

GLOSSARY

TEC Marketing LLC is a member of the Advertising Specialty Institute (ASI) and SAGE Knowledge Base. The following glossary is an adaption of common promotional advertising industry terms. These specific terms have been developed to provide a standardized definition for common imprinted promotional products.

We hope you will find this glossary helpful when needing that little bit more of information to better understand the TEC Marketing environment.

If you have questions or need help please [contact us](#) for assistance (515-981-5152).

Abrade

To roughen a mesh surface, yielding what is termed "tooth."

Absorption

Property which causes paper to take up liquids or vapors in contact with it. In optics, the partial suppression of light through a transparent or translucent material.

Account-Opener

Direct premium offered by a bank or savings institution to a depositor opening a new account.

Acetate

Silk-like in appearance and feel. Resistant to stretch and shrinkage. Fiber-forming substance is cellulose acetate.

Acknowledgement

Written notice to a distributor from a supplier that an order has been received.

Acrylic

Soft and woolly. Appearance varies from smooth and thin to a thick woven texture. Springs back when crushed.

ActiveX

A set of technologies created by Microsoft to enable interactive content on Web sites. With ActiveX, Web sites can be animated using multimedia effects, interactive objects, and sophisticated applications that create a user experience comparable to that of a high quality CD-ROM. The same effects can be experienced with Java, Shockwave and Flash? The difference is that ActiveX is an exclusive Microsoft product making use of ActiveX Controls. ActiveX programs or "controls" are among the many types of components that use COM (Component Object Model) technologies to provide interoperability with other types of COM components and services. ActiveX controls are the third version of OLE controls (OCX), providing a number of enhancements specifically designed to facilitate distribution of components over high-latency networks and to provide integration of controls into Web browsers. These enhancements include features such as incremental rendering and code signing, to allow users to identify the authors of controls before allowing them to execute. Put more simply, an ActiveX Control is an applet based on Microsoft technologies that enables interactive content on Web pages.

Ad Copy

Lettering imprinted on any item. Usually an advertiser's name, sales message, trademark or slogan.

Advance Premium

Merchandise given to a new customer on the condition that he or she earns it via a later purchase.

Advertiser

Purchaser of specialties. Also know as an end-user or buyer.

Advertising Specialties

Useful or interesting articles or merchandise, usually carrying an imprinted advertising or promotional message, given with no obligation. Also known as a tradeshow giveaway, incentive or promotional product.

AI (or) .ai

Designation for Adobe Illustrator.

Airbrush

Graphic technique in which ink is applied with compressed air, similar to spray painting, to render a soft, airy effect.

Allover

Continuous embroidery which covers all of the fabric on corporate apparel.

Analog Color Proof

Off-press color proof made from separation films.

Anniversary Plan

Good will that builds promotions in which employees or customers receive a specialty or business gift on their hiring anniversaries.

Anti-Static

Prevents the accumulation of static electricity and helps keep the fabric of corporate apparel from clinging to the wearer or to other garments.

Application

a.k.a. "app" "program" "software" Used interchangeably with program and software, this is a general term for a program that performs specific tasks, such as word processing, database management, e-mail sending or retrieval, or Web browsing. Unlike system software, which maintains and organizes the computer system (such as the operating system), an app is an end-user program.

Appliqué

1. A cut embroidered motif which can be used as a separate embroidered figure on corporate apparel. 2. Fabric, which may or may not be previously embroidered, sewn to another piece of fabric or to corporate apparel.

Argyle

Multicolored diamond pattern used in knitwear, especially socks, sweaters and corporate apparel.

Art

All illustration copy used in preparing a job for imprinting.

Art Proof

Artwork submitted for client approval, usually a black-and-white stat of the camera-ready art.

ASCII

Acronym for American Standard Code for Information Interchange. The general specification of bits in a computer to input, store, process, and output text characters.

Attachment (or) attached file a.k.a. "enclosure"

A file (or group of files) that is included (or "attached") with an e-mail message. You can attach files through almost any popular e-mail program, such as Eudora or Outlook Express. Usually, this is accomplished by simply clicking the "attach file" button and then browsing through your computer system to find and select the desired file or image. Be careful with attachments, however, as they stay on your computer unless you go into your attachments folder and delete them. The best thing to do if you want to save an attachment is to open it, do a "save as," and put it in a folder on your computer. That way, you can routinely go into your attachments folder and delete them all without worrying about losing one you want. Never open any attachment you receive from a sender you do not know as it may contain a virus.

Author's Alterations (AAs)

Changes made in type at the proof stages, requested by and charged to the client.

Award

Recognition merchandise, often personalized, used to acknowledge performance or milestones.

Backing

Woven or nonwoven material used underneath the item or fabric being embroidered to provide support and stability.

Badge

An insignia of identification or a registration validation for a tradeshow.

Basket Weave

Variation of the plain weave in which two or more warp and weft threads are woven side by side to resemble a "basket" look. Fabrics have a loose construction and a flat appearance.

Beaded Placket

Design detail at the opening of the placket that is formed by rolling the underside of the top placket to the face creating a piped or ridge detail at the edge. Sometimes the beading is in a contrast color.

Bean Stitch

Three stitches applied back and forth between two points, in the same space as one regular stitch. This stitch is used to provide secure registration in place of a repeated, single stitch outline that may not align properly.

Bengaline

Lustrous durable fabric with heavy crosswise ribs, used to make coats and suits.

Binary

Any downloadable file that contains more than simply human-readable, ASCII text.

Binary Numbers

A numbering system with a base (radix) of 2, it is unlike the numbering systems most of us use, which have bases of 10 (decimal numbers), 12 (measurement in feet and inches), and 60 (time). Binary numbers are preferred for computers, for precision and economy. Building an electronic circuit that can detect the difference between two states (high current and low current, or 0 and 1) is easier and less expensive than building circuits that detect the difference among 10 states (0 through 9). The word bit is derived from the phrase Binary digit.

BIOS

Basic Input/output System A technical computing term used to describe what is coded into a PC's ROM to provide the basic instructions for controlling the system hardware. The operating system (OS) and application programs both directly access BIOS routines to provide better compatibility for such functions as screen display.

Biowashed

Caps are dyed normally and then very gently washed with stones in a chemical solvent to create a very subtle worn look.

Bird's Eye

Small diamond pattern accentuated by a dot in the middle, resembling the eye of a bird.

Birthday Plan

Sale whereby employees or customers receive a specialty or business gift on their birthdays.

Bit

Basic unit of digital information.

Blanket Cloth

Thick heavily, woolen fabric with a softly brushed finish similar to an actual blanket, used for outerwear.

Blazer Cloth

General term for a variety of flannels and meltons used to make blazers.

Blends

Two or more types of staple fibers in one yarn to achieve color mixtures, unusual dyeing variations, or better performance characteristics. The most common blend is cotton and polyester.

Blind Embossing

Design stamped without metallic leaf or ink, giving a bas-relief effect.

Blind Stamping

Hot-stamping without foil. The approach, used often with leather, gives a more subtle imprint than hot stamping and a shallower imprint than debossing.

BMP (Bitmap)

Any picture you see on a Web page is a bitmap. Bitmaps come in many file formats, such as GIF, JPG, TIF, BMP, PCT, PCX, and DIB (Device Independent Bitmap). They can be read and edited by paint programs and image editors such as Adobe Photoshop or Paint Shop Pro. As its name suggests, a bitmap is a map of dots or pixels. If you zoom in or try to scale up a bitmap, it will look blocky.

Bobbin

A pre-wound reel or spool of thread, usually plain white. The contents of the bobbin, the bobbin thread, are stitched to the back of the fabric.

Boiled Wool

Thick dense fabric that is heavily felted to completely obscure its knitted construction. It has the suppleness of a knit, with the ability and shape retention of a woven fabric.

