promodoro®

MARKETING TOOL KIT



This is an original and limited edition only for _____

#THE GARMENT PROCESS

IF YOU WANT TO PRODUCE YOUR OWN GARMENT. YOU HAVE TO BE ABLE TO ENVISION THE GARMENT YOU WANT TO DESIGN: TO SKETCH IT, TO SELECT THE YARN FOR THE CHOSEN FABRIC, THEN KNIT IT. TO CHOOSE A COLOUR THEN DYE IT. TO SEW THE GARMENT, THEN FINALLY DECORATE IT. THE FOLLOWING CHART WILL SHOW YOU THE PROCESS, BUT BE CAREFUL, IT IS NOT AS EASY AS IT LOOKS. IF YOU ARE LOOKING TO LEARN THE ABC´S FOR THE CORPORATE & MERCHANDISING GARMENT SUPPLY INDUSTRY, LOOKING FOR + VALUE ADDED TOOLS AND SERVICES TO ENHANCE YOUR MARKETING CAMPAIGN, THEN CHECK WHAT PROMODORO CAN DO FOR YOU!

raw material
fabric
dying
cut & sew
print or embroidery
we take care



#COTTON

THE PROCESS FROM RAW MATERIAL TO SPUN YARN TAKES THE COTTON THROUGH PREPARATION CARDING, COMBING, DRAWING, TWISTING, AND FINALLY SPINNING, IN THE MARKET WE FIND 3 MAIN QUALITIES OF YARN FOR KNITWEAR.



Ring spun yarn is both softer and more durable compared to open end yarn.

open end

- not uniform dyeing
- no deep absorption of dyeing
- harsher hand feel
- not vibrante appearance
- mainly composed of short fiber

carded

- better dyieng better absorption
- still hairiness medium appearance irregular yarn
- short fiber percentage still high less strength

combed

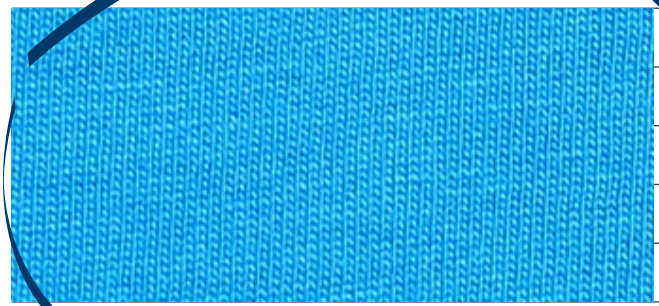
- dyability is very good
- less hairiness and superior appearance
- superior hand feel
- short fiber percentage is low regular yarn made from higher grade cotton fiber

at promodoro we use combed and only combed cotton

#THE FABRIC

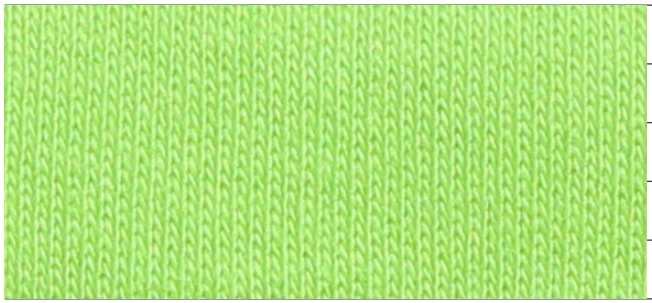
FABRIC REFERS TO ANY MATERIAL PRODUCE BY WEAVING, KNITTING, SPREADING, CROCHETING, BONDING THAT MAY BE USED IN PRODUCTION OF GARMENT, AND OTHER GOODS. WE WILL HERE CONCENTRATE ON THE MAIN KNIT FABRIC USED IN OUR CORPORATE & MERCHANDISING INDUSTRY.

KNIT IS ABOUT INTERLACING LOOPS OF YARN IN SEVERAL CONSTRUCTIONS WHICH MAY PROVIDE FROM THE SAME YARN, DIFFERENT FABRICS AS JERSEY, PIQUE, RIB, MOLLETON, INTERLOCK, ETC ...



