

# THE COMPLETE COURSE OF EMBROIDERY



- Presented by Bruce Perryman

# OBJECTIVE

To Explore and Define:

Elements of the art form

The dynamics behind creating  
exceptional embroidery



# What is Embroidery?





- *A Three Dimensional Art Form*











# Stitch Types

Satin Stitch

Fill Stitch

Run Stitch











# Digitizing

What exactly is it?

Geometry... Nothing more than X's and Y's....



# Digitizing Success

- Artistic interpretation
- Knowledge of medium's ( i.e. Fabrics/  
threads)
- Machine capabilities and limitations
- Production processes









Details, Details, Details





1177  
k blue

199 red

108 yellow

347 dk gr

grad

gradi

368 lt green

108 yellow 10

877 gray

black ✓



Digitizer inexperience

A desire to expedite production



Quotes.....

And Estimating.....





CHEAP CIGARS - COLD BEER  
LIVE BAIT  
FAMOUS "NICAKISTUSMAL" FISH GETTERS



There only two kinds of estimates...

Lucky and Lousy!



# A Final Note...

The oft asked question... Who owns  
what?











RAW MATERIALS

FABRICS

APPAREL



# The Raw Materials

Cotton- combed, mercerized

Blends- 2 or more fibers combined

Lycocell- natural, wood pulp, cellulose

Microfiber-fine, low denier

Wools: natural vs. Manmade



ROW

1882



# Fabrics

Knits: Jersey, interlock, piqué, fleece, spandex, etc.

Comfort and fit

Unstable and flimsy



CAL POLY

SAN LUIS OBISPO



# Fabric

- Woven: Twill, Denim, Herringbone, etc.
- 2 or more yarns Warp & Fill
- Bias and a lack of comfort
- Durable and Very Stable



Lighthouse:  
a structure  
(as a tower) with  
a powerful light.



Gives a  
continuous or  
intermittent signal  
to navigators.



# *Fabric*

Nap: Terry, Velour, Corduroy

Woven base, looped/ raised fibers texture,  
" dimension", comfort , nap direction

Fairly Stable





GUINNESS





# Fabric

Others: Leather and Vinyl

Leather is a natural fiber, expensive, prone to scuffing/ abrasions.

Vinyl is a woven base with a chemical coating.  
Manmade, inexpensive, durable and water proof.