Bonding

The joining together of two fabrics permanently with a bonding agent (also known as heat sealing).

Boring

Open-work incorporated into embroidered designs; a sharp-pointed instrument punctures or bores the fabric, and stitches are made around the opening to enclose the raw edges.

Borrowed Interest

Technique in which a marketer associates a promotion or product with a better-known property for the purpose of attracting attention or implied endorsement.

Boucle

French for buckled, curled or ringed. It describes a knitted or woven fabric characterized by loops, knots, or curls on one or both sides, made with a variety of looped, curled, or subbed yarns in one or both directions. A yarn with loops producing a rough, nubby appearance on woven or knitted fabric.

Bounce

When an e-mail message cannot get to its recipient for some reason, it is returned or bounced to the sender, with an error message informing the user that it was not sent. This is also known as "bouncing back." You may hear someone say, "I tried to send you an e-mail message but it got bounced back." If this happens to you, check the e-mail address and contact tech support at your ISP.

Bounce-Back

Bonus direct-mail offer sent along with a premium won or earned by the consumer.

Break for Color

To separate, by color, elements to be printed in different colors.

Brights (Color Families)

Grouping made up of vibrant, primary colors such as blue, green, red, and yellow.

Broadcloth

Close plain weave fabric made of cotton, rayon, or a blend of cotton or rayon with polyester. The term broadcloth is also used in reference to a plain or twill weave wool or wool-blend fabric that is highly napped (brushed) and then pressed flat.

Broken Link (or) Broken Graphic

A link that no longer works or a graphic that does not appear when a Web page loads are said to be "broken." In other words, when a link or image is "clicked on" and it does not take you to the correct destination, but instead an error message appears, the link is broken. When an image doesn't load, and instead you see the alt text or some generic icon shapes, it's a broken graphic. Broken links and broken graphics occur for several reasons: the server hosting the Web site has shut down temporarily or has been restarted; the Web site has moved to an entirely new server; the file or files have been moved or deleted; or the HTML code is incorrect.

Browser

Used to view and navigate Web pages and other information on the World Wide Web.

Browser Compatibility

A term used to compare the way a Web page looks on one WWW browser as opposed to another. For example, if you view NetLingo.com on Netscape, it will look pretty much the same as it does on Internet Explorer (illustrating browser compatibility). Some time ago, though, if you viewed NetLingo.com on the AOL browser, it would've looked jumbled (a case of browser incompatibility). The reason these incompatibilities exist relates to the way a browser interprets the code that creates a Web page (HTML). Browser compatibility can also refer to cross-platform compatibility, which is, for example, the way a page renders or displays on a Windows system as opposed to on a Mac.

Brushing

Finishing process for knit or woven fabrics where brushes or other devices are used to raise a nap in fabrics to create a novelty surface texture. Used mainly in fall or winter seasons because of its warm feel.

Buckram

Liner which adds support to the front of a cap.

Bug

Manufacturer's identification mark printed on a form or product, usually in an inconspicuous area.

Bullion

A hand-made emblem, made with brass or silver hollow thread. These finished emblems are a product of India or Pakistan.

Business Gift

Merchandise given by a business for goodwill, without obligation to its customers and employees. Also known as an executive gift.

Buy-In

Opportunity for travel incentive participants to purchase part of a trip if they do not fully qualify by sales performance.

Byte

Unit of digital information, equivalent to one character or 8 or 32 bits.

CAD/CAM

Computer Assisted Design/Computer Assisted Makeup or Manufacturing.

Calvary Twill

Strong rugged fabric with a pronounced twill line on the back. Made with a steep 63-degree twill weave, worsted yarns and a very tight weave. Used for sportswear, uniforms, coats, and suits.

Camera-Ready Art

Any drawing, photos, illustration or lettering suitable for photographic reproduction.

Canvas

Heavy, firm, strong plain weave or basket weave fabric often made of cotton. It is produced in many grades and qualities and may have a soft or firm hand.

Cartoon

Prior to the modern method of digitizing on-screen, an enlarged picture or cartoon of a design was drawn, using the industry-standard six to one ratio (the cartoon being six times larger than the resulting design).

CAS (Certified Advertising Specialist)

Designated industry title signifying that the holder has attained seven certified education units by attending 70 hours of educational offerings.

Casting

Method in which molten metal is forced into a mold of rubber or plaster, then cooled into the desired shape.

Catalog Price

Price of a product shown in a supplier's catalog. There can be no requirement, implied or expressed, by the supplier that the price is adhered to by any person selling that product.

Also known as Suggested List Price.

CD-ROM

Compact Disc - Read Only Memory An optical storage technology that stores and plays back data. "Read only" means the information on the disc may be capable of being displayed or used but not deleted. CD-ROMs are commonly used for encyclopedias, dictionaries, and software libraries and they are also used for multimedia applications.

CDR (or) .cdr

CorelDRAW file format.

CGM

Computer Graphics Metafile

Chain Stitch

Named for its resemblance to a chain link, this stitch is usually applied using a single head embroidery machine.

Chalk Stripes

White or light-colored stripes woven against a dark background, like a chalk mark on a blackboard. They are usually more widely spaced than pin stripes.

Challis

High-quality, lightweight, especially soft fabric made with tightly spun worsted yarns and a plain weave, although sometimes a twill weave is used. Originally printed with small floral designs, now also made in plain colors and dark all-over prints. Used for scarves, blouses, and dresses.

Chambray

Plain-weave fabric usually of cotton, rayon, or a blend of these. Chambray usually has yarn dyed yarns in the warp direction, and white yarns in the filling direction. It is often made in striped patterns. It is also frequently made with indigo or pigment dye to face with multiple washings.

Chenille

A form of embroidery in which a large loop stitch is left on the top of the fabric. This embroidery utilizes the chain stitch described above. Uses heavy yarns of wool, cotton, or acrylic. Also known as loop piling.

Cheviot

Broad term for rough surfaced, heavily felled woolen or worsted fabrics used to make suits and overcoats.

Chino

Twill-weave fabric with a slight sheen, often made in a bottom-weight fabric of cotton or cotton/polyester. Frequently, it is made of combed, two-ply yarns in both warp and filling and vat-dyed in khaki.

Cloisart

Hot-stamp procedure where the desired logo/copy is foil hot-stamped on a solid brass or metal base, then covered with epoxy dome.

Cloisonne

Product in which a colored paste, made from ground glass, is applied to recessed areas, then fired at 1400 degrees and polished by stone and pumice to achieve brilliant color. Since gullies and ridges separate each individual color, fine lines between them are difficult to achieve.

CMYK

Cyan, magenta, yellow, black subtractive colors for process color reproduction.

Collateral Materials

Advertising materials that are not transmitted to consumers via traditional ad media, such as catalogs, shelf cards, posters, specification sheets and trade information materials.

Collectibles

Premiums designed to have inherent value based upon their perceived collectability.

Color Correction

Any method, such as masking, dot-etching, re-etching and scanning, used to improve color rendition.

Color Separation

Separation of multicolored original art by camera or laser-scan techniques to produce individual separated colors. There are four common separations: yellow, magenta, cyan and black.

Colorfast

Prevents the dyed color of a garment from fading due to sunlight, body moisture, laundry bleaches, or stained removal.

Column Stitching

Tightly placed zig-zag stitching. Straight or curved, it is commonly used in lettering and in borders. Also known as Satin Stitching.

Compacting

Mechanical process in which knit fabrics are compressed in the lengthwise direction to tighten the construction and control shrinkage.

Complex Fill

A digitizing term used to describe a pre-defined section of a design that includes areas of knock out (fabric show through).

Comprehensive Layout

Final stage of a layout, finished to very closely resemble how the printed piece will look.