Jersey

our jersey fabric such for style 3099 is recommended for DTG



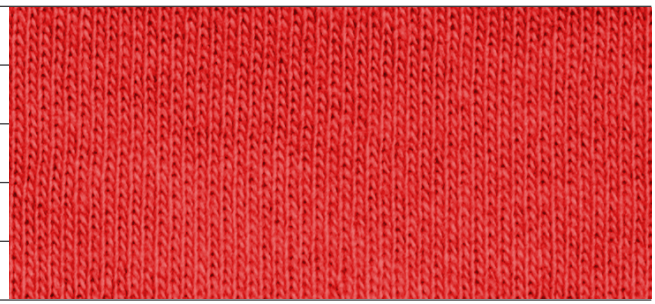
Interlock



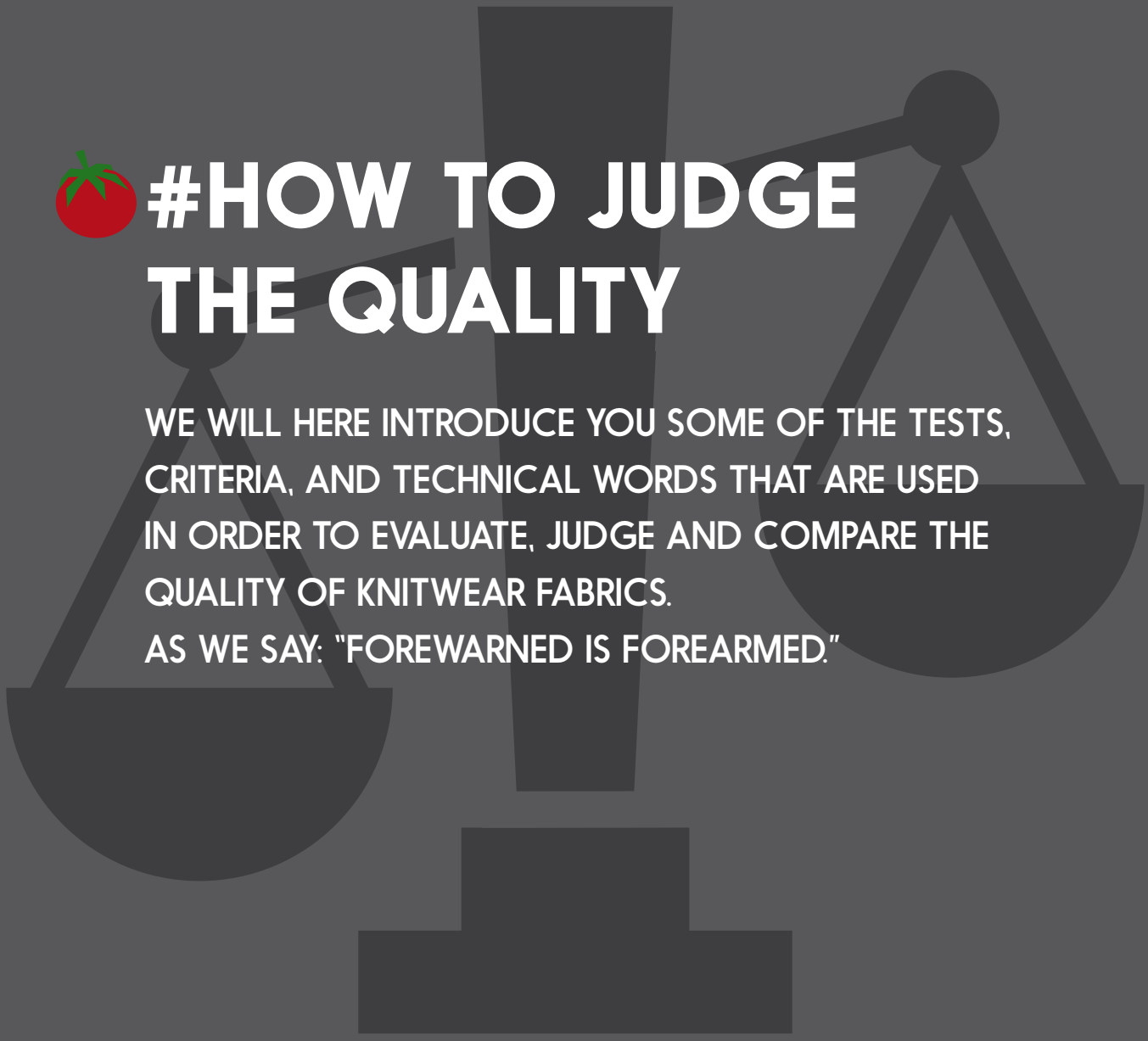
Pique



Rib



Molton



#HOW TO JUDGE THE QUALITY

WE WILL HERE INTRODUCE YOU SOME OF THE TESTS, CRITERIA, AND TECHNICAL WORDS THAT ARE USED IN ORDER TO EVALUATE, JUDGE AND COMPARE THE QUALITY OF KNITWEAR FABRICS.
AS WE SAY: "FOREWARNED IS FOREARMED."

