

# Signs & Emblems

EMBLEMS  
HEAT TRANSFERS  
DIRECT EMBROIDERY  
BARCODE LABELS  
SCREEN PRINTING  
SUBLIMATION  
DIGITIZING







**YOUR BRAND  
DECORATOR**



**PROUDLY FOR  
78 YEARS.**





# SILICONE EMBLEMS AND TRANSFERS

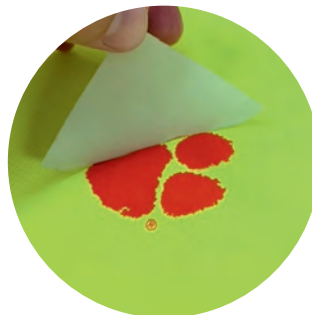
Silicone Emblems and Transfers are one of the most trending design techniques of the decade. These 3D, flexible, smooth emblems are durable in harsh conditions and never fade over time. The variety of silicone techniques shown below make silicone emblems a modern and unique addition to apparel, bags, shoes, promotional swag and more!



**MOLDED APPLIQUE  
(SEPARATED ELEMENTS)**



**MOLDED PATCH  
(ONE PIECE)**



**SCREEN PRINT  
TRANSFER**



**PRINTED  
ON FABRIC**

## How is Silicone different from PVC?

Silicone and PVC emblems are very similar in their production specifications and dimensional aesthetic. However, PVC cannot be produced with separated elements; whereas, Silicone can be produced in ***tiny, separated elements*** to emulate direct embroidery. Silicone emblems and transfers are better used for designs with ***small, intricate details*** and PVC emblems are meant for larger logos or graphics. Most importantly, unlike PVC emblems, ***Silicone emblems are environmentally friendly*** making them safe to heat apply.

	 HEAT APPLY	 SMALL DETAILS	 SEPARATED ELEMENTS
SILICONE	✓	✓	✓
PVC	✗	✗	✗



## DIMENSIONS

**Minimum:** 0.39"

**Maximum:** 7" x 7"

## BACKINGS

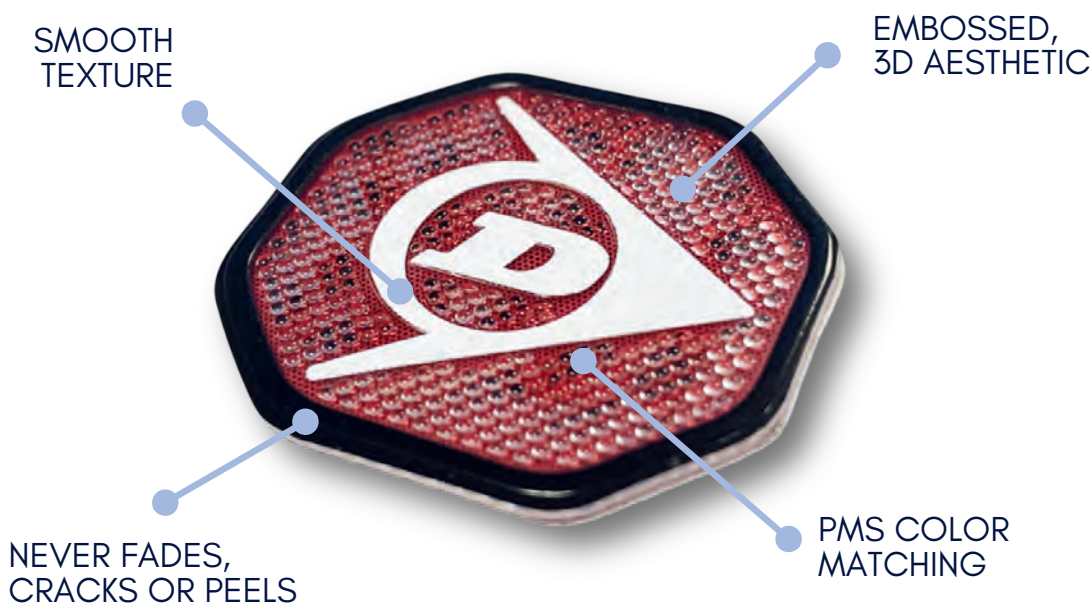
- **Heat Seal**
- **Velcro** (*non-separated only*)
- **Pressure Sensitive**
- **No Backing (Sew-On)**

## COLORS

**Max:** 6-7 colors  
depending on design.

## WASHCARE

**Home Laundry**



## Silicone Emblems in Today's World

***Markets worldwide are quickly phasing out their standard, embroidered patches in favor of a more flexible, innovative alternative – silicone.***

The three dimensional texture and appearance allows for brands to elevate their logo in a modern way that average patch techniques cannot do. With the addition of embossed silicone elements that are fortified with non-fade, wear-resistant endurance, markets such as sports, healthcare, and safety can elongate the lifespan of their uniform insignia.

Silicone emblems are also making a splash as garment and accessory hang tags or labels. The smooth, non-fabric feel makes product tags less irritating and more practical, not only due to texture, but also placement diversity. With a more stylish tag comes new possibility for displaying the often hidden label.



## Silicone Application Guidelines: Garments



20-40 SEC.



305°F - 310°F



40-50 PSI

### Top Heat Press

*Do not remove clear plastic carrier if the logo has separated elements. Only remove the white paper backing.*

- 1 Cover logo with Teflon Paper - Press.
  - 2 Remove from Press.
  - 3 Peel back carrier paper slowly.  
*If elements lifting, re-apply for 15-20 seconds.*
  - 4 Remove carrier paper, cover with parchment paper, and press again for 5-10 seconds
- ✓ Let cool prior to folding and packing.
  - ✓ Do not wash for 24 hours
  - ✓ Home Wash & Dry

## Silicone Application Guidelines: Hats



20-40 SEC.



320°F - 340°F TOP  
320°F BOTTOM



MEDIUM-HEAVY

### Hotronix IQ 360 Press - Top & Bottom Heat

*Do not remove clear plastic carrier if the logo has separated elements. Only remove the white paper backing.*

- 1 Cover with the 1/8" foam pad that came with the press.  
*The thinner pad of 3 that you receive with the heat press.*
  - 2 Peel back carrier paper
  - 3 Place foam pad back on hat and press again for 10 seconds.
- ✓ Let cool prior to packing.
  - ✓ Do not wash for 24 hours
  - ✓ Home Wash & Dry







## ORDERING GUIDELINES

### Artwork & Setup Fees:

An emailed sketch card or scan of your finished emblem is included with the order for no additional cost.

**Minimum Order Quantity:** 100 pcs.

### Information Required:

- Vector Artwork
- Order Quantity
- Size
- PMS Colors (if known)
- Application Method: Sew Down or Heat Seal
- Garment Type



## ARTWORK/TURNAROUND

**Mold/Setup Fee:** Custom Quoted

*(The cost is dependent on the size, number of colors, and the details in the design.)*

**Vector Files Preferred**

**Physical Sample:** Approx. 2-3 weeks

**Production:** Approx. 3-4 weeks



## PAYMENT METHODS

**Visa, Mastercard, American Express, Discover, Wire/ACH Checks.**

*If you would like to be set up with payment terms, please contact Customer Service for assistance.*



Penn Emblem is a full-service, branded apparel and promotional product decoration company. With over 50 different decoration options, 78 years of experience, 13 markets served and 7 global locations, we are America's largest supplier and brand decorator for the rental uniform and promotional product industry.

*We look forward to working together.*



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