

Our Bespoke Decoration, Customized Decoration, Branding Techniques

Hats, Caps and other accessories customization

Our bespoke decoration capabilities allow you to customize every panel and even every stitch. This means that a wealth of decoration options are available. This array of innovative branding techniques really do allow you to create a completely unique product for your client. Here we will focus on bespoke exclusive options. Please read on for some further inspiration!

Embroidery logo/branding

Embroidery is very common but also very popular branding technical. Besides the common flat and 3D embroidery, we can make unique textured embroidery logo/branding. Here are some examples.



Flocking logo/branding

Staple fibers (typically 0.03 ~ 0.5cm in length) are fixed vertically on the substrate coated with adhesive. It uses various kinds of fabrics as the base fabric, and the front side is planted with nylon fleece or viscose fleece, which is then processed by drying and steaming. The logo/branding is full of suede, soft to the touch, bright in color, and unique in style.



Screen printing

Images are transposed onto silk screens and inks are then squeegeed through, leaving the image on the surface of the garment. The process is then built up in layers when applied to multi-coloured designs. Screen printing needs to be done on a flat surface which is why it works with bespoke hats, as the cap fabric can be laid flat while the screen prints are transposed onto the surface of the fabric. Whilst screen printing may appear cheap and boring, it really can add great variety and impact to a bespoke cap.



Sublimation print

Sublimation is an incredibly accurate and popular decoration technique which works on all polyester materials.

Sublimation dyes are transferred to sheets of transfer paper via liquid gel ink through a piezoelectric print head. The ink is deposited on high-release inkjet papers. These are then used for the next step of the sublimation printing process, where the fabric and transfer sheets are placed through a steamed roller process allowing the ink from the transfer sheet to be imposed within the fabric which will be cut and make up the hat.

Sublimation print can be applied to any part of the hat and can literally transpose a lifelike image onto fabric.

Sublimation print is not only a cost effective method of branding which is useful when attempting to produce a budget hat in huge quantity, but equally can look amazing when applied to the highest end retail quality hat.

If you do not want to produce a hat in 100% polyester, you can sublimate individual elements like the under peak, lining, front panels etc by making the specific sublimated part polyester and the rest can be any other material you wish.



Rubber/raised printing

Rubber printing can be a bold option for bespoke branding. This technique can come in various forms such as jelly rubber and high build 3D rubber print. Rubber and raised printing can be applied to any part of the hat, whether the under peak, side panels, or even on the fabric of a cap adjuster. Rubber/Raised printing can take the form of large 3D symbols to the front of the hat, small detailed effects on a peak and everything in between.



Custom taping and sweatbands

A really effective way of having covert messages or logos applied on the inside of the cap, either directly onto the seams or the sweatband. Whenever the wearer looks inside the cap they will see printed taping, whether that's a message, website address, name of a brand or even a small logo.

Equally, a logo or message printed or woven into a sweat strap of a cap can add a very high end and truly bespoke touch to a cap.



Custom sandwich trim

Custom sandwich trim can add a splash of colour which can often be useful when a brand wants to include an accent colour.

Sandwich trim can also include fine details woven in a second colour which can either be text or a tiny symbol. Weaving fine detail into such a small area can make a cap look incredibly detailed and specialist.



Rubber badges

Rubber badges can be applied to any part of a bespoke cap including the adjuster strap! It can be quite a unique option for those brands who want to stand out and it works very well with intricate, detailed logos. Available to fit all shapes and sizes, rubber badges could be the ideal branding technique to use for your customer's next marketing campaign.



Laser Cutting/etching

Laser cutting removes parts of the material be it the cap or the badge, using high powered lasers. Cutting away parts of the hat material or parts of the badge can result in a unique finish and look.

Laser etching uses the laser at an appropriate power to burn away a very thin part of the top layer of the fabric. The result can be stunning with an incredibly detailed logo inherent in the material of the fabric.

Laser technology is arguably the most precise decoration technique available, with the laser being more accurate when compared to any other branding technique.

Laser technology is considered to be the future of garment decoration, so watch this space!



Buckle customization

Whether you want the buckle embossed, debossed or laser etched, our service can deliver it!

For such a small component, there are a surprising number of options available, many of which are customizable. For example antique brass buckle, high shine silver, anodised to various colours, slide adjusters to name just a few.

As you can see below the end results can be subtle but still striking.



Liquid metal/sonic welding

Moulding a synthetic material and adding a colour creates a metal or matt effect design. Liquid metal which can equally referred to as sonic weld can create the effect of a metal badge, only at a much lower cost. Liquid metal when produced in a matt finish can create a very similar effect to a rubber print, allowing a mixture of metallic and matt in one design.

This creative technique results in a detailed and clean finish which is unlike any other branding technique available.



Fabric embossing

Embossing is a decoration service in which images and patterns are created on the surface of a product through the combination of heat and pressure.

Thick and deep piled polyester fabrics such as ottoman and PU leather are typically used for fabric embossing.

Embossing is often used as a high end, yet subtle branding technique to raise the overall quality and look of the product.



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