

# Problem Solved: Large-scale Logo Reproduction



**It needs to be BIG. It needs to add dimension.  
It needs to NOT break the bank. What to do?**

Sometimes a project calls for something dramatic, with scale. Screenprinting or flat transfer might make it look cheap or disposable.

For a full back or full chest project like this, embroidery comes to mind. But a big embroidery piece is both expensive and stiff, inflexible. Is there another option?

Yes! Oversized logos are one of FiberLok's sweetspots. For logos up to 12" wide (and we can go bigger too!), Fiberlok's heat transfer options provide an affordable, lightweight solution that moves flexibly.

In addition, FiberLok's solutions allow you to address challenging issues like:

- Gradients
- Metallic looks that suggest the direction of light
- Detail that runs up the embroidery bill

## The Math:

- **In the illustration at right, the embroidery option (~70k stitches) costs 2X more than FiberLok's Lextra solution**
- **Embroidery at this scale also takes hours on the machine and may result in strung out lead times vs. a fast-applied heat transfer**
- **Attractive minimum order quantities** (depending on size, as low as 25-50 pieces)

[Want to know what FiberLok can do for your business? Give us a call to discuss your next project or email us your artwork at sales@fiberlok.com](mailto:sales@fiberlok.com)



**\$.31 per square inch**

**Embroidered option 13" x 11"**



**\$.14 per square inch (>50% savings)**

**Lextra Heat Transfer 12" x 11"**

# FIBERLOK®

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