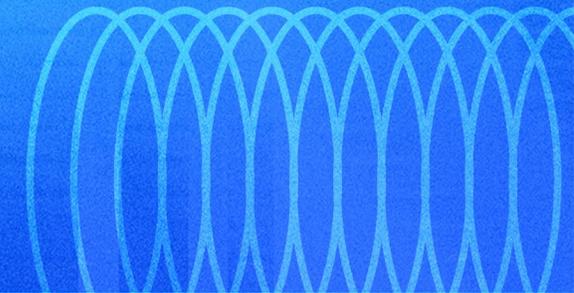




Sizing Standards & Placement Trends

Every Decorator Should Know



AGENDA

- ◆ The Market Opportunity
- ◆ Core sizing standards
- ◆ Alternative placements
- ◆ Final tips and tricks



Lizz
Presenter

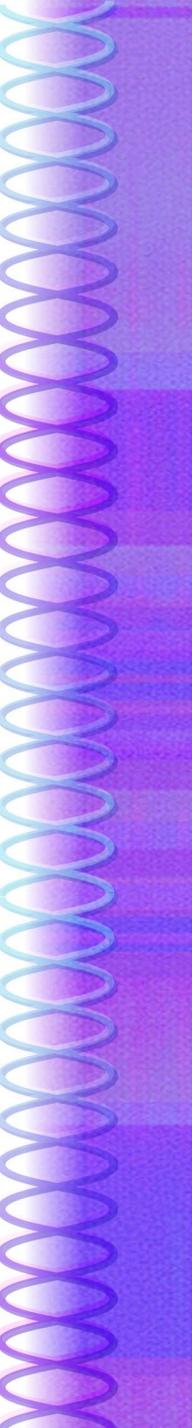
Layout_3D-636

The Why

- ◆ Brand consistency
- ◆ Customer trust
- ◆ Reduce costly reprints/refunds
- ◆ Create perceived value
- ◆ Influence how the garment feels



Impact of sizing and placement





CORE SIZING STANDARDS

IMAGE SIZES



CAP & VISOR

Standard Cap	4" x 2.25"
Standard Visor	4" x 1.25"

ADULT

Standard Adult	11" x 11"
Max	11.25" x 14"
Jumbo	12.5" x 17"

YOUTH

Youth (Med/Lg.)	10.5" x 10.5"
Youth (Small)	8.5" x 8.5"
Toddler	5.5" x 5.5"

LEG

Standard Leg	2.5" x 14"
Large Leg	5" x 24"

HEART / LEFT CHEST

Standard Heart	4.5" x 4.5"
Maximum Heart	5" x 5"
Pocket	3.5" x 3.5"

SLEEVE

Standard Sleeve	2" x 11.25"
Maximum Sleeve	2.5" x 14"

Keep in mind:

- ◆ Limited by your platen size
- ◆ Limited by smallest garment on order
- ◆ Start with basic guidelines

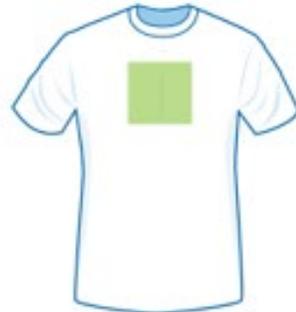
T-Shirt Placement Visual Quick Guide



FULL FRONT
MAX IMPRINT AREA: 12" X 14"



MEDIUM FRONT
IMPRINT AREA: 8" X 8"



CENTER CHEST
IMPRINT AREA: 5" X 5"



ACROSS CHEST
IMPRINT AREA: 4" X 12"



RIGHT CHEST
IMPRINT AREA: 5" X 5"



LEFT CHEST
IMPRINT AREA: 5" X 5"