Weight

is the number of grams per square meter of fabric (gsm).

Shrinkage

is the deviation from length and width before and after washing/drying of a textile. The standard differs from fabric to fabric (ca. +5 % till –7 %). The test is usually conducted based on the care instructions as shown in the care label of the textile.

Colour fastness

is a term used in the dyeing of textile materials, meaning resistance of the material's colour to fading. Tests are done for colour fastness to rubbing wet, dry and colours fastness to washing. Colour fastness tests use a multiple- fibre-strip (Acetat, Cotton, Polyamid, Polyester, Polyacryl, Wool) that is washed with the dyed fabric to determine colour migration from the dyed fabric to each of the fibres on the strip – but especially to the fibre of the tested fabric. After the treatment the fastness/fading is judged by Grey-Scale. The rating of the result is like school grades – but reversed: grade 1 means worst – grade 5 means best.

Delta E

is a standard to evaluate colour matching. The test is conducted between the colour standard and dyed batch.

Light Box

is the instrument to compare (with eyes) two colours under same light, which could be day light, shop light, neon light, ultra violet light.

Pilling

is a result of a fabric surface that is characterized by little pills, fibre clinging to the cloth surface and giving the garment unsightly appearance. The pills are formed during wash and wear by the entanglement of loose fibre hairs.
This test is conducted by a machine (Martindale-instrument), but could also be seen (but not measured to a standard) when you look at the fabric, mainly after washing. Less pilling means a fabric surface that is most suitable for all types of decoration.

Handfeel

is about the feeling of a fabric to hand or skin, it allows to judge the quality of the used material. An open end cotton will have a harsh handfeel, while a combed cotton will have a soft handfeel.

AQL

The Accepted Quality Level is an indicated value for a uniform quality in production.
The indicated level (minor-/major faults) specifies how many pieces of the sample size are allowed to be defectively and determines the acceptance or rejection of the examined delivery.

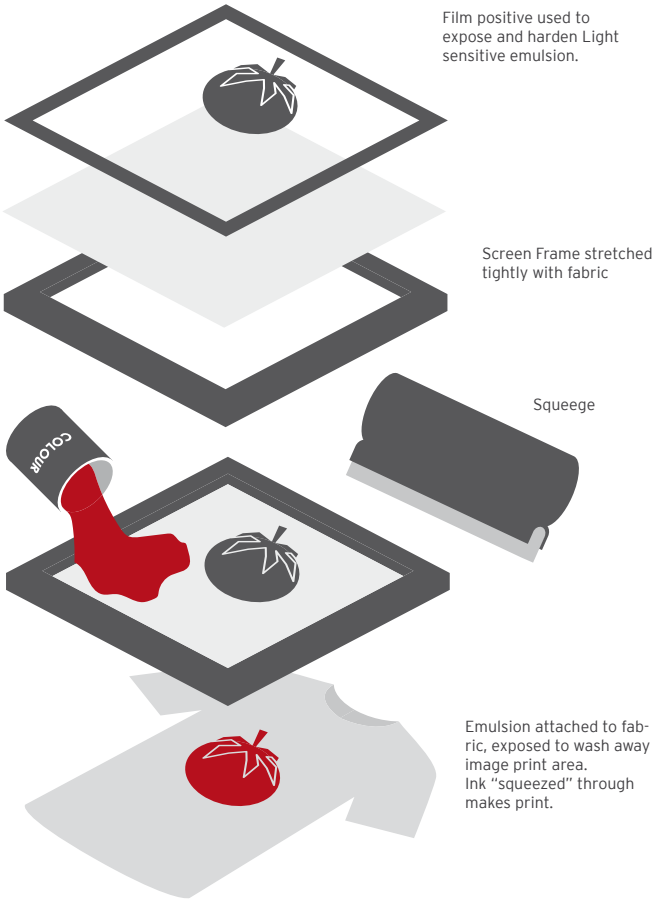
Twisting

Spirality, torquing, twisting can occur in knitted fabric whereby the fabric twists in vertical direction especially after washing (seams turn from side to front). Promodoro, in cop-operation with mills and factories, takes care for optimal/ low values of twisting while production.



