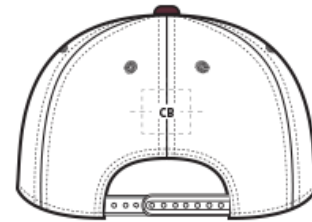
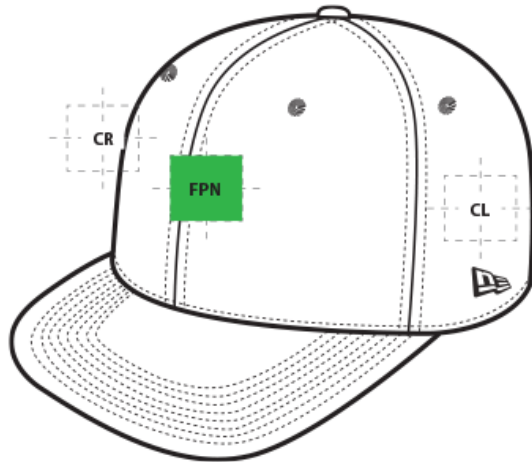


# DECORATION SPEC SHEET



NE404 New Era® Original Fit Diamond Era Flat Bill  
Snapback Cap



FRONT DECORATION DIMENSIONS			
<b>FPN</b>	Front Panel	2.25" H x 5"W (max size)	Primary

BACK DECORATION DIMENSIONS			
<b>CB</b>	Cap Back	1"H x 4"W (max size)	

SIDE DECORATION DIMENSIONS			
<b>CR</b>	Cap Right	2.25"H x 2.75"W (max size)	

Decoration range is dependent on product, decoration method and equipment used. Allow for 1/8" per size. Sizing is based off: Adult-L, Women's-M, Youth-L, Girls-M. Please consult with your decorator or supplier.

## DECORATION TECHNIQUES



**EMBROIDERY**



**SCREEN PRINTING**



**HEAT TRANSFERS**

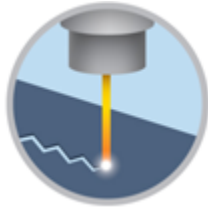


**EMBOSS**

# DECORATION SPEC SHEET



## NE404 New Era® Original Fit Diamond Era Flat Bill Snapback Cap



LASER ETCHING



PAD PRINTING

### ESSENTIAL PRODUCT INFORMATION

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**Due to the nature of 100% polyester fabrics, special care must be taken throughout the decoration process when heat is applied for curing. Please consult with your decorator or material supplier.**

### TIPS FROM OUR EXPERTS BY DECORATION TECHNIQUE

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#### EMBROIDERY

Embroidery is the art of embellishing a piece of apparel with a needle and thread or yarn creating stunning visual representations of various types of art. This is achieved by converting logos in a digitizing software and using various stitch patterns, angles, density and stitch types to create depth, movement and detail. Thread can be made from many materials. The most commonly used threads are polyester and rayon. There are also options such as metallic, cotton, nylon, silk and even Nomex thread for fire resistance. Embroidery has a very high-perceived value and is popular for use on most apparel, bags, hats, luggage, blankets and more!



#### SCREEN PRINTING

An imprinting method in which the image is transferred to the fabric. Ink is squeegeed through a stenciled screen stretched over a frame and then cured in a dryer.

**Low-cure poly inks are required. Grey or black bleed blockers may be necessary.**



#### HEAT TRANSFERS

A graphic, name and or number applied to a textile with a heat press. Great for quantities of any size, sports name and numbering, fashion, performance wear, print on demand programs and on-site decorating events.

**Heat transfers with low cure adhesive and bleed blockers are required for this product.**

# DECORATION SPEC SHEET



## NE404 New Era® Original Fit Diamond Era Flat Bill Snapback Cap



### EMBOSS

Embossing uses a metal-engraved die along with a combination of time and temperature to create a design that will not fade or wash away. An embossed logo is made when the areas surrounding the logo are pressed, creating a puffed or raised look. This method works well on cotton, polyester, leather, pleather, fleece and polar fleece fabrics. It is an extremely upscale look and a fresh alternative to traditional decorating techniques.

**Darker colors and lighter weight garments may not give you the desired outcome.**



### LASER ETCHING

Laser etching is a decorating process that burns a pattern into the top layer of fabric, giving it a subtle tone-on-tone appearance. The image the etching creates has an upscale look that is usually the same color but several shades darker than the original fabric's color. It works well with both big or small logos.

**Test etch prior to production to dial in wattage and speed. Darker colors may not give you the desired outcome.**



### PAD PRINTING

Pad printing uses a soft silicone pad to transfer an image taken from a plate etched with a reversed logo, similar to a rubber stamp. Images can be very small and detailed and can be up to 5½ inches in diameter. Pad printers are capable of printing up to six colors, however most industry printers use one to two colors at most when printing on apparel. Pad printing is a popular trend for tagless label printing. The prints are soft, durable and capable of high and low volume production. Pad printing is great for sling bags, totes and other items that are difficult to decorate, as well as styles that are heat sensitive.