

HEADWEAR TERMINOLOGY

- STRUCTURED:** Caps with fabric backing behind the front of the crown, supporting the front panels of the cap.
- UNSTRUCTURED:** Caps with no backing behind the front of the crown. These caps are soft, and offer the lowest possible profile and maximum flexibility.
- PROFILE:** The look of the cap from a side view. A **low profile** cap will have the lowest distance from the base to the top of the crown. A **mid/pro profile** cap is the style commonly worn by baseball players. A **high profile** cap has the greatest distance from the base to the top of the crown. This style is commonly called a “trucker” cap.
- CAP EMBROIDERY:** All caps in our online catalog are priced blank. Please refer to the list below for our embroidery prices.

CAP EMBROIDERY PRICING GUIDE

- SETUP FEES:** Before we can embroider your logo, a special process called digitizing must take place. Digitizing is the process of converting customer provided artwork (business card, sketch, graphic art) into a format that will work with our embroidery equipment.

Digitizing fees are based on the size and complexity of the logo. The average digitizing fee is around \$50. Digitizing fees are waived when more than 72 caps are ordered.

- ARTWORK OWNERSHIP:** While you own the right to limit the use of your logo, Designs Plus Inc. maintains ownership of the actual digitized computer file created during the digitizing process. We do not release the files to customers under any circumstances.

- CAP EMBROIDERY PRICES:** The following table includes our basic cap embroidery pricing. Add the prices to the blank cap prices in our catalog to get an estimate of your total price. Please note that embroidery prices are dependent on both the quantity of items ordered, and the number of stitches in your logo. If you do not know your logo stitch count, use the “< 8,000” column to estimate cost. Most logos are between 5,000 and 8,000 stitches.

FIRST EMBROIDERY LOCATION PRICES

	12-23	24-47	48-143	144+
< 8000 Stitches	\$6.50	\$5.20	\$4.68	\$4.21
8 - 12,000	\$8.00	\$6.40	\$5.76	\$5.18
12 - 15,000	\$9.50	\$7.60	\$6.84	\$6.15
15 - 20,000	\$11.00	\$8.80	\$7.93	\$7.13

SECOND EMBROIDERY LOCATION PRICES

	12-23	24-47	48-143	144+
< 8000 Stitches	\$4.21	\$3.79	\$3.41	\$3.07
8 - 12,000	\$5.18	\$4.67	\$4.20	\$3.78
12 - 15,000	\$6.15	\$5.54	\$4.99	\$4.49
15 - 20,000	\$7.13	\$6.42	\$5.78	\$5.20