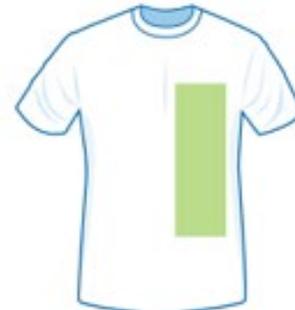
RIGHT SLEEVE
IMPRINT AREA: 3.5" X 3.5"



LEFT SLEEVE
IMPRINT AREA: 3.5" X 3.5"



RIGHT VERTICAL
IMPRINT AREA: 5" X 14"



LEFT VERTICAL
IMPRINT AREA: 5" X 14"



FRONT BOTTOM RIGHT
IMPRINT AREA: 5" X 6"



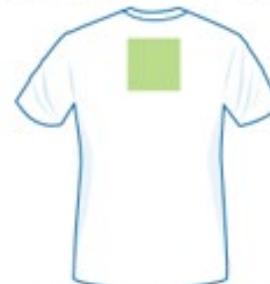
FRONT BOTTOM LEFT
IMPRINT AREA: 5" X 6"



FULL BACK
MAX IMPRINT AREA: 12" X 14"



MEDIUM BACK
IMPRINT AREA: 8" X 8"



LOCKER PATCH AREA
IMPRINT AREA: 4" X 4"



ACROSS SHOULDERS
IMPRINT AREA: 4" X 14"

- Full Size image on XS-2XL Shirts
- The same 12"W x 11"H graphic is used on all six shirts displayed





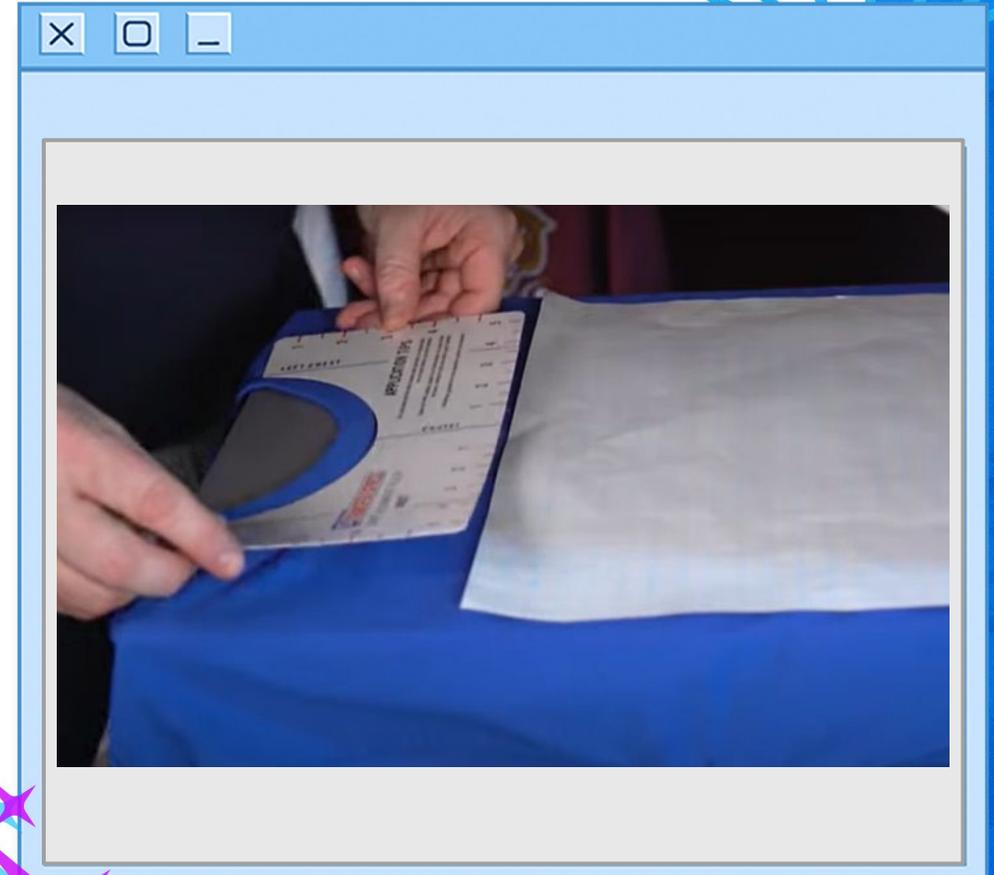
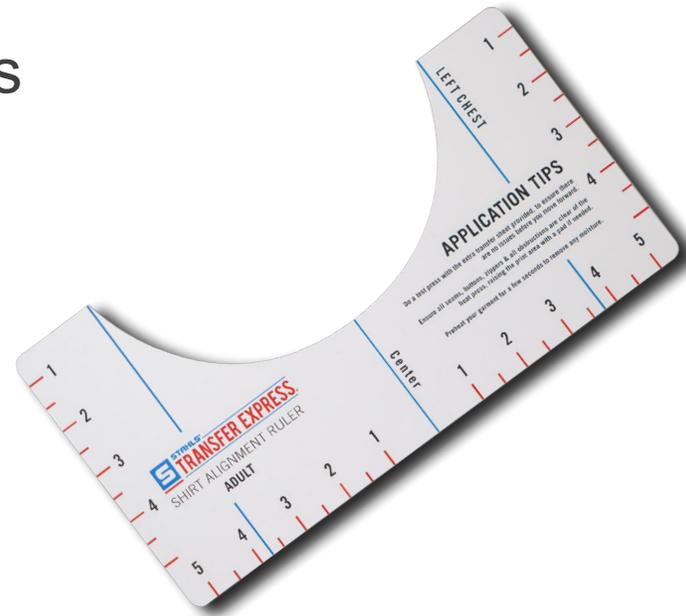
PLACEMENT TOOLS

