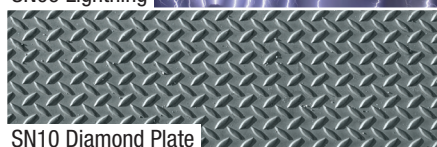
SN02 Polka Dot



SN04 Sunset



SN06 Lightning



SN10 Diamond Plate



SN11 Leopard Print

Assertion Scarf Artwork Templates



Sample shown SB10.

Our 223840 Assertion Scarf is an awesome item to customize with a Sublimation decoration. Choose from one of our templates, or submit your own.



SB01




SB08



SB11

Additional Sublimation and Image templates are available at decoration.hollowayusa.com.

Add a Sublimated name and number to any  Sublimation-ready garment. Full color, any font for \$16.00.

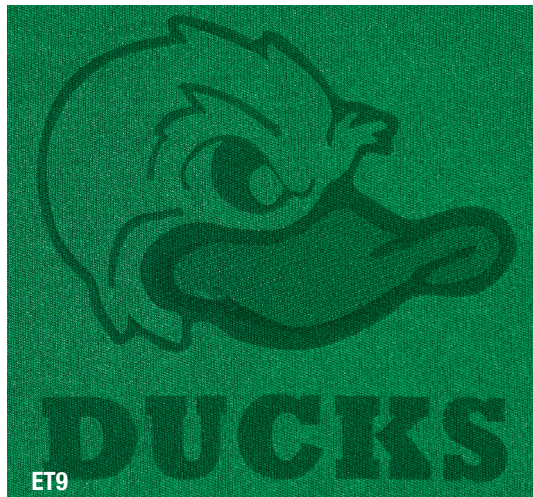


TONAL ETCH AND LASER ETCH

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 gives a dimensional look by using two (light and dark) contrasting tones.

TONAL ETCH DESIGNS



SINGLE TONE LASER ETCH DESIGNS



- Minimum text height is 1/4".
- Visibility of fine detailed designs vary by fabric type.
- Fabric must be 100% polyester, and works best on mid-tone colors.
- We do not recommend using this technique for:
 - Black, White or dark colors
 - 223851 Canyon Fleece Stadium Blanket
 - 223856 Tailgate Blanket
 - 222472 Electrify Shirt in Athletic Heather

Laser Etch Alone Charges

Quantity	12–23	24–144	145+
Left Chest	\$8.00	\$7.00	\$6.00
Full Size	\$9.00	\$8.00	\$7.00
Jumbo Size	\$10.00	\$9.00	\$8.00
Add to Embroidery or Appliqué	\$2.00	\$2.00	\$2.00

JERSEY APPLIQUÉ AND REVERSE LASER APPLIQUÉ

Utilize our stock designs and our Jersey Appliqué process to add real dimension with our Reverse Laser Appliqué technique.



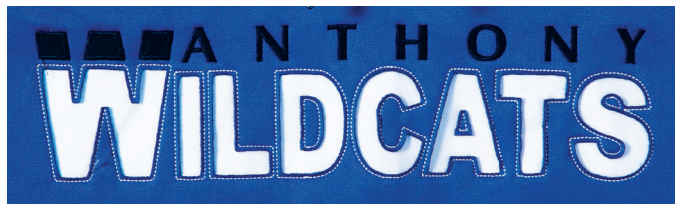
DESIGN

NEW TW59 – Sample shown is Jersey Appliqué (Huskies)

TO ORDER SELECT...

One Color Jersey Appliqué

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



RLB12 – Sample shown is a combination Reverse Laser Appliqué (Wildcats) with Embroidery (Anthony).

AVAILABLE JERSEY COLORS

Black	White	Lt Blue	Athletic Heather	Silver
Pink	Teal	Red	Royal	Dark Green
Purple	Orange	Maroon	Navy	Gold
Kelly	Ash Heather			

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



Shown is Traditional Appliqué word on top of Reverse Laser Appliqué sport emblem.

TO ORDER SELECT...

NEW RLB11 – 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 – Full Front

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



RLB3 – Full Front

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



RLB8 – 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 – Full Front

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



RLB10 – 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.)

Jersey and Reverse Laser Appliqué Charges

Quantity	12–23	24–144	145+
	\$16.00	\$15.00	\$14.00

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 	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 	TW11 	One Color Appliqué <ul style="list-style-type: none"> Lettering foreground color 1 Outline satin stitch Outer outline satin stitch Lettering inside tail
NEW TW53 	Two Color Appliqué <ul style="list-style-type: none"> Lettering foreground 1 Lettering background 2 Direct Embroidered bean stitch 	TW29 	One Color Appliqué <ul style="list-style-type: none"> Lettering foreground color 1 Outline satin stitch Embroidered sport ball options: <ul style="list-style-type: none"> baseball/softball soccer volleyball football basketball
NEW TW54 	Two Color Appliqué <ul style="list-style-type: none"> Lettering foreground 1 Lettering drop 2 Top layer zigzag stitch Bottom layer bean stitch 	TW31 	Two Color Appliqué <ul style="list-style-type: none"> Lettering foreground color 1 Lettering background color 2 Outline zigzag stitch color
NEW TW55 	One Color Appliqué <ul style="list-style-type: none"> Main word 1 Outline satin stitch Small lettering is Embroidery 	TW33 	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 TW56 	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 	TW42 	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 TW57 	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 	TW48 	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
NEW TW58 	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 	TW50 	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
TW1 	Full Block Arched One Color Appliqué <ul style="list-style-type: none"> Lettering foreground color 1 Outline satin stitch 		
TW3 	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 		