Compression

The process of making computer data smaller so less is needed to represent the same information and, consequently, the information takes up less disk or file space and may be transmitted in less time.

Computerized Composition

All-inclusive term for the use of computers to automatically perform the functions of the hyphenation, justification, and page formatting.

Condensed Format

Type of embroidery machine output format. The recording of only the points digitized which are later expanded to include all the stitches the machine will stitch in the format required.

Consumer Promotion

Program which uses premiums or other incentives to get buyers to sample, purchase or remain loyal to a product or service.

Container Premium

Product packed inside a special reusable container that is different from the product's standard packaging.

Content

Textual information, images, art, diagrams, videos that appear on the Web site.

Continuity Program

Promotion in which a set of related specialties or premiums are offered over a period of time.

Continuous Tone Art

Photography, painting or other piece of art in which black-and-white tones gradually merge into one another.

Contrasting

Using an embroidery thread color different from the color of the garment. For example, yellow and white thread used to embroider a navy blue shirt.

Cooperative (Co-Op) Program

Arrangement whereby the marketing elements (usually dealers) of a company order specialties from a specific distributor who has been awarded the exclusive right to imprint the corporate logo, in return for advantages to the company and dealers.

Copy

Written content of advertising or editorial matter in the media.

Copy Testing

Tests to determine consumer response to advertising copy and more broadly, to the total content - written and visual - of advertisements.

Corporate Gift

Merchandise given by a business for goodwill, without obligation to its customers and employees. Also known as an executive gift.

Cost per Inquiry (CPI)

Cost to generate an inquiry in direct-response advertising. Calculated by the total cost of the direct response advertising divided by the number of inquiries it generates.

Cost per Thousand (CPM)

Traditionally called CPM, because the "M" represents the Roman numeral for thousand. The figure is calculated by dividing circulation or audience by a thousand and dividing the result into the cost of the advertising unit.

Cotton-Carded

Coarse, uneven yarns are made from lower-grade short-staple cotton fibers into less expensive fabrics.

Cotton-Combed

Smooth, even yarns are made of long staple cotton fibers into fine weave or fine-gauge knit fabrics.

Cotton-Ring Spun

Spinning process that further refines a yarn to achieve the desired yarn size. This results in a smoother and more uniform yarn and produces fabrics that take dyes evenly and have superior hand feel.

Cotton-Sueded

Fabric that goes through a brushing process to raise the nap and give the garment a soft hand.

Coupon Plan

Program in which premiums can be earned by accumulating proof-of-purchase coupons, labels or other tokens.

Cover Stitch

Multi-needle decorative topstitch traditionally used on underwear, T-shirts, henleys, and long johns, but more recently used as a fashion/design detail on a variety of knits.

Cover Stitching

Using two needles to overlap threads underneath, covering the over-edged seams with a smooth seamed layer of threads.

Covert

Rugged, water-repellent fabric made with a compact twill weave and tightly twisted worsted yarns. Usually, two shades of a color are twisted together, creating a two-ply yarn with a flecked or specked appearance. Used for top coats, suits, and sportswear.

Crepe

Textured surface fabric found in both woven and knit corporate apparel. It can be used in knits as the reverse side of a special jacquard. A crinkly surface is achieved via use of high-twist yarns, chemical treatments, weave, construction, or some form of embossing or surface treatment. Crepes are available in an unlimited variety of fibers and blends and in many different constructions.

Crop

To eliminate a portion of a picture, illustration or photography that contains unnecessary material, or to highlight a certain area of the image.

Crop Marks

Indicators on artwork to show where an illustration is to be cut or sized.

Cross Grain

Grain or fibers stitched diagonally or irregularly.

Cross Platform Independence

Feature on the Web enabling people from different computer systems to easily access information on the Web.

Cut

Broad term encompassing all plates associated with letterpress and hot-stamp printing.

Cut Charge

Factory charge for producing a cut.

Dealer Incentive

Premium, merchandise or travel offered to a retailer with the specified purchase of a product. Also called a dealer loader or dealer premium.

Deboss and Color-Fill

Combining hot-stamping with debossing, so foil fills an image that is pushed down into the product.

Debossing

Depression of an image into a material such as paper, leather or suede, so the image sits below the product surface.

Decal Transfer

Imprinting method in which the decal is printed on an offset or letterset press, submerged in water and placed on the product. Squeegee excess water and air off a product that is kiln-fired, a process that fuses the decal with the glaze.

Demographics

Descriptive audience statistics that reflect consumer qualities like age, sex, race, income, residence, and education level.

Density

Amount of stitches in a given area.

Diagonal

Another name for any fabric with a visible twill line.

Die

Mold into which molten metal, plastic or other material is forced to make a specific shape. Also, a tool of very hard material used to press a particular shape into or onto a softer material.

Die Charge

Charge by the supplier for creating a die from artwork supplied by the supplier.

Die-Casting

Process where molten metal is injected into the cavity of a carved die.

Die-Cutting

Using sharp steel blades to cut shapes from printed sheets.

Die-Stamp

Steel plate engraved with the desired image, generally used to apply a gold or silver imprint.

Die-Striking

Method of producing emblems and other flat specialties. A blank, cut from a metal sheet, is struck with a hammer that holds the die.

Digital Artwork

Artwork created using computer-assisted design software.

Digital Color Proof

Off-press color proof produced from digital data without the need for separation films.

Digitize

1. Transforming graphical input data into digital form for computer processing; to transform graphical input data into digital form for computer processing. 2. Assigning a discrete numeric value to an analog variable by analog-to-digital conversion; to assign a discrete numeric value to an analog variable by analog-to-digital conversion.

Digitized Typesetting

Creation of typographic characters and symbols by the arrangement of black-and-white spots called pixels.

Digitizer

Computer peripheral device that converts an analog signal (images or sound) into a digital sound.

Dipping

Resin is applied to finished garment. The garment is then creased and dipped in a vat of chemicals to set in the resin.

Direct Response

Advertising that attempts to generate orders directly to the manufacturer or service rather than through stores, dealers, or agents.

Direct Seller

Item that serves as a door-opener, sales-closer, or party incentive.

Direct-Mail

Advertising medium that employs the postal system to deliver advertisements to prospects.

Display Premium

Form of dealer incentive which is part of a point-of-purchase display. May be a sample of a consumer premium or a functional element of the display.

DOC (or) .doc

A word processing format document.

Donegal Tweed

Woolen tweed fabric that originated in Donegal, Ireland, characterized by thick, random, multicolored patterns.

Door-Opener

Specialty offered by a salesperson to persuade potential buyers to listen to a sales presentation, or to initiate interest in a product or service for a follow-up sales call.

Double Knit

Fabric knitted on a machine by interlocking loops with a double stitch (two sets of needles). Contrasts with single needle construction. Double knit fabrics are heavier than single knit fabrics.

Double-Faced Fabric

Thick, heavy, reversible fabric made by weaving two separate cloths together with an extra binder in the warp or filling. Also called double cloth.

Drop Needle

Knitting technique that disengages a knitting needle so as to prevent knitting a stitch. This results in a vertical rib-like appearance. Typically this technique is done on interlock (double knit) constructions.

Drop Shadow

Graphic device in which type is reproduced with an offset second image on one edge, giving a shadow effect that visually lifts the primary type and makes the image appear three-dimensional.

Drop-Shipping

Individual packaging, address and delivery of a product to a specific address, usually the recipient's or client's.

DSL

Digital Subscriber Line DSL is a technology that uses existing copper wiring found in almost every home and office to provide a fast connection to the Internet. Special hardware is attached to both ends of the line to allow data to transmit over the wires at a far greater speed than the standard phone wiring.

Dummy

Simulation of a finished printed piece.