#SCREEN PRINTING

SCREEN PRINTING IS A PROCESS USING LIGHT-SENSITIVE MATERIALS AND FILM-POSITIVE IMAGES TO PRINT ON PAPER, WOOD, PLASTIC, FABRIC AND MANY OTHER MATERIALS. ONCE THE IMAGE IS ON THE SCREEN, INK IS PRESSED THROUGH THE SCREEN WITH A SQUEEGEE TO CREATE A PRINT. SCREEN-PRINTING INK IS BRILLIANT AND CREATES A DYNAMIC-LOOKING PRINT. IT IS POSSIBLE TO PRINT MULTIPLE COPIES, AND TO USE ONE COLOUR OF INK OR MULTIPLE COLOURS OF INK. A SCREEN MUST BE PREPARED FOR EACH INK COLOUR USED.



Film positive used to expose and harden Light sensitive emulsion.

Screen Frame stretched tightly with fabric

Squeege

Emulsion attached to fabric, exposed to wash away image print area.
Ink "squeezed" through makes print.



Plastisol Print

Flock Print



A technique in which glue is applied to apparel fabric and then very fine fibres are deposited onto the glued area, giving a velvet-like 3D appearance.

Puff Print



Puff print is a plastisol that has been modified with the addition of a heat reactive foaming agent. The ink expands when exposed to high temperature heat as the garment is cured.

Discharge Print



A chemical process applied to remove the dye from dark garment and then printing the water-based ink into the fabric. The printout has a very soft hand feel as a result. This technique is recommended for 100% dark cotton materials.

Foil Print



A technique that combine screen print & transfer in which glue is applied to fabric and then shining metallic foil is laid evenly onto it, giving an elegant appearance. Foil generally comes in colours such as gold, silver, red, blue.

Reflective Print



Reflective Print is a plastisol-based ink with ability to reflect light. It offers functional applications in industries that deal with safety issues. But also could be used in Fashion combined with other printing technic, it could also be applied with Transfer Paper.

Glitter Print



This technique works in the way in which Ink with metallic flake suspension is used to give the printout a glitter effect. Due to the outstanding visual effect, this technique is often adopted to produce ladies and children wear.

Pigment Print



Pigment Print is a Water-based ink is printed into the garment material by immersing into the fabric itself,giving a very soft hand feel.This technique can be applied only to light coloured fabric. It can be incorporated with discharge printiang to print into dark coloured fabric.

Rubber Print



Rubber Print is a very common and versatile material that is used to print to garment due to its ability to adhere well to fabric. The texture feels thick and tensile.

#OTHER DECORATION TECHNIQUES

THERE ARE SEVERAL TECHNIQUES THAT ALLOW YOU TO DECORATE OR COMMUNICATE ON A T SHIRT, SUCH AS FOIL, HEAT TRANSFER, ETC ...
IN THE FOLLOWING PAGE, YOU WILL FIND A BRIEF OVERVIEW OF THESE TECHNIQUES.



Flexfoil

Foil is actually a heat press application, but can be applied on press for certain effects. Foil adheres to plastisol inks or a clear foil adhesive. Available in silver, gold, bronze, red, and blue.



Direct to garment printing

Direct to garment printing, also known as DTG printing, digital direct to garment printing, digital apparel printing, and inkjet to garment printing, is a process of printing on textiles and garments using specialized or modified inkjet technology. The two key requirements of a DTG printer are a transport mechanism for the garment and specialty inks (inkjet textile inks) that are applied to the textile directly and are absorbed by the fibers.



Laser Engraving

Laser engraving is a high end decoration for fabric with a surface that is not suitable for a standard printing process, such fleece, softshell and leather. Motifs can be also applied even across a zipper.



