



TIE & SCARF GUIDE

How to choose and specify ties & accessories

Connecting Brands With People

This guide is provided by Preseli who have been a supplier of popular products to the promotional industry since 1992. During over 30 years of trading, they have built their reputation on great service and time-proven reliability.

We have been designing and supplying ties and scarves for over 10 years. These high quality personalised products lend themselves to being supplied with co-ordinating accessories and presentation packaging.

We provide a full design service which ensures that customers find their designs are reproduced accurately and sympathetically.

Our website provides all the resources needed to understand and specify products clearly and correctly. Our templates, alongside this guide, are available in an unbranded version to download and share.

All our products are made in fine quality fabrics to the highest standards and are used by some of the best known brands as well as smaller businesses and clubs.

We offer quick turnaround and low minimum order quantities.



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More than a tie.....



IDENTITY

- Identifies employees at a glance.
- Presents a smart professional image that creates confidence and authority.
- Unifies a diverse workforce.



TEAM WORK

- Classic way to encourage team bonding.
- Suitable for clubs, societies and other organisations.
- Inspires pride in appearance.



COMMEMORATE

- Celebrate key events and anniversaries.
- Perfect for gift shops and fundraising.
- Use as limited edition gifts.
- Add value with presentation boxes and matching accessories.



Connecting People
With their Brand

2. SPECIFYING THE PERFECT PRODUCT

1

CHOOSE THE RIGHT TIE DESIGN

The first and most fundamental decision to be made is what type of design do you require? The size, amount of detail and type of design defines the best way to make your product.

SIMPLE LOGOS:

- These are best woven into the fabric. Where possible we always recommend a woven design as it gives the final product an overall feeling of quality.

FINE DETAILED LOGOS:

- We can achieve good detail with woven logos but there is always a limit especially when reduced in size. Screen printed logos give a crisp and accurate final design. All our screen printed ties use a very fine weave smooth fabric.

FULL COLOUR OR PHOTOGRAPHIC DESIGNS:

- We recommend full colour digital printing for the most complicated and detailed artworks. Designs can use the whole area of the product and can include patterns and logos. All our digitally printed ties use a very fine weave smooth fabric.

2

DESIGNS FOR SCARVES

All our scarves use printing to make your bespoke design. The choice of print type depends on the amount of detail and colour required.

SIMPLE LOGOS:

- These will be screen printed with as many as 10 colours as standard. Logos can be placed in one location or repeated anywhere on the scarf.

FINE DETAILED LOGOS:

- Screen printed logos give a crisp and accurate final design. All our screen printed scarves use a very fine weave smooth fabric.

FULL COLOUR OR PHOTOGRAPHIC DESIGNS:

- We recommend full colour digital printing for the most complicated and detailed artworks. Designs can use the whole area of the product and can include patterns and logos.

3

CHOOSE YOUR FABRIC

All our fabrics have a luxurious feel and appearance. Your choice of fabric should depend on the following:

ON A TIGHT BUDGET:

- If affordability and value are crucial then we recommend a polyester fabric.

WITH A MESSAGE TO GET ACROSS:

- Sublimation printing allows the entire product to be printed with very detailed designs.

WORKWEAR & DAILY USE:

- We strongly recommend the use of our heavier polyester fabrics as these are durable and easily cleaned.

PREMIUM BRAND:

- For special occasion use, premium gifting and high value clients we recommend the use of silk. Silk's natural luxury comes from its superfine threads.
- For high end brands where daily use is required we recommend our superfine polyester fabrics - these look and feel the same as silk but are more suited to frequent cleaning.

4

ADD ONS & PRESENTATION

We can add value to any scarf or tie by creating matching accessories and presentation packaging.

CUFFLINKS, PINS AND BADGES:

- We are specialists in making promotional metal items. Cufflinks are the perfect co-ordinating item for all fabric goods.
- We recommend re-creating your logo in enamel for a high quality and detailed finish. We can also provide cufflinks that use the same fabric as your tie.

PRESENTATION SLEEVES

- All products can come bulk packed, individually wrapped or for a higher perceived value presented in a custom printed card sleeve.
- We offer recycled and full colour printed options.

PRESENTATION BOXES

- A made to measure box adds a touch of class to a tie on its own or a full gift set.
- Box lids can be fabric wrapped in matching fabric for extra value.

SEE OUR BESTSELLING OPTIONS....



Woven striped design with all over single colour logo and full colour logo placed under knot.

MOQ
50

20
DAY

Our product specialists will guide you through the design process to ensure that together we produce a product that will meet your customers expectations.

Understanding the limitations of the process. Our mills are experts in interpreting logos and turning them into designs suitable for ties and scarves. However, there are always limitations on what can be achieved in terms of detail and scale.