Dye Transfer

In photography, a process of producing color prints by tanning photographic emulsions and using them to transfer dye solutions to film or paper coated with gelatin.

Dyed Garment

Fabric that has been dyed after the shirt is assembled. Many different types of dyeing process can be used. ie: pigment, direct, or reactive.

Dyeing

Method used to impart color to textiles. It involves the use of complex organic or chemical dyestuffs, which under proper conditions will actually combine with the textile fibers. There are many ways fabric can be dyed.

Eco Spun

Fleece outerwear fabric made from at least 50% materials reclaimed from recycled plastic pop bottles.

Electronic (Engraving)

Any artwork from child's signature to newspaper is reproduced as long as it can be wrapped around a cylindrical drum.

Electronic Marketing

System using magnetic card at a checkout to give retail customers incentive credits, accumulate purchase information, issue discount coupons, authorize check-cashing, and other functions.

Embedment

Medallion, logo or everyday object is buried deep in what appears to be solid glass but instead is acrylic

Emblem

Embroidered design with a finished edge, commonly an insignia of identification, usually worn on outer clothing. Also known as a crest or patch.

Emboss and Color-Fill

Combining hot-stamping with embossing (opposite of debossing). A raised image is stamped with foil. True embossing cannot be performed on vinyl.

Embossing

Raising of an image on a product, accomplished by pressing the material between concave and convex dies.

Embroidery

Design stitched onto fabric through the use of high-speed, computer-controlled sewing machines. Art of creating and producing ornamental needlework consisting of designs worked on fabric with high luster threads either by hand or machine.

Employee Award

Incentive to a no-sales employee for safety, quality control, suggestions, attendance, or productivity achievement.

Employee Incentive

Program designed to motivate a company's own employees with premiums given for specific actions taken or goals met. Also called recognition program.

Engineered Stripes

Usually yarn dyed knitwear made on modern knitting equipment with wide bands of multiple colors. The effect is not possible to achieve on less sophisticated repeat machines. This is a jersey or pique fabric with different, more complicated needle selections.

Engraving

Cutting an image into metal, wood or glass by one of three methods; computerized engraving, hand tracing or hand engraving.

Envelope Stuffer

Direct-mail ad circular or product included with some other mailed message.

Enzyme Wash

Washing process that uses a cellulose-based solution to obtain garments that appear to have been stonewashed or acid washed.

EPS (or) .eps Encapsulated Postscript

A type of graphics file written in the PostScript language.

Etched

Imprinting method in which the product to be imaged is coated with a protective coating that resists acid. The image is then exposed, leaving bare metal and protected metal. The acid attacks only the exposed metal, leaving the image etched onto the surface.

Facing

Material hooped or placed on top of fabrics that have a definable nap or surface texture, such as corduroy and terry cloth, prior to embroidery. The facing compacts the wale or nap and holds the stitches above it.

Factory Pack

Premium offered within or on a package or as a container premium.

Fair Isle

Traditional knitted patterns or horizontal bands of geometric and floral designs against a contrasting background. Named after Fair Isle, the most southern of the Shetland Isles off the northern coast of Scotland, where authentic Fair Isle sweaters are made by hand from Shetland wool. Felt Nonwoven fabric made by layering thin sheets of carded wool fibers, then applying heat, moisture, and pressure to shrink and compress the fibers into a thick matted cloth that will not ravel or fray.

Fire Wall

Software application that restricts unauthorized people on the Internet from accessing an internal Web site.

Fisherman Knits

Distinctive knitted patterns that originated on the Aran Islands off the coast of Ireland. Each family had its own highly recognized patterns, which were used to identify the remains of fishermen lost at sea.

Flannel

Light to heavyweight plain or twill weave fabric with a napped surface. Can be made of cotton or wool. The brushing process creates insulating air cells that provide more warmth than plain cotton.

Flax/Linen

Flax is the plant, linen yarns are made from flax. Linen is stronger than cotton. It is one of the oldest textile fibers known.

Fleece

Luxurious fabric with a thick deep nap that provides warmth without weight. May be twill or plain weave. The term correctly applies only to wool fabrics, although there are so-called fleeces of other fabrics.

Flexography

Imprinting method for paper in which a flexible rubber plate is wrapped around a cylinder. As the paper moves under the plate, it is pressed against it by another roller, and the ink is transferred on the paper.

Foil Stamping

Process in which a metal plate or die is heated and then pressed against foil into a surface, causing the pigments of the foil to transfer to the surface. Also called hot-stamping.

Four-Color Process

Printing process that creates color productions by overprinting screens that individually print reds, yellows, blues and blacks of variable specified intensities.

Franchise Line

Arrangement where a supplier specifies restrictions, such as minimum, volume, number of distributors in a geographical area and credit, in order for a distributor to carry its line.

French Terry or Fleece

Pile knit fabric with uncut loops on one side. IT is called fleece if the loops are sheared and brushed. A pile, woven fabric with uncut loops is called terrycloth.

Frequency of Exposure

Number of times an individual or household is exposed to a particular ad message in a specific period of time.

Frequency Program

Promotion that provides those participating with points, redeemable for merchandise or services.

Frequent-Buyer Incentive

Continuing offers designed to build customer loyalty; akin to coupon plan or trading stamps.

FTP

File Transfer Protocol. A protocol agreed upon to transfer files over the Internet from one location to another.

Fulfillment House

Service firm that processes premium and specialty orders, often packaging and mailing the items. Other services offered include warehousing, accounting, and coupon-redemption management.

Gabardine

Popular fabric with a smooth face and a dull sheen, made with a tight twill weave and worsted yarns. Fabric has a distinct, closely set diagonal rib on the face and a plain back. Made in various weights for men's and women's outerwear, sportswear, suits, dresses, and uniforms.

Game

Includes a variety of chance promotions such as contests, sweepstakes, etc.

Garment Wash

Process of industrially washing garments after they have been manufactured that softens and pre-shrinks.

Garment-Washed

This means a cap has been sewn and made and then washed in a washing facility. This creates the popular faded, worn look around the edges and looks more natural than the material pre-washed caps.

Gauge

Measure of the fineness or coarseness of knit fabrics. Refers to the number of loops (knit stitches) in an inch. The higher the gauge, the finer the fabric.

GIF (or) .gif

Graphics Interchange Format Developed by CompuServe using compression technology from Unisys. On the World Wide Web pictures and graphics you see on Web pages are usually in GIF format because the files are small and download quickly. Another type of graphics format used commonly are JPEG these files download even faster and contain a better resolution but cannot be interlaced so many Web page authors tend to opt for using GIF's instead to get that "melting" onto the screen effect that happens with interlaced images.

Giveaway

A low-cost item handed out fairly freely-akin to an advertising specialty or a traffic builder. Now also sometimes used as a term for any direct premium.

Grommet-Sewn Slot

Caps that have a back strap made of cotton or leather and buckle, and have a slot where the end of the strap tucks into the hat. This slot can either be trimmed with stitching creating a sewn slot, or with a metal creating a grommet.

Gusset

Inlaid piece of fabric, usually triangular, between arm and body of shirt. Allows ease of movement.

Half-Moon Label Mount

Fabric-sewn inside the back of the garment just below the neck to add hanger appeal and to allow for placement of the label without visible stitches.

Halftone

Engraving made by photographing through a glass screen that breaks the subject into small dots of varying intensities of gray, ranging from white to black.

Hand

Quality of characteristic of fabrics perceived by sense of touch, e.g., softness, firmness, drape ability, fineness of the feel.

Hand or Manual (Engraving)

Used for detailed work on materials ranging from metal to eggshells. Not practical for volume orders.

Hardware

Computer and peripherals as distinguished from software, which is a program for operating hardware.

