



*A GUIDE TO*  
**BRANDING YOUR GARMENTS**



## WORKING TO EXTREMES

Keela is a British Technical Outdoor manufacturer that was founded on the East Coast of Scotland - the perfect place to innovate and test outdoor garments for the changeable British weather. At Keela, we put the emphasis on garments that perform in the most extreme conditions of their intended environment. This means we don't just lab test our garments in simulated environments; we put them out on the hills and ensure they provide the ultimate protection. It's this dedication that has led to us supplying a range of Emergency Services over the years, from Tactical Units, to the outdoor professional, to Rescue Teams.

Whether you're working on a large corporate workwear contract, an expedition or event, a retailer looking for uniform, or part of any other group needing their own branding, we have the technology, know-how and capability to meet your customisation, branding and bespoke requirements.



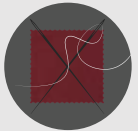
### UK MANUFACTURING FACILITIES

Allowing a fast and efficient turn around



### TECHNICAL DESIGN SUPPORT

Garment Technologists, Designers and Technical Operators are all on hand to help



### CRAFTSMANSHIP

Our team of highly skilled experts have knowledge honed through decades of garment innovation, design and manufacture



### TESTING LABORATORY

We have a fully equipped laboratory onsite, where we can perform thorough testing



### R & D FACILITIES

Our state of the art R & D department can solve technical issues and innovate new concepts



### QUALITY ASSURED

Our Keela Guarantee means you have peace of mind *(read more on page 7)*

## AT KEELA WE OFFER A VARIETY OF DIFFERENT METHODS TO BESPOKE, BRAND & CUSTOMISE YOUR GARMENTS.

We can help you find the perfect match to meet your specific requirements, whether you need additional visibility, corporate branding, identification or any unique, extra function.

We are confident we will have something to suit your needs.

Please do not hesitate to contact a member of our team on [sales@keela.co.uk](mailto:sales@keela.co.uk) for more information on the processes and techniques outlined in this catalogue.

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# EMBROIDERY

Highly detailed artwork, perfect for company workwear or business wear items

Embroidery is well-known and one of the most popular customisation processes, and it undoubtedly gives one of the best professional, sturdy and clean looking finishes.



At Keela we use a high-precision Tajima embroidery machine that allows us to stitch your logo in to the garment with a high degree of clarity - this is because it allows thousands of stitches within a small space, meaning clear designs can be accomplished with ease.

For waterproof garments we use an Ardmel MK901 Tape Sealing or HSM-20/HSP 500 Hot Press machine to re-seal behind the embroidery, covering any pinprick holes and ensuring the integrity of the garment is not compromised.

## Choose Embroidery if You Need:

- Multicoloured logos and text
- Incredible lasting power
- Extreme durability

*(embroidery will definitely survive the lifetime of your garment)*

## Watch Out For:

- Tiny details may get lost in very complex designs
- Large sized embroidery can increase price significantly and is not always suitable for some fabrics
- Each new design or variation in a design needs a new disc set up

## Comparison Table

- Professional Looking finish: 5 stars
- Durability: 5 stars
- Detail: Avoid too many small details
- Fabrics: All
- Run size: From 1

*(However a surcharge may apply)*

# BADGES

Quick and easy branding option, suitable for lots of different products

Badges are another popular choice for branding, as there are so many different options for using them. They can be made to work with Velcro patches, or pull out ID holders if discreet identification is required.

Although you may need to meet an MOQ for the badges, because you can keep them for future use they can be a good option for smaller runs of items. For waterproof garments we use an Ardmel MK901 Tape Sealing or HSM-20/HSP 500 Hot Press machine to re-seal behind the badge, covering any pinprick holes and ensuring the integrity of the garment is not compromised.

## WOVEN BADGES

Woven badges allow for a higher definition finish, capturing even small details in complex designs that embroidery may miss. They're the perfect way to have removable badges on your garments.



## SILICONE BADGES

These are pre-moulded badges that can be quickly and easily added to most corporate clothing products. The method of production ensures that you get the same results time after time, allowing for fantastic logo reproduction and consistent branding.