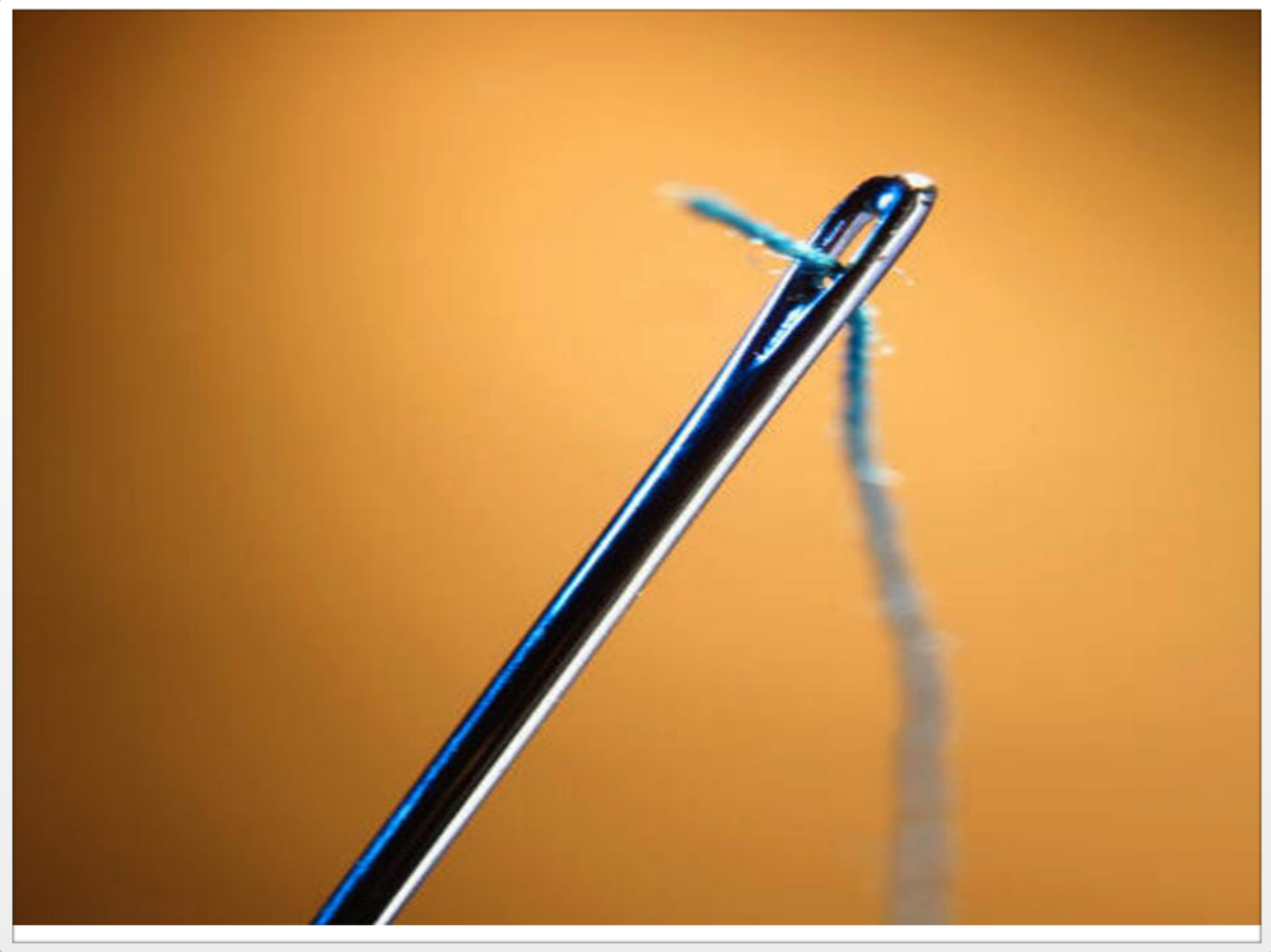




*The Gallery*









THREAD

MANY BRANDS



# COLORS

Pantone Matching System PMS

Universal color coding system

Slight color variance between manufacturers



- Size: Thickness
- 30's: thicker
- 40's: most commonly used
- 60's : thinner



# Rayon Thread

- Natural fiber cellulose ( wood pulp) Eco Friendly..
- Originally designed as silk substitute .
- Not colorfast. Do not bleach.





# Cotton Thread

- A natural fiber. Eco Friendly
- Matte finish.
- Polo Ralph Lauren: DMC







# Polyester Thread

Manmade Fiber

Very durable, colorfast, resists effects of sun.



1950 U

OL 197

neon No  
Poly

197





# Specialty Threads

- Solar Active
- Variegated
- Mylar
- Glow in the dark...







# Metallic Thread

Core of nylon/ rayon covered with a metallized polyester fill







# Which to Use

- Based on the application
- Rayon/ Poly commonly used
- Poly is much more durable
- Cost?



TOMMY  
*Bahama*



GIVE DRINKS A CHANCE



YMMOT  
*Bahama*



GIVE DRINKS A CHANCE





# Stabilizer's

- Two Types:
- Cutaway: used to add stability to embroidery with a delicate hand.
- Tear Away: Used with more sturdy, durable fabrics.



# Toppings

- Saran Wrap
- "Cleaner bags"
- Solvy
- Aqua Film
- Thermo Glaze



**TIGERS**





# Education

- You can't learn enough.
- Associations: PPAI, RMRPPA
- Trade Publications.
- Trade Shows. EXPO
- Suppliers.... Product knowledge



# Bruce Perryman, Embroidery Unlimited Inc. Tempe, AZ

- Contract Decorator .....20 + years experience.
- Retail, fashion, and promotional product market experience.
- Laser appliqué, etching, and custom embroidery experience
- PPAI Board Member, AZPPA President, M.A.S.
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