Woven Logos

Weaving the logo into the fabric gives a luxury look and finish to the final product. The weaving process gives extra thickness which adds weight and an overall feeling of quality.

The limitations of weaving logos into the fabric are in the level of detail that can be achieved and the number of colours required as these are constrained by the set up of the loom used.

All weave effects can be achieved in both polyester and silk yarns.

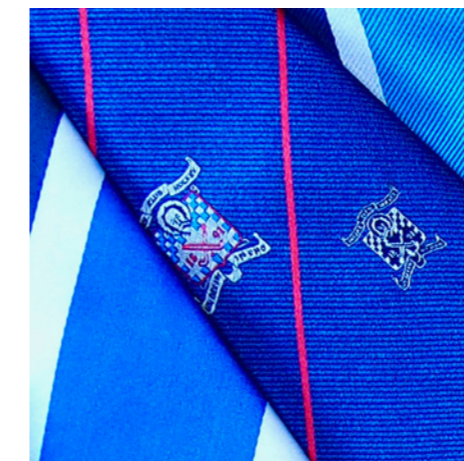
- Usually limited to no more than 6 colours.
- Logo size cannot be too small as even high density weaving is limited in its detail.
- Straight edges will always have slight texture to them due to the weaving process.
- Best suited to placed logos and stripes rather than full all-over designs.
- Heavier fabric not generally suited to use as scarves.

We do the artwork!

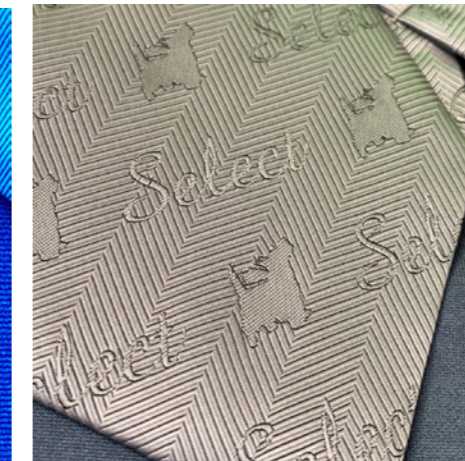
See pg18 for our most popular layout template ideas

Did you know?

We use superfine micro polyester yarns in our weave. These are as fine as silk so you can achieve great detail in your woven logo whatever material you choose to specify.



Weave in up to 6 colours picking out highlight colours in stripes.



Weaving is great for creating subtle textures and all over patterns.



Woven fabric is excellent for use in Bow ties and Cravats.

PRINTED DESIGNS

For clarity and precise placement every time



Simple colour matched stripes

All over logo pattern with full colour under knot logo

Custom stripe using logo colours with logo on blade tip

All over pattern with logo on Blade tip

Subtle printed design

All over pattern

MOQ 50

20 DAY

PRINTED DESIGNS

Printing allows designers more freedom to create a final product that is on brand.

Understand what your customer wants for the best results. Our team will provide detailed visuals that give a clear impression of the final product. We will also advise you on the best method of production suited to your design.

Printed logos

Printing provides a precise design in sharp detail. It requires a smoother and slightly lighter fabric for best results and a luxuriously soft final product. All print styles can be used on both polyester and silk fabrics.

- Not restricted in size, the whole area of the tie or scarf can be used.
- Placement of the design will be exactly the same every time.
- Screen printing is perfect for designs up to 10 colours and gives lines and details that are clear and crisp.
- Digital printing can be used to give full colour printing and is best for unrestricted colours and photographic type designs.

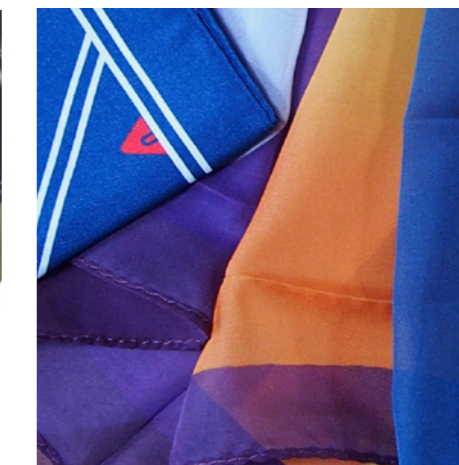
We do the artwork!



Use screen printing where an accurate and precise logo is required.



Use digital printing where a full colour unrestricted design is required.



Printed is our recommended method for producing all our scarves & handkerchiefs.

Did you know?

We can print your design on a wide variety of fabrics from our supersoft polyesters and luxurious silks through to super fine voiles and chiffon suited for scarves.



MOQ
50

20
DAY

Scarves are an essential way to include a diverse workforce in a uniform policy. All of our scarves are printed. Our experts will advise on the method best suited to your design.

