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effective strategies to increase your decorated apparel sales – and your bottom line.

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## About the Cover

This month's cover may be super hot, but don't worry: It isn't going to catch fire.

Thank Madeira USA for that. The thread manufacturer offers this flame-resistant thread – dubbed "Fire Fighter" – for industries where safety standards are a top priority. Aeronautics, motor sports and firefighting are just some of the areas where the specialty thread serves as both an attractive and practical embellishment.

"Fire Fighter gives embroiderers a doorway into some local markets that they may not have thought of, as well as companies of large, national proportions," says Madeira's marketing specialist Alice Wolf, noting the thread meets stringent ISO standards and is certified internationally by the Oeko-Tex Association.

Because of ever more rigorous safety rules, the thread could also have applications for utility companies, petroleum corporations and even the children's wear market. "They all follow guidelines for safety that grow stricter each year," Wolf says.

The key to the thread's heat- and flame-resistance lies in the fact that it's made of 100% aramid – a class of strong, heat-repelling synthetic fibers also used in bulletproof vests and bicycle tires. Particularly, the thread contains Nomex, a flame-resistant meta-aramid developed by DuPont used in everything from hoods for firefighters and race car drivers to astronaut pressure suits intended for extreme environments.

Just because Fire Fighter Thread is powered by heavy-hitting science doesn't mean it sacrifices aesthetics. Available in 24 colors in 1,000-yard spools, the 40-weight thread also comes in seven colors in 2,734-yard cones. "Its colors correspond to Polyneon, for easy Pantone matching," Wolf says.

The thread performs best with an 80/12 needle, and Madeira provides Fire Fighter bobbin cones and flame-thwarting pre-wound bobbins, along with flame-resistant backing. Armed with such offerings, embroiderers can start better serving safety-first industries today. – *Christopher Ruvo*



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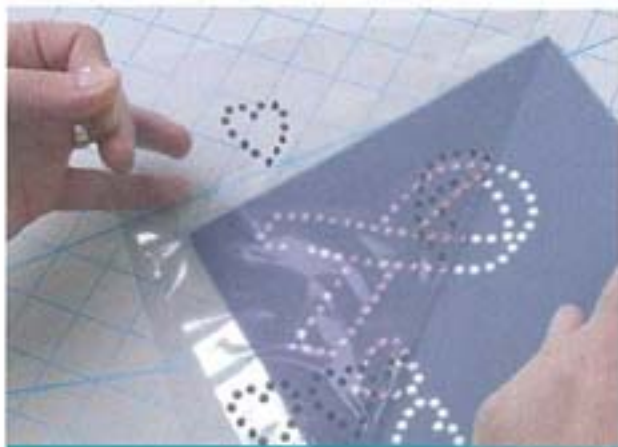
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### Ship Rhinestone Designs Safely



If you create rhinestone transfers to be shipped to other locations, you'll need an extra-strong adhesive. Stahls' ID Direct's (asi/88984) Silicone Hot Fix Tape is designed to be **50%** stronger in adhesion than normal hot-fix tape, reducing rhinestone movement and loss.

### Lower Your Ink Costs

Check out Ryonet Corp.'s YouTube video, "Choosing Mesh Sizes" (<http://bit.ly/mNFbs>), to see how selecting a higher mesh size (for example, a 156 mesh rather than a 110 mesh) can result in a significant ink savings without sacrificing the quality of your screen print. Ryonet's test, which prints white ink (going print flash print) on a dark shirt, compared several mesh sizes and found that the 156 mesh used 37% less ink when compared to the 110 mesh. The screen print's coverage and hand looked and felt just as good as that of the 110 mesh. When you're printing thinner inks, in particular, go with a higher mesh screen for lower ink cost.



### QUICK TIPS



Photo: Stahls' ID Direct (asi/88984)

➔ **Go thin to take the blues out of stencil cutting.** The new 15-mil Blue Stencil material from [www.StahlsID.com](http://www.StahlsID.com) is easier to cut and causes less wear and tear on your vinyl cutter.



➔ **Use a number 90/14 needle** for best results when sewing with a slightly thicker thread like the FS No. 30 metallic from Madeira USA (see *product pick for more information*).

➔ **Choose a garment with a fabric weight of 5.6 oz. or more** for standout embossed imprints.

Photo: Apple Imprints Apparel



Photo: Madeira USA



### Product Pick

Though some decorators think of metallic threads as delicate, there's a tough option ideally suited for use on uniforms. Madeira USA's hard-wearing FS No. 30 is a shiny, bleachable metallic that holds up to industrial laundering up to 203° F. The slightly thicker thread produces a rich, genuine metallic look. Its exclusive twist construction and double-layer protection make the thread very abrasion-resistant. FS No. 30 was developed to withstand exposure to the elements, as well as chlorine and bleaching. Visit [www.maderiamart.com](http://www.maderiamart.com).