Heat-Transfer Printing (Direct Transfer Process)

Imprinting method in which an image is screened onto a transfer substrate, which is then laid directly on the material to be imprinted. The image is transferred from the substrate to the material through heat and pressure.

Heat-Transfer Printing (sublimation)

Process in which a design is transferred to a synthetic fabric by heat and pressure. The heat causes the inks to turn into a gas so that they penetrate the fabric and combine with it to form a permanent imprint.

Heather Yarn

Tow (or more) toned yarn which is knit or woven to create a soft tonal effect.

Henley

Knit shirt with buttoned placket at the neckline with no collar. Copied from a shirt originally worn by a rower in Henley, England.

Herringbone

Broken twill weave fabric created by changing the direction of twill from right to left and back again. This creates a chevron pattern. Herringbone fabrics are made in a variety of weights, patterns, and fiber types. Herringbone patterns can also be knitted as a jacquard.

Hologram

Combination of several layers of refractive material that causes the image to have a three-dimensional effect.

Home Page

Entry point to a Web site. The first page that viewers see. Also the Web page that loads when a browser is first started up.

Homespun

Rough, coarse, tweed-like fabric made with thick, uneven yarns and a plain weave. Once made by hand, now produced on power looms.

Hostess/Host Gift

Way of compensating a customer who hosts a party plan.

Hot Stamping

Dry imprinting process in which a design or type is set on a relief die that is subsequently impressed by heat and pressure onto the printing surface.

Hot Type

Type composed by machine and made from molten metal.

Houndstooth

Popular wool pattern made with a variation of the twill weave to form jagged broken checks. It is not widely used to make many types of fabrics.

HTML (HyperText Markup Language)

Language that defines styles for Web pages such as headings, paragraphs, lists, tables as well as characters such as type size and typestyle (boldface, italic, etc.).

HTTP

Hyper text transfer protocol. A protocol agreed upon to access information on the Web.

Hyperlink - a.k.a. "link"

The text you find on a Web site which can be "clicked on" with a mouse which in turn will take you to another Web page or a different area of the same Web page. Hyperlinks are created or "coded" in HTML. They are also used to load multimedia files such as AVI movies and AU sound files.

Hypertext

Enables users to read and navigate text in a nonlinear way. Instead of reading in a linear structure, such as a book, readers can skip easily from one point to another.

Image Advertising

Advertising to make an organization's relevant publics have more positive attitudes toward it.

Imagemap

An image or graphic that has been coded to contain interactive areas. When it's clicked on, it launches another Web page or program. There's a subtle distinction between an image map and a clickable graphic. An imagemap usually has many different hyperlinked areas, known as links. For example, an imagemap of a country could be coded so that when a user clicks on a city or region, the browser is routed to a document or Web page about that place. A clickable graphic, on the other hand usually contains just one link.

Imagesetter

Device that outputs type, line art, and photos in position.

Imprinted Product

Merchandise featuring a company's logo, slogan, or other corporate identification.

In-Pack

Premium offered inside a products being sold. Also called package enclosure.

Incentive

Reward for performance. Merchandise or travel offered to consumers, salespeople, dealers, or employees as a tangible reward for purchase or performance.

Incentive Catalog Company

Company that puts together a catalog premium and incentive program for an end-buyer.

Incentive Representative

Specialized manufacturer's representative servicing premium users; a commission salesperson representing several different manufacturers.

Independent Contractor

Salesperson operating his or her own business as an independent agent of a distributor.

Injection Molding

Process in which molten metal or plastic is injected into the cavity of a carved die.

Ink Jet

Printer that reproduces by projecting ink onto paper without the mechanical impact of plates.

Intaglio

Design that is impressed into its base material.

Interactive Kiosks

Usually a kiosk of computers connected to the Internet located strategically in offices for easy access to the Internet.

Interlaced GIF

Interlaced GIFs appear first with poor resolution and then improve in resolution until the entire image has arrived, as opposed to arriving linearly from the top row to the bottom row. This is great to get a quick idea of what the entire image will look like while waiting for the rest. This doesn't do much for you if your Web browser doesn't support progressive display as the image is downloaded, but non-progressive-display Web browsers will still display interlaced GIFs once they have arrived in their entirety. You can make transparent and interlaced GIFs through the Web without running any utility software on your own system through the [Visioneering image manipulation page](#), which will access your image through the Web and produce an enhanced version for you to save.

Interlock

Firm double knit fabric. Both sides of the fabric look the same (similar to the face of jersey). Used in short sleeve knit shirts.

Internal Server

A server that is accessible only to people within a defined network.

Jacquard

Type of woven or knitted fabric, which is constructed on a special machine that uses needle selection which results in intricate, complex all-over designs. Single knit jacquards are commonly knit with two separate colored yarns that are knit together in a row. Double knit jacquards are knit with up to five separate colored yarns across a row. Double knits are generally much more intricate, more colorful and yet heavier (mostly used in long sleeve product). Woven jacquard fabrics include brocade, damask and tapestry.

Java

Developed by Sun Microsystems, Java is a programming language that is specifically designed for writing programs that can be safely downloaded to your computer through the Internet and immediately run without fear of viruses or other harm to your computer or files. Using small Java programs (called "Applets"), Web pages can include functions such as animations, calculators, and other fancy tricks. Java is a simple, robust, object-oriented, platform independent multi-threaded, dynamic general-purpose programming environment. It is best for creating applets and applications for the Internet, intranets and any other complex, distributed network.

Jersey

Single knit construction which has rows of vertical loops (knit stitches) on the face and rows of horizontal half-loops (purl stitches) on the back. Jersey can be any fiber content and can be knit flat or circular. Often used in short sleeve knit shirts.

JPG/JPEG (or) .jpg/.jpeg

Joint Photographic Experts Group is a standard compression format for high-resolution color images.

Kern

To add or delete space between pairs of adjacent characters. Also known as letter spacing.

Kilobyte

A thousand bytes. Actually, usually 1024 (2^{10}) bytes.

Knit

Fabrics constructed by interlocking a series of loops of one or more yarns by hand or by machine. Can be any fiber content. (See double knit, interlock, and jersey).

Lambswool

Fine soft wool from the first shearing of a lamb, usually when it is about seven months old.

Laminated

Coated with clear plastic, or two separate sheets of paper joined together as a single sheet to provide a special thickness or varying colors from side to side.

Laser (Engraving)

Imprinting method by which art or lettering is cut into a material by a laser beam that vaporizes the portion exposed through openings in a template.

Leave-Behind

Product usually given by a salesperson that serves to act as a reminder of his or her visit, company, or product/service.

Lettering

Embroidery using letters or words. Lettering, commonly called "keyboard lettering," may be created from circuit boards that allow variance of letter style, size, height, density, and other characteristics.

Line Art

Black-and-white illustration of reproduction quality.

Line Conversion

Photograph reproduction as a line illustration, accomplished by shooting the photo without a screen and omitting the middle tones.

Liquid Crystals

Technology used to produce temperature reactive products which change colors, going through a range of reddish browns, greens, and blues.

Litho Laminating

Process of mounting a printed lithography sheet to single-faced corrugated to produce a display-quality piece that is structural corrugated.

Loader

Obsolete term (also "dealer loader) for a dealer premium given with specified product purchase. In disfavor because of obvious negative connotation. "Dealer premium" or dealer incentive" has replaced it.

Local Area Network (LAN)

Linking of workstations, storage units (file servers) and print-out devices (print servers).

Locker Loop

A locker loop is a looped piece of fabric, inside the neck of a garment, used for the convenience of hanging a garment. The locker loop can also be located at the center on the back yoke on a outside of the garment.

Locker Patch

Semi-oval panel sewn into the back of the garment just under the collar seam to reinforce the garment to minimize stretching when hung on a hook.

