



How To Monogram Or Embroider On Towel Sets

A Monogrammed Towel Set is a very luxurious gift item and is an extremely profitable addition to almost any niche market. Monogrammed towels can be offered to the corporate market, the home market, the gift market and even the club and organization market. Everyone needs gift items and towel sets will work for almost any occasion. Almost any alphabet can be used to create a monogram but not all alphabet letters look good together when they are combined. This is very important to keep in mind when you are selling a style to a customer. The customer really should see what his or her letter combinations would look like on the finished product before the final order is taken. This is easy to do with today's software packages.

You can create a monogram in your software and then create a jpg file of that monogram in the Paint program of your Accessories in Windows. This can be emailed to your customer for their approval. This is easy to do and will give the customer assurance that their initials will work with the monogram that they have chosen. If it does not look good, it is easy to change styles and repeat the process.

Sizing Of Monograms

The sizing for the monograms on towels is fairly flexible. Some authorities say four inches for a bath towel, some say three inches and I know of a large monogram company that uses five inch monograms on all of their bath towels. As a general rule I recommend four inches. Sometimes a customer will want something different and of course the customer is always the one with the last word.

On a hand towel I usually recommend a two and one half inch monogram. These sizes represent the center large letter. If you have a decoration or border around or underneath the towel, this will make the total embroidery larger than the specified sizes.

On a wash cloth, a one to one and a half inch monogram is sufficient. I usually discourage the customer from having a monogram on the washcloth, but if they insist, that is OK with me. It just is not comfortable for me to use once it has been monogrammed.

The sizing for the bath sheet would be about the same as the bath towel. As a general rule most people want names on bath sheets rather than monograms. For this I usually

recommend a two inch capital if they are using script or block letters with upper and lower case or one and one half inch if they are choosing all upper case block style letters.

Placement

The placement for the bottom edge of the monogram on the bath towel is two inches up from the border or four inches up from the top edge of the hem if it does not have a border. The placement for the bottom edge of the monogram on the hand towel is one and one half inches up from the border or two inches up from the top edge of the hem if it does not have a border. The placement for the monogram on the washcloth is one inch up from the border or one and one half inches up from the hemmed edge. It can also be monogrammed in the corner on a diagonal.

The placement for the monogram on a bath sheet would be three inches up from the border or five inches up from the bottom hemmed edge. If you are embroidering a name instead of the monogram, I usually recommend a placement of four inches above the bottom hemmed edge or two inches above the border.

Process for Marking Placement

1. Fold the bath towel in half vertically using the end of the towel that does not have the tags on it. Place a pin or a mark with your marking pen at the center two inches above the border. This will represent the bottom of your monogram. Place a pin or mark another four inches up from that mark. If the towel does not have a border, place the first mark four inches above the hem. Personally, I use long straight pins on all of my towels to mark placement. I do not have to worry about removing a mark. (*Caution: Do not use the yellow chalk wheel. I have found that it is hard to remove from the terry loops in the towels.*)
2. Lay your paper pattern down at that point where you want to place your monogram to see if it is exactly as your want it. Use the center of the design to place a mark for the starting point of your monogram. On a bath towel, the monogram should be about four inches high. If your monogram is in fact four inches high, the starting point of your monogram, which is the center, will be four inches up from the top edge of the border.
3. Draw a straight horizontal line four inches up from the border and a vertical line thru the center of the towel. Make these lines long enough to be able to reach the reference lines in your hoop. If you are using pins, use enough to create these lines. I usually use about three pins vertically and one in the center horizontally where the monogram will start. This will make it very easy to

hoop the towels correctly. The process is the same for the hand towel with the exception of the location and the size.

Here are some tips to use as you are embroidering your towels.

- Always use 2 layers of a good quality crisp tear away backing that will tear fairly clean. Do not use the type that is a wash away. I have found that although it does wash away after a couple of washings, it does not make a good presentation if you are selling these or giving them as a gift. The edges tear very rough and it is impossible to get a good clean edge.
- When you are setting up your monogram for any type of terry cloth, use a heavy zig zag underlay stitching. This will hold down the terry loops. I also use a contour or edge run underlay set in .50mm from the edge and 2 lines of perpendicular or center run underlay. This combination creates an excellent foundation for your top stitching.
- Use a medium weight water soluble topping on top to help give you that clean crisp finish.
- Place your towels into the embroidery machine upside down so that they are not all bunched into the back of the machine head. You want to let the towel rest on your machine table. If you do not have a machine table, lay a stool in front of the machine and let them rest on top of the stool. This will help hold the weight of the towel and keep it from pulling at the hoop.
- Make sure that your machine table is totally clean and dust free especially if you are working on white towels.
- When you are embroidering your towel upside down, don't forget to rotate your design 180 degrees.
- When the monogram is finished, remove the backing and the topping. Tear away all of the backing and remove as much of the topping as is possible. Steam off the rest of the topping and the hoop mark. You are now ready to fold your towels and either package them for a gift or get them ready for your very satisfied customer to pick up.