Screen Printing Transfer

With screen printing transfer the motif is printed mirror-inverted on a special silicone paper and is then applied to the desired garment by using a suitable machine exerting pressure and heat.This guarantees excellent accuracy of detail, high colour brilliance and a professional quality on the whole, similar to that of direct screen printing.



Dye sublimation printing

It is a process that employs heat to transfer dye onto fabric materials. The transfer paper and the intentend media are run through heat press operation at aproximate temperature of 200°C. The media can be polyester and other synthetic fabric or other composition with polyester. Under high temperature & pressure, the dye that is printed into the transfer paper turns into gas and permeates the fabric media and solidifies into its fiber.



Rhinestones and Studs

Very popular and can be applied to a variety of textiles. Could be from aluminium studs, rhinestuds, mugglestones , demi-pearls and sequins. Is often combined with Other decoration techniques.

#EMBROIDERY

EMBROIDERY IS MOST OFTEN USED ON CAPS, HATS, COATS, BLANKETS, DRESS SHIRTS, DENIM, STOCKINGS, AND GOLF SHIRTS. EMBROIDERY IS AVAILABLE WITH A WIDE VARIETY OF THREAD OR YARN COLOUR.
AN INTERESTING CHARACTERISTIC OF EMBROIDERY IS THAT THE BASIC TECHNIQUES OR STITCHES ON SURVIVING EXAMPLES OF THE EARLIEST EMBROIDERY — CHAIN STITCH, BUTTONHOLE OR BLANKET STITCH, RUNNING STITCH, SATIN STITCH, CROSS STITCH — REMAIN THE FUNDAMENTAL TECHNIQUES OF EMBROIDERY TODAY. THEY CAN ALSO BE MIXED WITH OTHER PRINT TECHNIQUE FOR A VALUE ADDED RESULT.