## WOVEN TAX TABS

This is a discreet way of promoting your company as opposed to a logo shown clearly on your uniform. Tax tabs provide a way to tackle the personal tax aspect of staff clothing or uniform, and are ideal for trousers and smaller items where highly visible branding is not required.



Choose badges if you need:

- Discreet or changeable branding  
*(Pull-out holders or Velcro badges)*
- Smaller runs of branded items
- High definition finish and consistent branding
- Subtle branding  
*(Tax tabs)*

Watch Out For:

- Minimum order quantities
- Potential for bulky branding on smaller or thinner items
- Easily removeable branding

Comparison Table

- Professional Looking finish: 5 stars
- Durability: 5 stars
- Detail: Can handle very small details
- Fabrics: All
- Run size: From 1  
*(However MOQ's and setup charge may apply)*



# REFLECTIVE BADGING & TAPE

Perfect for when you need to ensure high visibility for workers in dangerous conditions  
We have a variety of EN20471 approved tape and badge options from Orafol & 3M  
*(known world-wide for their high quality reflective items).*

## 3M REFLECTIVE BADGES

These reflective badges are perfect for adding branding which is highly visible in adverse conditions, and can be either heat sealed or sewn on to your items, depending on what will work best on the specific fabric.



## REFLECTIVE TAPE

For extra visibility we can sew on reflective tape, either encapsulated Orafol approved reflective tape systems or 3M glass bead reflective tape. If you want eye catching branding you can opt for image moulded or a shadow effect for the logo.



## ENCAPSULATED REFLECTIVE BADGES

These reflective badges are overlaid with a clear plastic that can be printed with logos or text, allowing the reflective tape to peek through in certain places.



### Comparison Table

- Professional Looking finish: 5 stars
- Durability: 4-5 stars
- Detail: Works best with simple logo or bold text
- Fabrics: All
- Run size: From 1

*(However a surcharge may apply)*

### Choose Reflective Branding if you need:

- Highly visible logo or text
- EN20471 approved branding

### Watch Out For:

- Reflective branding is not suitable for complex logos
- Usually used only on high-visibility garments
- EN20471 approved branding does not mean an EN20471 approved product

# VINYL PRINTING

Clear and bold branding, perfect for when you need to cover a large area

Vinyl printing can be provided in an array of colours, however only one colour can be used per logo. It is not as durable as other methods but has a more pleasing and longer lasting finish than screen printing. It is perfect for large text and bold designs and produces an opaque, striking colour on any garment - making sure your design stands out. We can also offer coloured reflective vinyl's that can blend in to garments but still keep you safe in the dark. Vinyl has a superb finish and is a brilliant way to get your branding across for a reasonable price.



## Choose Vinyl Printing if You Need:

- Smaller quantity of items branded
- Large, bold designs
- Lower cost branding

## Watch Out For:

- Less durable branding option
- Reduced colour options

## Comparison Table

- Professional Looking finish: 5 stars  
*(this will reduce with age)*
- Durability: 3 stars
- Detail: Can include detail but works best with bold designs
- Fabrics: All\*  
*\*Performance will vary across fabrics - please ask for more information*
- Run size: From 1  
*(However a surcharge may apply)*

# SCREEN PRINTING AND HEAT SEALS

Clear and bold branding, perfect for when you need to cover a large area

Screen printing and Heat seals can look similar however each one works in a different way.

## SCREEN PRINTING

This is best suited to use on t-shirts and hoodies and can be used for multi-colour designs. It is not as durable or long lasting as other methods, however it is a great way to get a design across for a lower cost at a high volume.



## HEAT SEALS

Provides a highly detailed and colour true heat transfer. Ideal for complex and intricate logos and designs. We utilise a variety of different types of heat transfers, including reflective, depending on the garment and usage. Whilst it is not as tough as embroidery or badging, heat seals give a highly professional finish that is durable and will outlast screen printing.