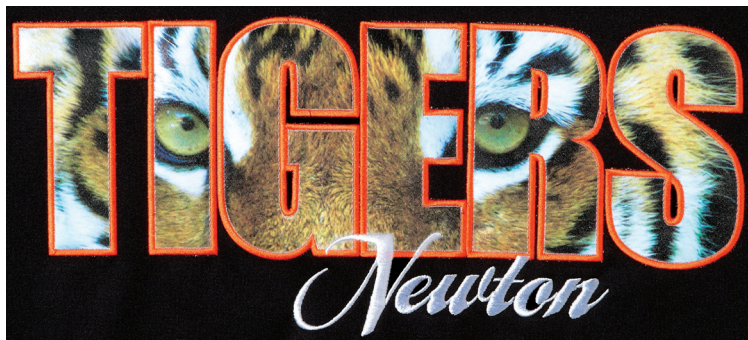
Traditional Appliqué Charges

Quantity	12–23	24–144	145+
All Designs	\$19.00	\$18.00	\$16.00

APPLIQUÉ ADD-ON

Check out the available **Sublimation artwork templates** on page 3 or all templates at decoration.hollowayusa.com.

Use our photographic artwork templates for **Sublimation** to enhance any Appliqué for an upcharge of only \$10.00.



Sample shown is Appliqué **TW55** with photographic image Sublimated on twill. \$29.00 (12–23 pieces)

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



Sample shown is a combination **Laser Etch** mascot in background (**ET1**) with Reverse Laser Appliqué on top (**RLB3**). \$18.00 (12–23 pieces)

Choose from our stock Printed Twill designs on page 12 to enhance any Appliqué.



Sample shown is a combination **Laser Etch** with Traditional Appliqué **TW55**. \$21.00 (12–23 pieces)



Sample shown is Appliqué **TW31** with **ST3** – Tiger Stripe Printed Twill. \$21.00 (12–23 pieces)

AVAILABLE TWILL COLORS

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

EMBROIDERY

Make your own design with our **Online Decoration Designer**. See our entire collection of stock template designs at decoration.hollowayusa.com.

FULL-SIZE EMBROIDERY

DESIGN	GRAPHIC	COLOR BREAKS	TO ORDER SELECT...
FS38	<p>3 Fill of Main Word 2 Outline 1 Puff Sport Emblem</p>	<p>1 Puff Sport Emblem</p> <p>Baseball/Softball Basketball Football Soccer Volleyball</p>	<ul style="list-style-type: none"> Design element 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:
FS44	<p>2 Outer Swoosh 1 Inner Swoosh</p>	<p>2 Outer Swoosh 1 Inner Swoosh</p>	<ul style="list-style-type: none"> Design element 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
FS48	<p>1 Outline Letters</p>	<p>1 Outline Letters</p>	<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

Full-Size Embroidery Charges

Quantity	12–23	24–144	145+
Up to 20,000 stitches	\$16.00	\$15.00	\$14.00
20,001 to 30,000 stitches	\$18.00	\$17.00	\$16.00
30,001+ stitches	\$20.00	\$19.00	\$17.00

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

LEFT CHEST EMBROIDERY

DESIGN	GRAPHIC	COLOR BREAKS	TO ORDER SELECT...
E2		<p>1 Design</p> <p>Basketball Football Baseball/Softball Soccer Volleyball</p>	<ul style="list-style-type: none"> Design element color 1 Lettering color Maximum lettering: 12 above, 12 below Available sport ball options:
F2		<p>1 Top Bars 2 Bottom Bars</p>	<ul style="list-style-type: none"> Design element colors 1 2 Lettering color Maximum lettering: 12 above, 12 below 1.5" tall mascot between bars
G2		<p>1 Lines</p>	<ul style="list-style-type: none"> Design element color and mascot 1 Lettering color Maximum lettering: 12 above, 12 angled 1.5" tall mascot or sport emblem inside design
J2		<p>1 Design</p>	<ul style="list-style-type: none"> Design element color 1 Lettering colors and outline of main word Maximum lettering: 10 through center, 12 above, 12 below



EMBROIDERY (CONT.)

LEFT CHEST EMBROIDERY (cont.)

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 element color 1 • Lettering colors • Maximum lettering: 10 main word, 12 small word • Available sport ball options: <div> </div>
NEW U2			<ul style="list-style-type: none"> • Design element color 1 • Lettering color • Maximum lettering: 12 main word, 10 small word • Available sport ball emblems: <div> </div>
L2			<ul style="list-style-type: none"> • Design element colors 1 2 • Lettering color • Maximum lettering: 10 through center
02			<ul style="list-style-type: none"> • Design colors 1 2
P2			<ul style="list-style-type: none"> • Design element 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.