Blanket stitch



Chain stitch



Chevron stitch



Cross stitch



Fishbone stitch



Feather stitch



Fly stitch



Running stitch



Satin stitch



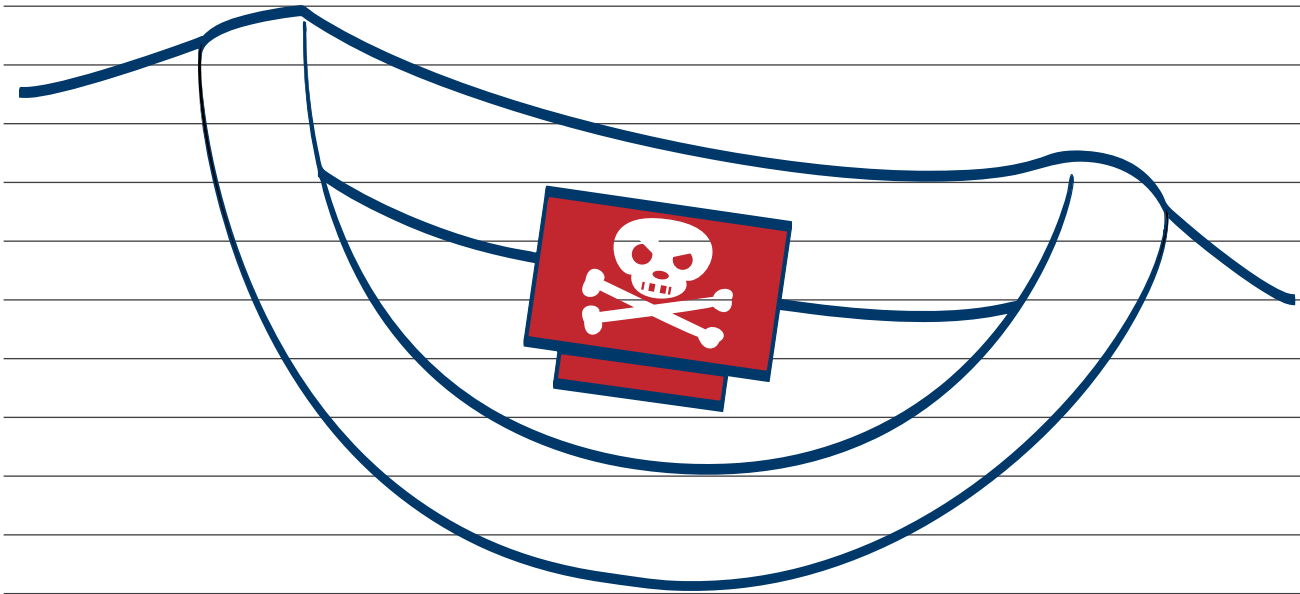
Stem stitch



Straight stitch

#INSURANCE FOR A POSITIVE CAMPAIGN

AN INSURANCE IS OFTEN DEMANDED IN SITUATIONS WHERE LIABILITY AND LARGE LOSSES ARE A CONCERN. AT PROMODORO, WE LIKE TO BELIEVE THAT WE ARE YOUR INSURANCE PROVIDER WHO WILL MAKE SURE THAT LOSSES WILL NEVER HAPPEN OR AFFECT YOUR MARKETING CAMPAIGN.



read the next pages and you will be convinced

We work with manufacturers which are certified in various fields along the production chain. The individual certificates cover a wide range of topics, e. g. social standards, sustainability and conservation of the environment, the material or the respective production process. Meanwhile, standards and monitoring processes have been set for many different areas. Here is an overview of the most important certificates applying to our companies.



WRAP is an independent and objective non-profit organisation that has set itself the goal of improving the working conditions in factories in the clothing industry. The WRAP standards include the prohibition of forced or child labour, prohibition of harassment or abuse, payment of the legal minimum wage including social benefits, and guaranteeing of a safe and healthy workplace.

. The Global Organic Textile Standard (GOTS) sets out guidelines for the manufacturers of textiles made from organic fibres. These guidelines cover the entire supply chain – both environmental aspects and the working conditions in the textiles and clothing industry. The fertility of soil may not be manipulated by harmful substances, persistent pesticides or artificial fertiliser, for example. Likewise, the cultivation of genetically-modified crops is prohibited.

The ISO 9001 standard defines the bases for a quality management system. It includes a specific focus on the customers, the motivation and involvement of the management staff, all processes and continual improvement on all levels..

The ISO 14001 standard sets the framework for an environmental management system. While no concrete requirements are stipulated for environmental performance, the standard provides companies and organisations with a framework within which effective environmental management can be established.

The OEKO-TEX® criteria catalogue offers manufacturers in the textiles industry a scientific basis of uniform standards for the evaluation of possible harmful substances in textiles. This label provides an indication of the verified safety of skin-friendly clothing for consumers, for example..

The OHSAS 18001 (Occupational Health and Safety Assessment Series) is an internationally-recognised method to test and assess work protection systems. A defined management system is used here to identify and control health and safety risks. This allows companies to minimise hazards for their employees and visitors.

Textile Exchange (vormals Organic Exchange) ist eine 2002 gegründete gemeinnützige Organisation, die sich weltweit für die Entwicklung von Nachhaltigkeit in der globalen Textil-Wertschöpfungskette engagiert. Die Organisation unterstützt Menschen und Unternehmen beim Einsatz von nachhaltigen Praktiken. Besonderes Augenmerk wird dabei auf die Minimierung der nachteiligen und der Maximierung der positiven Auswirkungen der globalen Textilindustrie gelegt.

The Think Green Initiative (TGI) supports suppliers in the implementation of environmental protection measures in the manufacturing process. At the same time, it helps to reduce costs and enhance material efficiency. The requirements of employees, investors and the community are also taken into account.

The Customs-Trade Partnership Against Terrorism (C-TPAT) strives to protect the global supply chain from terrorism.

#SERVE ALL CUSTOMERS

ABOUT 2.1 BILLION PEOPLE, OR ALMOST ONE-THIRD OF THE WORLD'S POPULATION, ARE OVERWEIGHT. RESEARCHERS ESTIMATED AFTER EXAMINING DATA FROM 183 COUNTRIES, THAT THE NUMBER OF OVERWEIGHT PEOPLE ALMOST TRIPLED FROM 857 MILLION IN 1980. AT PROMODORO WE CONSIDER ALL „WEIGHTS" ARE EQUAL. THAT IS WHY 32% OF OUR COLLECTION IS OFFERED IN PLUS SIZES.



at promodoro we are proud to offer 35 styles for our great size customers

5XL

#CUSTOMIZE YOUR CAMPAIGN WITH YOUR CHOSEN COLOUR THEME

PROMODORO OFFERS A UNIQUE PROGRAM WHICH ENABLES YOU TO ORDER A SPECIAL COLOUR FOR SOME OF ITS STYLES AND FOR A MINIMUM QUANTITY THAT WILL ENABLE YOU TO REALLY STAND OUT FROM YOUR COMPETITION. THIS IS HOW WE STAND OUT FROM OUR COMPETITION. SEE FOLLOWING PAGE FOR MORE DETAILS.