Placement Tools



T-SHIRT RULER/GUIDE

- ◆ Basic measurements
- ◆ Crewneck only
- ◆ Basic alignment
 - Center
 - Left/Right Chest



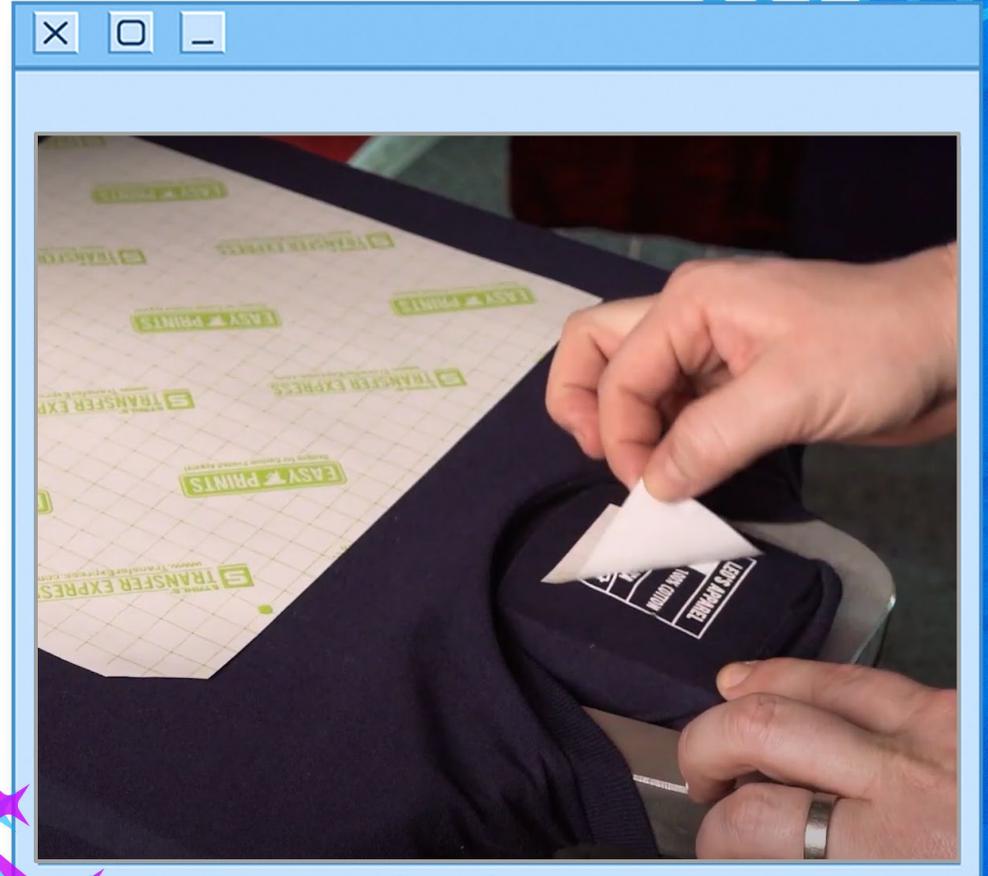
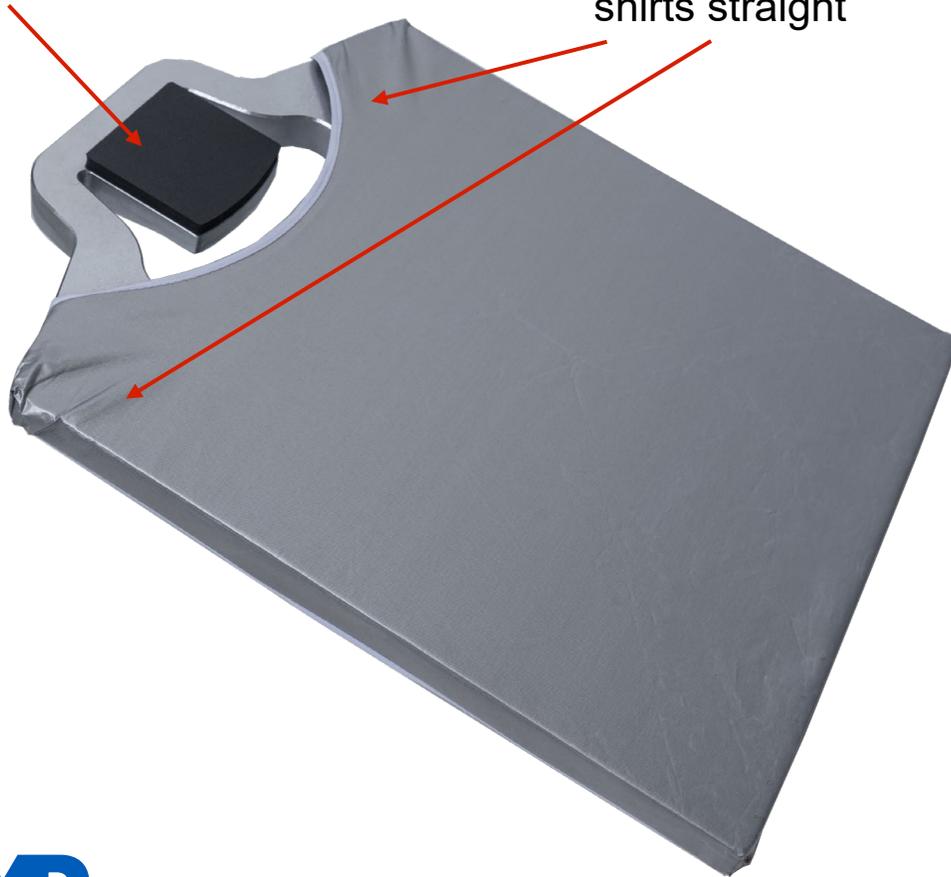
Placement Tools