Logo or Logotype

Style of lettering or design of a company used as a trademark to identify itself.

Lycra

The Dupont company trademark from spandex fiber. Spandex has excellent stretch and is always blended with other fibers, imparting stretch to the resulting fabric.

Madras

Hand-loomed Indian cotton fabric in plaids, checks, or stripes all colorfully intermingled. Because the yarn is dyed with natural vegetable dyes, colors run together (bleeding), producing a muted effect. The weave itself has many imperfections.

MAS (Master Advertising Specialist)

Designated industry title signifying that the holder has attained 17 certified education units by attending 170 hours of educational offerings.

Matte Finish

Dull paper finish without gloss or luster.

Mechanical

Final make-up of printed advertisement before transformation onto a printing plate.

Medium (plural, media)

Established vehicle for transmitting promotional/ad messages to the target audience.

Megabyte

A million bytes. A thousand kilobytes.

Melton

Dense, thick coating fabric with a smooth face, made with a tight plain or twill weave and two sets of softly twisted filling yarns. It is heavily felled napped to hide all traces of the weave.

Named for Melton Mowbray, a town in Leicestershire, England, where the original cloth was used to make hunting outfits.

Mercerization

Improves the quality of cotton fibers and fabrics. Provides added strength, luster, and ability to accept and hold dyes. Mercerization is a chemical process that swells the yarn, resulting in a smoother and more dye receptive yarn/fabric.

Merchandise Proof

Product imprinted with the specified design/copy of an issued purchase order, used to clarify the appearance of the product and the imprint prior to manufacturing.

Merino

Very fine wool from the Merino breed of sheep, used to make the finest of woolen and worsted cloths.

Metal Casting

Production method in which jewelry or other material is shaped by covering a mold with molten metal.

Microfiber

Super-fine polyester filament yarn recently developed. Microfiber has superior hand feel and draping characteristics to ordinary polyester yarn. Because the fabric is high-count polyester or nylon yarns, it is durable, water-repellent, and windproof, and retains its color, resilience, and soft touch.

MIME

Multipurpose Internet Mail Extensions A protocol for internet email that enables the transmission of non-textual data such as graphics, audio, video and other binary types of files. An e-mail program such as Eudora is said to be "MIME Compliant" if it can both send and receive files using the MIME standard. When non-text files are sent using the MIME standard they are converted (encoded) into text - although the resulting text is not really readable. Besides e-mail software, the MIME standard is also universally used by Web Servers to identify the files they are sending to Web Clients, in this way new file formats can be accommodated simply by updating the browsers' list of pairs of MIME-Types and appropriate software for handling each type.

Moiré

Screen pattern caused by the clash of dot patterns when two or more screens are used.

Molded Materials

Made by pouring molten plastic (usually polypropylene) into a cavity to make a hard, seamless shell.

Monogram

Embroidered design composed of one or more letters, usually the initials in a name.

Mounting and Finishing

Manufacturing of a display, applying litho, die-cutting and assembly.

MPEG File

Motion Pictures Experts Group is a standard compression format for video and sound. It can be used to display and hear online movies.

Multi-Line Rep

Independent contractor representing several different supplier lines.

Multifilament

Screenprinting fabric made of two or more strands of material twisted around one another. Nail Head
General term for a variety of small woven patterns, including bird's eye, dots and small hounds tooth. It is usually associated with clear finished worsted suiting, such as sharkskin.

Nap

Raised surface or pile of a fabric, such as fleece, formed by distressing it.

Nonrepro Blue

Color that does not reproduce in final production, used to mark instructions and corrections on traditional camera-ready art.

Opacity

Heaviness of ink coverage.

Overrun

Advertising specialties produced in excess of the number originally ordered.

Oxford

Soft, somewhat porous and rather stout cotton shirting weave gives a silk like finish, also made from spun rayon, acetate, and other man-made fibers. Oxford also means a woolen or worsted fabric with a grayish cast.

Pad Printing

Method of imprinting in which a recessed surface is covered with ink. When the plate is wiped clean, ink remains in the recessed area. A silicone pad then presses against the plate, pulls the ink out of the recesses and is pressed directly against the product.

Paisley

Abstract scroll pattern that originated in Paisley, Scotland.

Panels

Five and six-panel caps. Six panels sewn together from the crown of the cap creating a seam down the front of the cap. Good for embroidery, but not a good choice for printing. A five-panel cap has five panels sewn together to form the crown of the cap. Since there is not seam down the front of the cap, five panels are an ideal choice for printing and embroidery.

Pantograph (Engraving)

Master letters or designs are traced with a stylus that is connected to and followed by a cutting tool that pushes the lettering or image into metal. Used in many jewelry shops to engrave silver-plated bowls and cups.

Pantone Matching System (PMS)

Color scale used to precisely match colors for printing. Each hue has a coded number indicating instructions for mixing inks to achieve that hue.

Paper Proof

Impression of type or artwork on paper so the correctness and quality of the material to be printed can be checked. The least expensive is a regular black and white faxed paper proof. The most expensive is an actual physical preproduction sample of the product itself.

PBM

Portable Bitmap file format.

PCD

Stands for photo CD.

PCT

Mac PICT file format.

PCX

Z Soft Paintbrush file format.

PDF (or) .pdf

Adobe Acrobat image file format.

Pencil Rub

Low-cost way of producing a "sample" of an embroidery design. Consists literally of a piece of tracing paper placed over a sew-out and rubbed lightly with a pencil to produce an impression for the embroidery.

Permanent Press

Improves the wrinkle recovery and shape retention qualities of fabrics used for corporate apparel products.

Personalize

To imprint the recipient's name on a particular promotional product.

PFD

Products that are specially manufactured for dyeing; 100% cotton thread, oversized cut to allow for shrinkage; no optical brighteners for even dye coverage.

Phantom

Transparent image or ghost superimposed over a subject.

Photoetching

Printing process using an acid solution to etch a photograph onto a metal surface.

Photographic Imaging (Engraving)

1. Photo-metal processes actually develop metal by using photosensitive, anodized aluminum in either metal stock or metal sheet stock. 2. Chemical etching uses negative or camera-ready artwork, exposes it and coats the metal using acid or other more toxic chemicals to eat away impressions on the metal not covered by film.

Photomechanical Transfer IPMT)

Diffusion-transfer process used to resize or copy images.

Photostat

Black-and-white reproduction of original art, generally not acceptable as "camera-ready" art.

Pigment Dyed

Caps are colored with a particular pigment that reacts with the washing to create a faded look.

Pincheck

Very small check pattern that is popular for corporate apparel such as suits, sportswear and outerwear.

Pique

Single knit construction also known as honeycomb or mesh. An open knit surface with a coarser hand than jersey or interlock.

Plackets

(Slits in apparel forming a closure). A small boxed area at the bottom of where the buttons are.

Plain Weave

Simplest, most common of three basic weaves (over one/under one interlacement). Provides a smooth surface for printing. The other basic weaves are satin and twill. (See Broadcloth, Chambray, and Poplin).

Plate

Rubber or metal image carrier that transfers ink to the printing surface.

PMG

Pagemaker file format.

PNG

Stands for Portable Network Graphics.

Point-of-Purchase (POP) Advertising

Advertising materials such as displays and cards that are placed in retail stores to draw attention to a product.

Polyester

Versatile in weights and textures for weaves and knits. Resists wrinkling. Excellent shape retention.

Poplin

Medium to heavyweight unbalanced plain weave. It is a spun yarn fabric that is usually piece dyed. Usually poplin is constructed with fine yarn, densely woven, resulting in a crisp, dressy appearance.

Position Proof

Color proofs for checking position, layout and/or color breakout of image elements.

