

Basic
Information
Before
Learning
Embroidery

THEE Embroidery Handbook



Betty and
Jim Serritella

Dedication



We dedicate this book to those individuals who came before us, those who participated in our focus of freedom, and to those who will follow us providing additional efforts to remain free from oppression –
The United States American Veteran – from all services.

Betty & Jim Serritella

Additionally, we would like to dedicate this publication to the wives and husbands whose love of embroidery and service to others brought us to this point in our lives. And to the National Network of Embroidery Professionals (NNEP) who have made all of our lives better in understanding this crazy business – with smiles and hugs.

TABLE OF CONTENTS

Preface.....	v
A Little History	1
Where to Begin?	2
Questions and Answers	5
What's it going to cost? \$\$\$\$.....	5
Can you make money with a single head commercial machine?	5
What do I NEED to be in the embroidery business?	5
A machine.....	5
Threads.....	6
Hoops	6
Backing/Topping	6
Designs.....	6
Some Basic Assumptions.....	7
What do you need for an embroidery business? Some NON-tangible items.....	7
External Marketing Tools.....	8
What it takes to make money with a single head machine.....	9
Contract Embroidery ... Get Help!	9
Great Customer Service.....	10
Item/Garment Sales with Embroidery.....	11
Competitive Pricing (a little high is OK)	11
Time Management	11
TO Digitize.... Or NOT to Digitize?	11
Niches or ???.....	12
Pricing...You Need It.....	12
Taxes.....	13
Networking...A Must!.....	13
Time and Money	14
Additional Pricing/Expense Considerations	14
The Reality of Embroidery	15
Room Space	15
Hardware	16
Software.....	16
Support Equipment.....	17
Support Services and Organizations.....	17
Garment/Item Vendors – Trade Shows	18
Design Companies	19
Formats.....	19
Training.....	19
Marketing Hints	20
Tricks	21
Soda Straw	21
Thread Racks & Frames.....	22

Lessons Learned	23
Deposit Comes With The Order	23
Sewout a Proof for a Large Order (More Than 1)	23
Marketing Information	25
INTRODUCTION.....	25
Two Stories	26
Is It Profitable?	28
Full Cost Analysis?	28
Expensive Toys?	29
Cons	29
What Event Should You Really Go To?	30
What Is Mobile Embroidery?.....	30
We Embroider Your Material – Here!	30
Tear-Down Set-Up Time.....	31
Can You Fix It?	31
How Much And What Type Of Apparel Do You Bring?	31
Questions – That Need Answers	32
Travel Distance	34
Be Ready – Just In Case	34
Events?.....	34
Need Help?	35
Production Control.....	35
New Trailer Concept.....	36
Storage	36
Heavy It Up	37
What Does it Take to be a Successful Mobile Embroiderer?	37
More Questions.....	37
Thoughts And Considerations.....	38
The Trailer.....	39
The Layout.....	41
Outdoor Setup.....	44
Indoor Setup	51
The Checklist	51
Internal Traveling	53
Traveling Safety	53
In Summary.....	54
Intellectual Property Release – Permission to Copy a Logo.....	56
Policy for Sewing on the Customer-Provided Material.....	57
Sewout Production Approval – Customer Approval Before Sewing Any Order	58
Laundry/Washing Instructions.....	60
Company Information	61
1.0 INTRODUCTION	61
1.1 Purpose of the Corporation	61
1.2 Beliefs of the Corporation.....	61
1.3 Corporate Structure.....	62