1. CHOOSE A STYLE
(FROM 26 ELIGIBLE STYLES)

2. CHOOSE YOUR COLOUR
(FROM A FABRIC SWATCH, PANTONE TPX OR C)

3. PLACE YOUR ORDER
(SEND US YOUR ORDER BY EMAIL OR BY FAX)

4. APPROVE YOUR LAB DIPS
(LAB DIPS SENT FOR APPROVAL WITHIN 14 DAYS)

5. PRODUCTION READY IN 45 DAYS FOB
(CHOOSE YOUR SHIPPING METHOD: BY AIR OR BY SEA)

6. GET YOUR ORDER IN YOUR WAREHOUSE
(2 WEEKS BY AIR, 6 WEEKS BY SEA)



- ALL PRODUCTS COME WITH "LABEL FREE PROMODORO"
- STANDARD PROMODORO SPECS, LABELLING AND PACKING METHOD
- ALL PRODUCTS CAN BE WASHED AT 40°C
- CALL YOUR PROMODORO REPRESENTATIVE FOR FURTHER INFORMATIONS
- PLEASE CHECK MINIMUM QUANTITIES ON WWW.PROMODORO.COM

#DO YOUR OWN BRAND

DO YOU FEEL LIKE BRANDING YOUR PRODUCTS WITH YOUR OWN LABEL OR CAMPAIGN?
WELL, YOU WILL BE ABLE TO DO SO BY USING PROMODORO´S "NO" LABEL PROGRAM.
CHECK THE FOLLOWING PRODUCTS AND CALL YOUR PROMODORO REPRESENTATIVE FOR FURTHER INFORMATIONS.



no label, but still promodoro product–

NO LABEL



#ADD A + TO YOUR CAMPAIGN

HOW ABOUT ENHANCING YOUR CAMPAIGN WITH OUR EHTICAL AND ENVIRONMENTAL PRODUCTS. THIS CAN ONLY HELP YOUR COMMUNICATION OF THE BRAND OR PRODUCT VALUES THAT YOUR AUDIENCE EXPECTS FROM YOU. OUR ORGANIC COLLECTION WILL GIVE YOU JUST THAT. FOR AN EXTRA "FEW CENTS" YOU CAN ENHANCE YOUR CAMPAIGN WITH THIS UNIQUE COLLECTION.

promodoro Organic Cotton



created by nature, perfected for fashion



Men's Fashion Organic-T



Women's Fashion Organic-T



Organic Baby Bodysuit

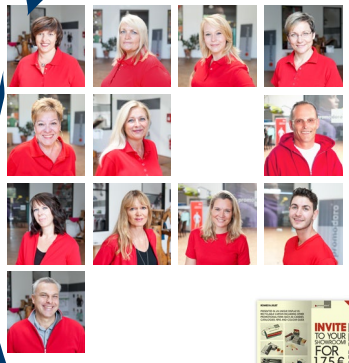
#FULL SUPPORT FOR YOUR CAMPAIGN

YOU NEED ANY HELP TO SELECT THE RIGHT PRODUCT? LOOKING FOR A PRINTER IN YOUR AREA? LOGISTIC SUPPORT? NEED TO BUILD A SHOW ROOM FOR THE VISIT OF YOUR CUSTOMERS IN YOUR OFFICE? NEED TO USE OUR SHOWROOM? WANT TO HAVE YOUR OWN CATALOGUE FOR THE PRESENTATION? WE ARE HERE TO HELP, CONTACT US AT:
SUPPORTMARKETINGTOOLKIT@PROMODORO.COM