Positive

Image reproduction with the same density values as the original.

Post-Cure

Resin treated fabric is cut and sewn. The finished garment is then cured in a high temperature curing oven.

PPT (or) .ppt

Microsoft PowerPoint file format.

Profile

Height of a cap's crown. Low-profile is approximately 3.5". Regular profile is approximately 3.75". Pro-style is somewhere in-between the two.

Progressive Proofs

Color proofs that show the reproduction of each color plate separately and in combination with each other. Also called color keys.

Promotional Product

Useful or interesting article of merchandise usually carrying an imprinted advertising or promotional message.

Proof

Impression of type or artwork on paper to allow the correctness and quality of the material to be checked.

Proportion

Design concept expressing an element's relationship of length to width.

PSD (or) .psd

Adobe Photoshop file format.

Puff Prints

Screening process using puff inks. After screening, the product is exposed to heat. A chemical additive in the ink causes it to rise, creating a raised surface.

QXD (or) .qxd

QuarkXpress file format.

Rack Stitch

Knit pattern produced by a shift in the needle bed that creates a herringbone effect.

Raglan

Raglan sleeve is stitched under the arm and in two parallel lines leading from the armpit to the neck. It makes for ease of movement.

Ramie

Strong staple fiber of cellulose yielded by the inner bark of the ramie plant. Often used as a less expensive substitute for linen or cotton.

Random Sample

Single copy of a product with a random imprint.

Raster Graphics

Raster-based graphics have become a standard technology and are popularly known by their GIF and JPEG formats. Raster graphics use pixel-by-pixel definitions as opposed to vector graphics which use computer algorithms to describe shapes, lines, animation, etc.

Rayon

High absorbency, bright or dull luster, pleasant hand. Does well in brilliant colors.

Registration Marks

Cross-hair marks applied to negatives, artwork, photographs or mechanicals to ensure precise register on the final product.

Registration (Hot-Stamping)

Process by which two or more hot-stamps are aligned, so the multicolored foils fit the image area perfectly.

Reprocessed Wool

Wool that has been reclaimed from manufactured products that have not been used by a consumer, including dyed or undyed yarn, and fabric scraps from mills and clothing manufacturers. The wool is returned to fiber form and spun into new yarns, which are used to make fabrics of low to medium quality.

Reserve Account

Arrangement whereby a portion of the salesperson's commission is set aside to compensate for order cancellations and invoicing adjustments.

Resolution

Density of dots for any given output device. The unit of measurement is dots per inch (dpi).

Retouching

Process of improving/highlighting necessary details in a picture, photograph, print or drawing.

Reused Wool

Wool that has been reclaimed from manufactured products after they have been used by consumers. The wool is returned to fiber form, cleansed or over dyed, and spun again into new yarns, which are used to make inexpensive low-quality fabrics.

Reverse

Mirror-like inversion of elements on a printing plate in relation to their order on the surface printed from it.

Reverse Jersey

Knit that uses the back side of jersey fabric for the face of the garment.

Rib Knit

Knitted fabric produced with two sets of needles (double knit) in which the vertical rows of loops (wales) can be seen alternately on the face and back. Stretch in the width is excellent.

Rotogravure

Type of printing, utilizing an etched copper cylinder.

Rubylith

Clear orange coating on an acetate base, used in preparing camera-ready artwork when one or more colors will be used.

San Wash

Sand is added to the piece of garment washing process to create a subtle weathered look. Results in a soft, lightly brushed feel. Used mainly in woven fabrics.

Sanforized

Controls the shrinkage of fabrics to less than 1%.

Sans-Serif Type

Typestyle without cross strokes at the end of the main strokes.

Saxony

General term for especially high-quality fabrics of merino wool, usually used for coats and suits. The term originally described fabrics made only from the wool of Saxony sheep, a superior strain of merino developed in Germany.

Score

To impress a mark in a sheet of paper to facilitate folding and help it lie flat.

Screen

Series of dots used to reproduce halftones or blended colors. As the percentage of screen increases, the color prints darken.

Screen Charge

Charge by suppliers for creating a silkscreen of the artwork used for imprinting products.

Screen Tints

Process in which shading and tinting are added to a line reproduction.

Screenprinting

Imprinting method in which the image is transferred to the printed surface by ink squeezed through a stenciled screen stretched over a frame. Screens are treated with a light-sensitive emulsion, then film positives are put in contact with the screens and exposed to light. The light hardens the emulsion not covered by the film, leaving a soft area on the screen for the squeegee to force ink through. Sometimes this process is referred to as silk screening.

Seersucker

Lightweight cotton type, color striped fabric with permanent lengthwise alternating puckered striped and felt stripe sections.

Serif Type

Any typeface with letters having a cross stroke at the end of the main stroke.

Set-Up Charge

Special charges added to certain products in a catalog. It covers the cost of preparing the type for the press and the actual printing.

Sharkskin

High-quality worsted suiting fabric with a smooth sleek face and a slightly iridescent sheen, resembling the skin of a shark. Made with a twill weave, and yarns of alternating colors, usually a lighter color with a darker one. It may be plain or woven with fancy patterns.

Sheepskin

General term for a tanned hide with the wool still intact. Used to make exceptionally durable corporate apparel outerwear.

Sheeting

Simplest, most common of the three basic weaves (over one/under one interlacement). It provides a smooth surface for printing. The other basic weaves are satin and twill.

Sherpa Fleece

Fleece fabric where the brushed/napped side is used as the face of the garment.

Shetland

Very fine, lustrous wool from the downy soft undercoat of Shetland sheep, raised on the Shetland Islands off the northern coast of Scotland. Available in limited quantities of natural colors and used to make software, knitwear, sportswear, and coats. The term has been used rather loosely by the apparel industry to describe similar fabrics and clothing, especially sweaters, made from coarser types of wool.

Shipping Date

Date an order should be shipped from the factory to the purchasing client.

Silk

Lightweight fabrics with natural, deep luster. Shiny surface. Versatile in weight and texture. Long wearing.

Singles

Term used to indicate the diameter of a yarn. The smaller the number, the thicker the yarn.

Sketch

Initial rough drawing in pencil, ink or color to determine the arrangement of an artwork.

Solid

Printed area without type or other illustrations.

Spec Sample

A product sample carrying a prospective buyers' imprint, produced with the expectation that the prospect will order it.

Speculative (Spec) Sample

Imprinted promotional product sample carrying a prospective buyer's imprint, produced with the expectation that the prospect will order it.

Spot Color

Color used usually for accent.

Stain-Resistant

Controls the penetration of spots and stains.

Stat Paper

Photo print of an art made by a camera. Use stat paper only on final proofs before going to production.

Step-and-Repeat

Same image printed continuously in a pattern on the same medium.

Stock Designs

Digitized generic embroidery designs that are readily available at a cost below that of custom-digitized designs.

Stone Wash

Pumice stones (lava rock) are added to the piece or garment washing process resulting in a soft and abraded worn appearance particularly where there are seams.

Storm Flap

Strip of fabric sewn under or over the front zip or snap closure of outerwear garments to form a barrier against wind and moisture.

Stripping

Attaching, putting together or assembling in negative film from the separate elements of an ad, brochure, flyer or other printed materials into one cohesive unit.

Sublimation

Dye transfer process where the image consists of a colored dye permanently embedded into the material surface of pores. Used to imprint messages, graphics and photographs on a variety of items, primarily mousepads, mugs, T-shirts, caps and trophy medals.

Sueded Nylon

A fabric that goes through a brushing process to raise the nap and give the garment a soft hand.

Swatch Proof

Sample of the material of the logo product to be purchased, imprinted with the advertising artwork in the colors specified for the imprint.