Tag Along™ HP Platen



Print a Custom tag

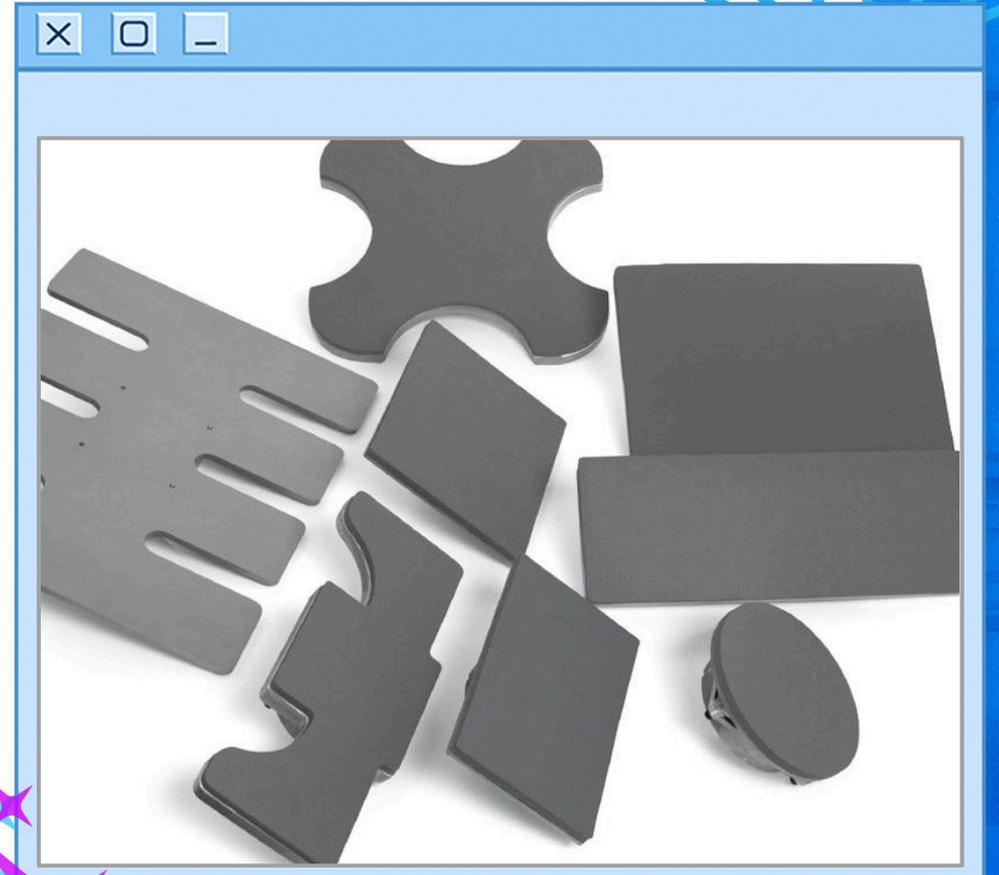
Innovative design helps load shirts straight



Placement Tools

Lower Heat Press Platens

- ◆ Quick changeovers
- ◆ Customizable printing
- ◆ Improved efficiency
- ◆ Support creative placements