Chest Size Embroidery Charges

Quantity	12-23	24-144	145+
Up to 4,000 stitches	\$7.50	\$7.00	\$6.50
4,001 to 8,000 stitches	\$10.00	\$9.00	\$8.00
8,001+ stitches	\$12.00	\$11.00	\$10.00



SCREEN PRINTING

Screen Print is a popular way to show your pride! Neon Inks are now available in pink, orange, yellow and green. A great way to add punch to any Screen Print.

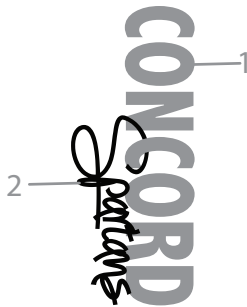
TO ORDER SELECT...

NEW
SP90



- Color 1
- Color 2
- Note: distressed design, details of mascot and inner outlines of lettering are garment showing through

NEW
SP92



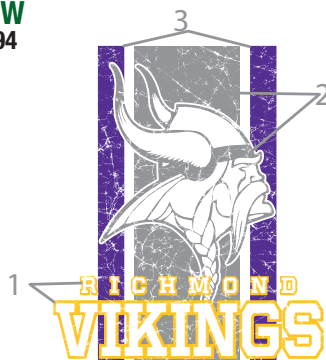
- Color 1
- Color 2
- Note: design will go down the left side of the garment

NEW
SP93



- Color 1
- Note: distressed design

NEW
SP94



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

NEW
SP95



- Color 1
- Color 2
- Note: distressed design, first outline of main word and word inside oval are garment showing through

TO ORDER SELECT...

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

SP63



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

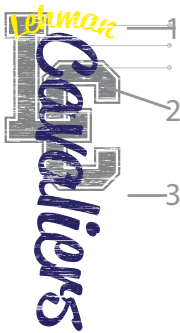


Sample shown is decorated with **SP94**. For a complete library of designs, visit decoration.hollowayusa.com.

SCREEN PRINTING (CONT.)

TO ORDER SELECT...

SP72



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

SP76



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

SP78



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

SP80



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

SP86



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

SP87



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

SP88



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

SP89



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

Additional designs are available at decoration.hollowayusa.com.

Screen Print Charges

Quantity	12-23	24-47	48-71	72-143	144+
1 or 2 Color	\$10.50	\$6.00	\$5.40	\$4.70	\$3.90
3 Color	\$13.00	\$7.50	\$6.70	\$5.70	\$4.40
4 Color	\$15.50	\$9.00	\$8.00	\$6.70	\$4.90
5 Color	\$18.00	\$10.50	\$9.30	\$7.70	\$5.40
6 Color	\$20.50	\$12.00	\$10.60	\$8.70	\$5.90

Bags, Sleeves, Pant Legs, Jumbo Screen Print Charges

1 or 2 Color	\$11.00	\$7.80	\$6.40	\$5.90	\$5.50
3 Color	\$14.00	\$10.10	\$7.90	\$7.10	\$6.50
4 Color	\$17.50	\$12.40	\$9.40	\$8.30	\$7.50

ALL-OVER SCREEN PRINT



Sample shown with All-Over Screen (A09).

All-Over Screen Prints are for 100% polyester fabrics and 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.

All-Over Screen Print Charges / 1 color, 1 side

Quantity	12–23	24–47	48–71	72–143	144+
	\$11.00	\$7.80	\$6.40	\$5.90	\$5.50

Templates can be used as an All-Over Print. Choose from any sport or spirit template listed here or at decoration.hollowayusa.com for no set-up fee!

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!

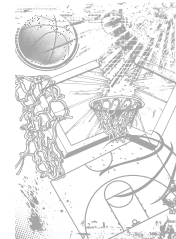
NEW A027 – Pride



A02 – Football



A03 – Basketball



A04 – Baseball



A05 – Softball



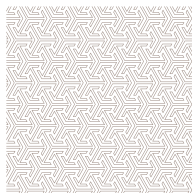
A09 – Track/CC



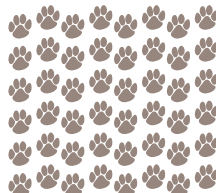
The following sports are also available: A01-Team Spirit, A06-Volleyball, A07-Soccer, A08-Cheer, A010-Band/Choir, A012-Hockey, A014-Golf, A015-Swimming, A016-Bowling, A017-Tennis, A018-Sports. Check them all out at decoration.hollowayusa.com.

Discharge or Printed Twill designs add additional flair!

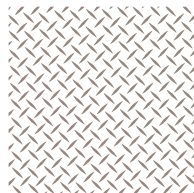
Choose any of our stock designs for additional enhancement.



NEW ST6 – Arrows



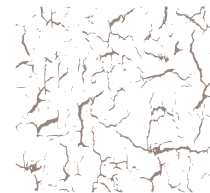
ST1 – Pawprint



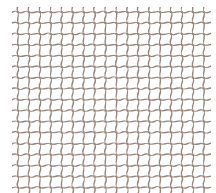
ST2 – Diamond Plate



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.