for any needs, we have always the right solution

















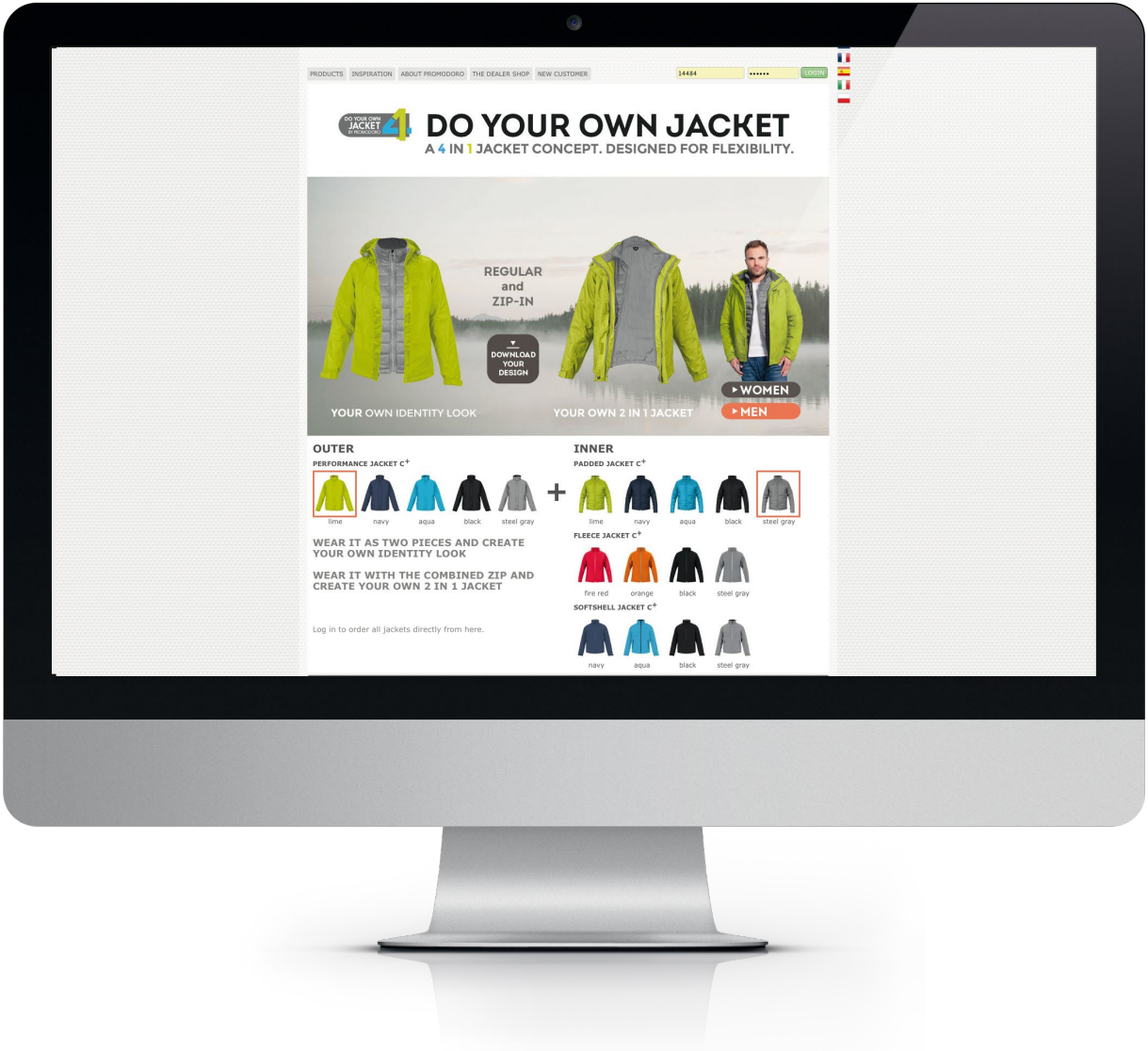


#DO YOUR OWN JACKET

IT IS NOT ONLY ABOUT JACKET, ABOUT PERFORMANCE OF OUTWEAR GARMENTS, IT IS ABOUT A UNIQUE CONCEPT THAT WILL ALLOW YOU TO STAND OUT FROM YOUR COMPETITION.
OFFER TO YOUR CUSTOMER FLEXIBILITY, LET HIM BUILD THE JACKET THAT MEET HIS REQUIREMENT IN TERMS OF PERFORMANCE AND MATCH WITH HIS CORPORATE IDENTITY.

DO YOUR OWN JACKET BY PROMODORO 4

create your own identity look or your own 2 in 1 jacket



... I know that you are smart enough
to always have me with you