



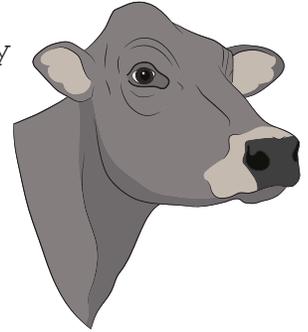
Custom Embroidery Costs Explained

At Grand Champion Designs, we are proud to offer custom dairy cow and livestock embroidery. There are a variety of costs associated with a custom embroidery job, from the custom artwork to the embroidery itself. Here's some information on how custom orders work:

1. Artwork Fee

Your cow photo has to be drawn digitally. You can have your cow drawn exactly as she appears in your photo, or simply have your cow's spot pattern drawn over one of our "ideal" dairy breed frames. Depending on the size of your final embroidered piece, the artwork may have more or less detail - larger pieces can show more detail, where smaller pieces need to be simplified in order to be able to stitch them cleanly. Once your artwork is drawn, it is retained in our files for any future use - if you want to use the artwork for another embroidered piece, or for screenprinting or digital use, you won't have to pay another artwork fee!

Artwork fees typically range from \$50-150 based on detail, size and pose.



Brown Swiss cow head artwork

2. Digitizing Fee

Once the artwork has been drawn, it has to be digitized - changed from a digital artwork file into a stitch file that tells the embroidery machine where to place each stitch. This charge is passed directly from our digitizer to you, with no markup - you pay what they charge us to digitize your piece. Digitizing is charged based on number of stitches, so larger pieces will have higher digitizing costs.

Digitizing is a one-time fee, and the charge is the same regardless of how many pieces you get embroidered - so ordering multiple items can bring the cost per item down. While digitizing is a one-time fee, the resulting file only works for the size you ordered - so if you have your artwork digitized to be 3 inches wide and then want more embroidery done at 8 inches wide, the file will have to be digitized again and you will be charged the appropriate digitizing fee based on stitch count.

Digitizing fees range from \$18-70 based on size. Left chest-sized or hat-sized pieces are around \$18 to digitize, full jacket back pieces can be \$60 or more depending on stitch count.

3. Embroidery Fee

Your custom cow is drawn, it's been digitized at the right size - now it's finally time to embroider! Embroidery, like digitizing, is priced based on stitch count. Larger pieces will cost more to embroider simply because they use more thread.

Embroidery fees range from \$20-100 based on size and stitch count. Left chest-sized or hat-sized pieces are around \$20, full jacket back pieces can be \$60 or more depending on stitch count. Adding a name to a garment is \$10.



Brown Swiss cow head embroidered

4. Garment/Apparel Costs

What you put your embroidered piece on is up to you! We are happy to make recommendations or choose for you. We recommend the garments be smooth and flat, not quilted or overly fuzzy fabrics. If we can, we will open up the layers of your garment in order to stitch through just one layer of fabric and keep the back-side of the embroidery hidden away, to make the piece look more finished and to keep the stabilizing cloth and stitches from rubbing. We can stitch on almost anything - knit caps, baseball caps, polo shirts, jackets, vests, pillows and blankets - feel free to ask if we're able to embroider on anything you've got in mind!

How to save money on embroidery orders - order more than one item! The 'setup fees' (artwork and digitizing) cost the same no matter whether you're ordering one item or one hundred, but you can split those costs among all the items you order and bring the cost per piece down dramatically!

Sample Order

Ann at Blue Ribbon Farms wants her favorite cow embroidered on a jacket, as well as a hat. What are the costs associated with her order?

Artwork fee	\$50	Full-body profile with spot pattern drawn on ideal frame Holstein		
Digitizing fee	\$65	Full jacket back cow (8 inches) + farm name text		
	\$20	2-inch cow for hat		
Embroidery fee	\$70	Jacket back embroidery		
	\$20	Baseball cap embroidery		
Garment	\$45	Jacket cost		
	\$10	Baseball cap cost		
TOTAL	\$280		Price per jacket \$205	Price per hat \$75

The costs per piece are high because of the 'setup' costs - artwork and digitizing. The price per piece would come down significantly if more than one item were ordered. Let's say Ann decides to order two more jackets and four more hats. Setup costs will remain the same, but look at the price per item.

Artwork fee	\$50	Full-body profile with spot pattern drawn on ideal frame Holstein		
Digitizing fee	\$65	Full jacket back cow (8 inches) + farm name text		
	\$20	2-inch cow for hat		
Embroidery fee	\$70 x 3 = \$210	Jacket back embroidery		
	\$20 x 5 = \$110	Baseball cap embroidery		
Garment	\$45 x 3 = \$135	Jacket cost		
	\$10 x 5 = \$50	Baseball cap cost		
TOTAL	\$505		Price per jacket \$142.91	Price per hat \$20.25

Because the artwork fee and digitizing fee are split up among the cost of each item, the cost per piece comes down quickly the more items you add!

We look forward to working with you. Contact us today to find out how we can make your favorite cow a wearable work of art on a beautiful jacket or vest, order custom embroidered gifts or awards, or to learn more about how to work with us to make and sell dairy breed club apparel for your local or state club!



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www.GrandChampionDesigns.com