Choose Screen Printing/Heat seals if you need:

- Multicoloured logos and text
- Large, bold designs
- Lower cost branding

Watch Out For:

- Less durable branding option
- Each new design or variation in a design needs a new screen set up *(Screen print)*

Comparison Table

- Professional Looking finish: 5 stars *(this will reduce with age)*
- Durability: 3 stars *(Screen print)* 4 stars *(Heat Seals)*
- Detail: Can include detail but works best with bold designs
- Fabrics: All\*  
*\*Performance will vary across fabrics - please ask for more information*
- Run size: From 1 *(Screen print)* From 25 *(Heat Seals)*  
*(However a surcharge may apply)*



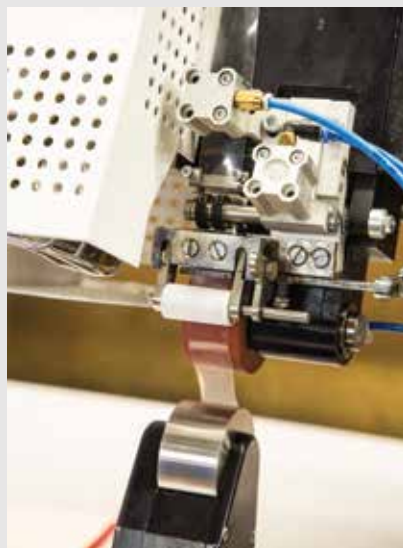
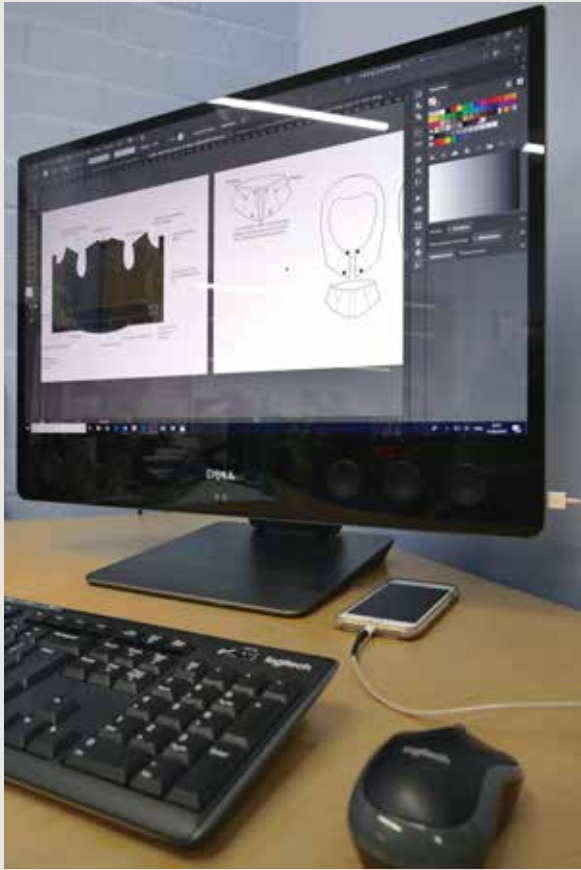
# CUSTOMISATION

Keela offers bespoke production in our manufacturing facilities for your specific needs.

In addition to applying your specific corporate branding to our clothing, we can also retro-fit design features to make your garment even more user-friendly.

These can include epaulettes to shoulders or front stormflap for a slightly more militarised appearance (epaulette loops or full epaulettes), radio docking systems in the form of dock tags or radio loops, velcro patches for adding your own badges, and many formats of reflective tape to add visibility to your garment.





# QUALITY ASSURED GARMENTS

When branding your garments with your chosen designs, we guarantee that function is never compromised, we have specific branding access points on our garments to ensure we do not need to pick them apart in order for customisation to take place. This ensures the garments perform to the best of their ability at all times.

For waterproof garments we use an Ardmel MK901 Tape Sealing or HSM-20/HSP 500 Hot Press machine to re-seal behind the embroidery/badges, covering any pinprick holes and ensuring the integrity of the garment is not compromised. This ensures that there will be no wind or water ingress through the branding into the jacket, keeping you warm and dry, always.





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