Tackle Twill

Letters or numbers cut from polyester or rayon twill fabric that are commonly used for athletic teams and organizations. Tackle twill appliqué attached to a garment have an adhesive backing that tacks them in place; the edges of the appliqué are then zip zap stitched.

Tartan

Woolen fabric made with a plain or twill weave in a variety of different plaid patterns, each belonging to a specific Scottish clan.

Taslon

Durable nylon fabric that is generally used for rugged outerwear.

Tattersall Check

Simple check pattern with a loud appearance, made with two colors against a white or contrasting background. Gaudy combinations of bold colors are common. Checks are usually about a half-inch square.

Temperature Reactive or Thermochromatic Inks

Process of applying a special ink that disappears to reveal a hidden message when heat is applied. For instance, used on a mug so that when hot liquid is poured into, the message appears or on a glass, so that when cold liquid is poured into it, the message appears.

Tencel

Produced by Courtaulds from the cellulose in harvested wood pulp. Fabrics and corporate apparel with Tencel have superior shrinkage control characteristics. The unique properties produce deep vibrant colors.

Terrain Cloth

High-density air-textured nylon.

Thermal (Engraving)

Melts an image into the metal, based on a die. Often used for small items such as name badges and small signs.

Thermal Dye Sublimation

Like thermal printers, except pigments are vaporized and float to desired proofing stock. Similar to Thermal Dye Diffusion Transfer, or D2T2.

Thermography

Means of imprinting in which powder is added to the image to be printed. When heated, the powder fuses with the ink, and the image appears in relief.

TIFF (or) .tif

Tagged Image File Format A file format for exchanging bitmapped images (usually scans) between applications.

Tint Block

A photoengraving used to print tints of any percentage of color.

Tonal

Using a matching color thread to embroider a garment. For example, a navy shirt tonal embroidery would use a matching navy thread to create an embossed look.

Tone-on-Tone

Different shades of the same color as the garment are used for embroidery thread. For example, a navy blue shirt with a light blue and royal blue embroidery.

Torqued

Natural twisting that occurs when a circular knit fabric is in a relaxed state. A circular knit is knit in a spiral motion and therefore "straight" stripes want to twist. This phenomenon usually occurs in poor quality jacquard knits and is minimized by compacting and the use of stabilizing resins.

Transparency

Full-color, translucent, photographic film positive.

Transparent Ink

Printing ink that does not completely conceal the color of the carrying material beneath.

Trapping

Process of adjusting adjacent colors to account for miss-registration, which occurs due to the complex machinery of the press and because materials stretch and shift during printing.

Tricotine

High-quality worsted fabric with a 63-degree, double twill on the face of the cloth. Belongs to the same family as gabardine, whipcord, covert and cavalry twill. Various weights are used for men's and women's clothing.

Trim Size

Finished size of a promotional item after waste is trimmed away.

Tweed

Rough durable woolen cloth with irregular knots on the surface, made with a twill or herringbone weave. Multicolored yarns are produced by adding colored nubs prior to spinning. Early tweeds were characterized by a very hairy face and scratchy hand. Today, many tweeds are flattened and shaven to soften them. Made in various weights and patterns and used for suits, sportswear and coats.

Twill

One of the three basic weaves (the others are plain and satin). It is characterized by a diagonal rib (twill) generally running upward from left to right (right hand twill). Left hand twill (traditional denim weave) has the diagonal rib running upward from right to left. Twill weaves are used to produce a strong, durable firm fabric.

Twill Tape

Narrow herringbone twill weave tape used as reinforcement at the stress areas - neck, shoulders, pockets of a garment. It is also used as a design element, often inside plackets.

Twisted Yarn

The use of two or more yarns of different colors twisted together to form a single multicolor yarn.

Type Transfer

Sheet of type created through a photographic and chemical process which can be transferred onto almost any surface by burnishing the back of the sheet.

Typeface

General term used to describe the styles of lettering available in typesetting.

Typeset

To create type of a quality usable for reproduction, whether electronically or mechanically.

Underrun

Number of products less than what was originally ordered.

Unstructured Slouch

Caps with no buckram are unstructured. Many of the latest caps have the "floppy" look. Can be scrunched up and stuffed in a back pocket.

Urethane Coatings

Water and stain repellents are applied to the nylon fabric surface to add to the appearance of luggage.

Varnish

Thin, protective coating applied to a printed sheet for protection, appearance or to prevent fingerprinting.

Vector Graphics

Vector graphics use computer algorithms to describe shapes, lines, animation, etc. The technology of vector graphics is growing in popularity because the images are scalable and smaller in file size, a plus for online viewing and downloading. Vector graphics were developed in response to the limitations of raster-based graphics (popularly known as GIF and JPEG) because raster graphics use pixel-by-pixel definitions.

Velour

Medium weight, cotton type, dense, cut pile fabric that resembles velvet.

Velox

Photoprint with halftone dot pattern in place of continuous tone, ready for line reproduction.

Vignette

Illustration in which the background fades gradually away until it blends into the unprinted paper.

Vinyl

Stain resistant plastic material used for coverings and trims in luggage. Available in a wide range of colors.

Virgin Wool

Wool shorn from live sheep that has not been used in any form prior to its being processed into any sort of textile product.

Warp

Lengthwise grain in woven fabric.

Wash Drawings

Line drawings in which the middle tones have been retained.

Water Repellency

Ability to resist penetration by water. Not as rigorous a standard as water proof item. Water repellent fabrics cause water to bead up on their surfaces while allowing insensible perspiration to pass through. Water beads up and rolls off a water-repellent fabric.

Waterproof/Breathable

Ability to keep water from penetrating, but permits water vapor to pass through. There are more than 200 fabrics of this type available today, offering a varied combination of waterproof and water vapor permeability.

Weather Resistant

Loose term referring primarily to a fabric's wind-resistant and water-repellent properties. Water-resistant fabrics are those that resist the penetration of water. The greater the force of impact as the water hits the fabric surface, the greater the likelihood that it will penetrate the fabric.

Weft

Crosswise grain in a woven fabric. Weft is also known as "fill."

Weight

Visual effect of the thickness or thinness of text, rules or logos.

Welt

1. Strip between a shoe sole and upper through which they are stitched or stapled together. 2. A double edge, strip, insert, or seam for ornament or reinforcement.

Welt Collar/Cuff

A single-ply fabric with a finished edge that is used for collars and cuffs on sport shirts and short sleeved corporate apparel.

Whipcord

Compact worsted twill fabric with prominent diagonal cords that run from the lower left to the upper right. Long-wearing utility cloth is used for suits, sportswear, and uniforms. It resembles, but is much coarser than, tricotine and gabardine.

White Space

Space on a page not occupied by type, pictures or other elements.

Windowpane

Simple, boxy check or plaid pattern using a minimum of colors and thin lines to form large squares or rectangles with clear centers, like windowpanes.

WMF

Stands for Windows Metafile.

Wool

Natural deep-luster. Long-wearing fabric used for corporate apparel. Sheds water naturally. Springs back if creased or crushed.

Wool Satin

Luxurious worsted fabric with a lustrous face, made with tightly twisted yarns and a satin weave.

Woven

Fabric constructed by the interlacing of two or more sets of yarns at right angles to each other.

WPG

Word Perfect File Format.

Wrinkle Free

Basic process of imparting the wrinkle-free finish into the fabric involves applying a resin into the fabric, drying and curing at extremely high temperatures to the desired dimension. Pre-cured wrinkle free means that the finish has been applied to the fabric before the garment has been produced. Post-cure wrinkle free means that the finish has been applied after the garment has been manufactured.

Wrinkle Resistant

Controls the wrinkling of fabric.

Yarn

Grouping of fibers or filament which is twisted together to make a continuous strand.

Yoke

Contoured portion of a garment found at the nap of the neck.