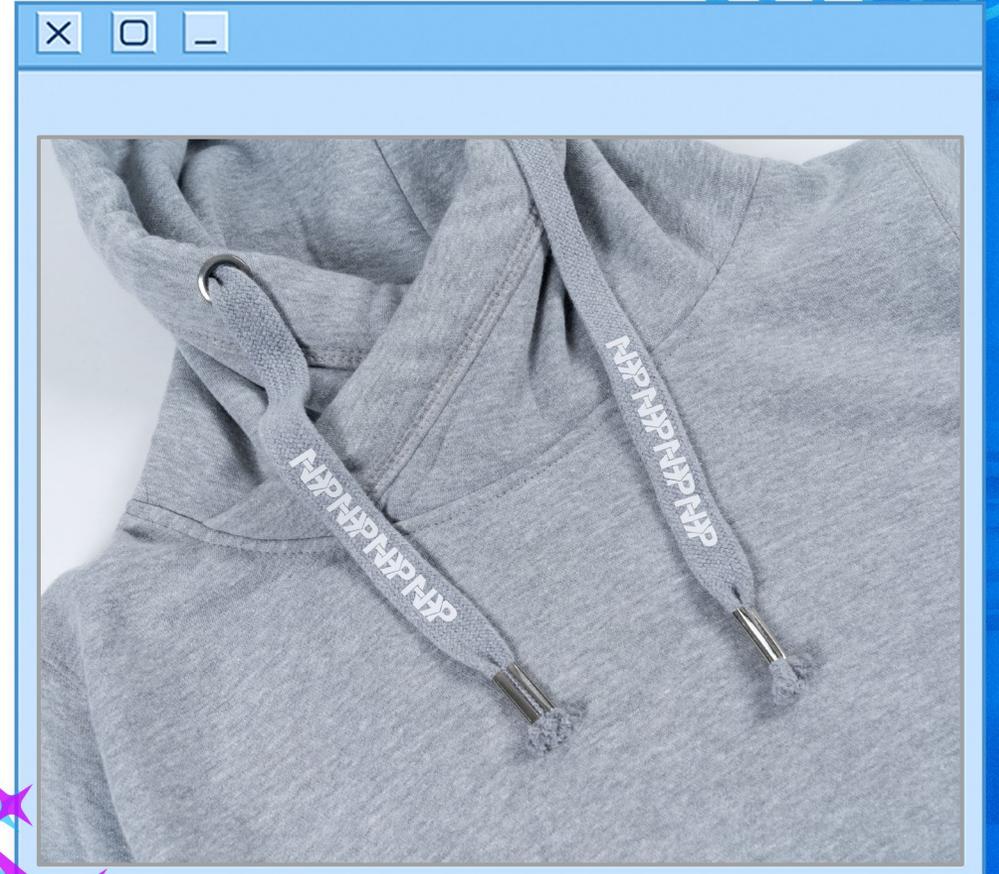


ALTERNATIVE PLACEMENTS

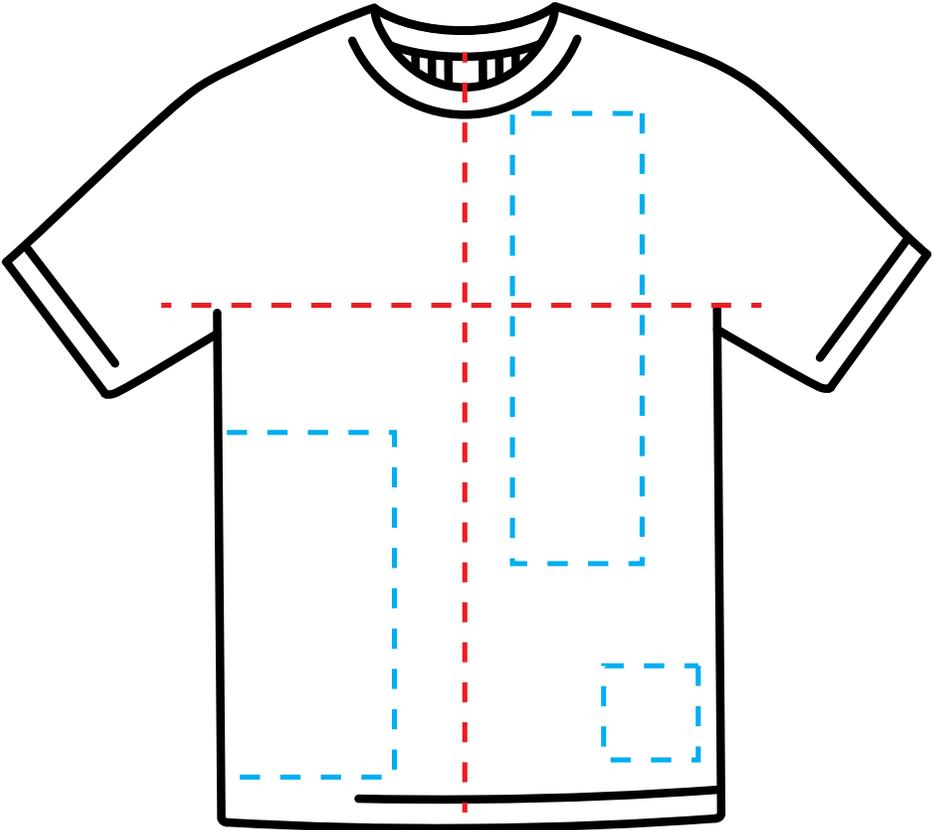
Alternative Placements



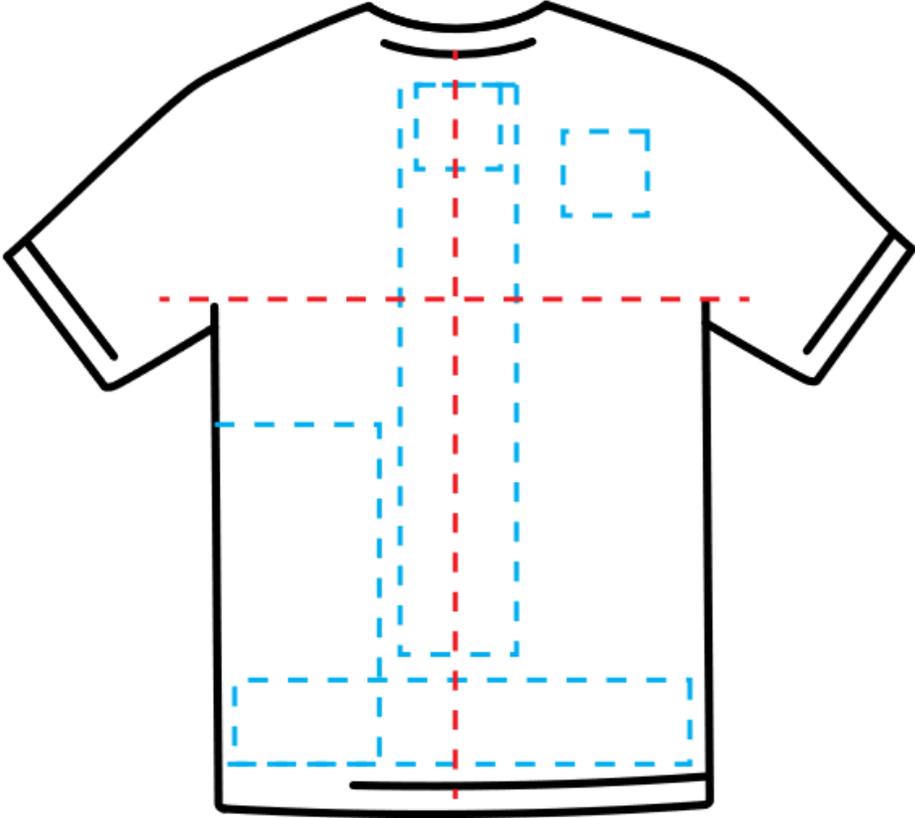
- ◆ Helps brands stand out in saturated markets
- ◆ Turns a basic tee into a premium product
- ◆ It improves wearability
- ◆ Creates upsell opportunities
- ◆ Makes the garment feel custom



Alternative Placements



Alternative Placements



Bonus Tips

- ◆ Watch for obstructions
- ◆ When in doubt, print it out
- ◆ Scale for garment size
- ◆ Use reference garments
- ◆ Don't forget fabric stretch



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Thanks for Attending!

Any Questions?