THEE Embroidery Handbook

2.0	PERSONNEL POLICY	62
2.1	Conditions of Employment.....	62
2.1.1	Non-Discrimination.....	62
2.1.2	Disciplinary Policies.....	63
2.1.3	Conflict of Interest	65
2.1.4	Full Time and Part Time Employees.....	65
2.1.5	Outside Employment	66
2.1.6	Alcohol and Drugs.....	66
2.1.7	Dependability	66
2.1.8	Normal Hours.....	66
2.1.9	Lunch Hours	67
2.1.10	Overtime.....	67
2.2	Absenteeism	68
2.3	Use of Office	69
2.4	Pay Day Schedule	70
2.5	Payroll Records.....	70
2.5.1	Change of Employee Status Policy	70
2.5.2	Access to Payroll Information.....	71
2.6	Performance Evaluations	71
2.7	Vacation, Holiday and Leave Benefits	71
2.7.1	Vacation Plan.....	71
2.8	Holidays.....	73
2.8.1	Eligibility	73
2.9	Sick Leave	73
2.9.1	Eligibility	74
2.9.2	Administration	74
2.3	Leave of Absence	74
2.3.1	Military Leave.....	75
2.3.2	Maternity Leave	75
2.3.3	Jury Duty	76
2.3.4	Bereavement	76
2.4	Inclement Weather	76
2.5	Hospital and Medical Insurance.....	77
2.6	Life Insurance and Accidental Death or Dismemberment.....	77
2.7	Disability Insurance	77
2.8	Workman's Compensation Insurance	78
2.9	Unemployment Compensation	78
2.10	Social Security	78
2.11	Education.....	78
2.11.1	Tuition Reimbursement	79
2.12	Parking	79
3.0	WORK RULES.....	79
3.1	Confidentiality of Business Information.....	79
3.2	Team Work and Task Sharing	80
3.3	Dress and Behavior.....	80
3.4	Noise	80
3.5	Housekeeping	81
3.6	Utilities.....	81
3.7	Personal Visitors.....	81
3.8	Personal Use of Office Equipment.....	81
3.9	Charity Drives and Contributions	81

3.10	Outside Solicitors	82
3.11	Suggestions	82
3.12	Grievances	82
3.13	Employee Area	83
3.14	Building Emergencies	83
3.15	Security.....	83
3.16	Community Relations	84
3.17	Bulletin Boards.....	84
3.18	Flowers and Plants.....	84
3.19	Authorized Travel	84
3.19.1	Use of Company Vehicle	84
3.19.2	Rental Cars/Vehicles	85
3.19.3	Authorization for Travel	85
3.19.4	Traveling.....	85
3.19.5	Travel Expense Report.....	85
3.20	Company Credit Cards.....	85
3.21	End of Employment.....	85
3.21.1	Termination.....	85
3.21.2	Retirement	86
Staff Assessments (Raises)		87
	The Bonus.....	87
	Written Performance Review Outline	87
	The Outline	88
Employment Agreement.....		91
Interesting Articles.....		97
	Mistakes Embroiderers Make and Wish They Didn't	97
Business Plan Outline		101
Buying a Single Head Machine		111
	SEW Ya Wanna Buy an Embroidery Machine?.....	111
Beginners Guide to Profitable Embroidery		119
	Glossary of Embroidery Terms	120
	Needle & Backing Reference Chart	137
	Backing FAQs	139
	Backing Types Pros & Cons	140
	Toppings:	142
	Adjusting The Thread Tension.....	142
	Setting The Upper Thread Tension (Using the a Tension Gauge)	143
	Bobbin Reference Guide	144
	Thread Tensions FAQ	145
	Looping and Birdsnesting	149
	Pricing	151
	How to Sell Decorated Embroidery	152
The End.....		188

THE END

In the world of embroidery, there is no end...the cone just keeps unwinding. 5,000 meters is about 200,000 inches of thread. It just keeps coming unraveled!!

THEE Embroidery Handbook is a compendium of information you can use to your benefit for the development of your business. The articles are open for you to customize and adopt for your company. The entire handbook is a WORD document, so you can change text, wording, imaging to best suit your situation. All supplied text is a suggestion for your consideration (as in The Company Policy Manual or the wording on the Permission to sew a logo form).

Our suggestion is to put the handbook into a 3-ring binder, and add notes/text to it as you see important articles that have a direct bearing or impact on your embroidery life. New technology is always coming down the road. Embrace it, go with it, and learn from it. You will be a better embroiderer and business person.

Join an organization such as NNEP (www.nnep.org) or a machine users' group. Get involved and ask questions and provide answers (if you can). Attend conventions and announce yourself ahead of time, meet new friends, face to face. They're all lovely people to know.

Maybe this section heading should be "THE BEGINNING." Life has an end, but in the world of embroidery...and contrary to the beginning text...

"In Embroidery-land, there is Utopia!"

Enjoy my friends.