

# **MOBO** Pro Marketing

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Remembrance Day  
is  
November 11  
*“Lest We Forget”*

“Details Make the Design” - Charles Eames

As we remove the carved pumpkins, spider webs and goblins from our front steps this week, naturally our thoughts turn to the next big decorating event of the year; Christmas. When might we get a day of sunshine to string the outdoor lights?

Given that the chances are you are already thinking of decorating, we thought we would take this opportunity to share a few of our industry’s most popular ways to “bedeck” a product and some recent enhancements. Some you will be aware of and others may be new, including the HXD method featured in the video below.

**Screen Printing** – most commonly used on T-Shirts, however there are some new great options with the inks, i.e. soft-hand and water-based inks. These are perfect for achieving a vintage look. Special effect inks are also available such as metallic, suede, puff, glitter and neon too!

**Embroidery** – the ideal, classic choice for corporate apparel. New options include puff embroidery and sequin embroidery. **MOBO** has a full service Embroidery Studio onsite.

**Laser Engraving** – This is ideal for decorating unusual areas, i.e. along seams or zippers. A laser actually burns your logo into the top layer of the fabric giving it a tone-on-tone look. Not recommended for white or pastel colors.

And finally, the new kid on the block ... **HXD!** We hope you enjoy this video. Click on the image below to watch a short video on this amazing new technique.

-Team **MOBO**



If you have any questions about decoration options and want some new, fresh ideas, please just ask! We are here to help you  
“Make Your Mark!”

Please note we will be closed on Friday, November 10th for Remembrance Day.