Scarf Glossary:

We offer several standard sizes for easy ordering, but can make our scarves in any reasonable size and shape. Choose from high quality polyester and silk fabrics depending on your budget and end use. For size templates including handkerchiefs see page 21.

- Polyester: Our most popular option, light, soft and comfortable to wear. Fast drying and easy care so perfect for everyday uniform use.
- Silk: Fine quality with natural luxury.
- Chiffon: A lightweight sheer fabric. Available as an option in both polyester or silk.
- Screen Print: Perfect for super sharp detail and colour on patterns and logos. Up to 10 colours.
- Full Colour Print: Unrestricted design suited to graded colours and photo type prints.

We do the artwork!

See page 21 for our standard size suggestions



Our scarves are perfect for uniforms and gifts.



We supply co-ordinating items like badges and pins.



Choose a fabric and style to suit your exact requirements.

Did you know?

We can print your design on a wide variety of fabrics from our supersoft polyesters and luxurious silks through to super fine voiles and chiffon suited for scarves.



Presentation box with lid and cufflinks using matching fabric

MOQ
100

20
DAY

High quality accessories and presentation boxes turn a tie into a luxury gift. We offer accessories in matching material or a variety of enamel and print options.

Cufflinks and pins

Complete the offer with bespoke cufflinks or tie pins to match the design of your tie. Perfect for adding value to presentation gifts and commemorative designs.

- Can be made using the same fabric as the tie, although the size does mean that logo placement is not possible.
- Use high quality enamel for a jewellery quality product.
- Full colour printing sealed under a clear dome are available for complex and detailed logos.
- MOQs from 50 pairs for cufflinks and pins and 100 pieces for boxed sets.
- Specify custom packaging options suited to individual items or presentation sets.



Enamel gives a high quality product and excellent colours.



Full colour printing allows detailed design that's too complicated for enamel.



Choose from a variety of presentation box styles and materials.

Did you know?

We are one of the biggest suppliers of bespoke badges. If cufflinks are too formal why not specify a matching lapel pin badge?

BOW TIES AND CRAVATS



Complete the uniform.....

Bow ties or cravats give extra options to identify staff and differentiate roles.

They can be made in matching fabrics as our ties or scarves and come pre-tied and ready to wear.

NB because of their small size we do not recommend logo placement on bow ties.

MOQ
50

20
DAY



Create co-ordinating designs so that different staff members have matching uniforms.



Bow ties come pre-tied with an adjustable neck as standard.



Cravats have a clip on fastener as standard. Can be specified for bow ties if required.

FINISHING TOUCHES

Finishing touches: adding extra finesse.

Packaging

All products can be produced with their own bespoke packaging if required.

- Ties can come in a custom printed box or sleeve.
- Presentation boxes can be customised with fabric or printed logos.
- ECO friendly packaging options available.
- All products come individually wrapped in a clear sleeve as standard.

Labelling

Having the right final details can add real value. Complete your product with bespoke labelling or packaging for that final level of detail that will delight your client.

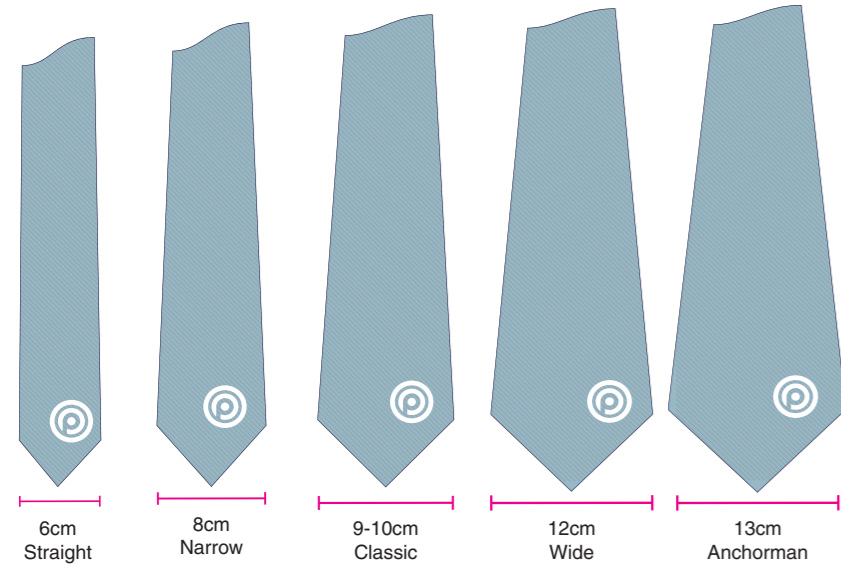
- We can add a custom woven label to any product.
- Use labels to advertise your business for repeat orders or allow customers to use them as part of their overall design.
- All ties will have a self fabric loop on the back as standard; this can be replaced by or used as well as a woven label (as shown).

Production Leadtimes and MOQs

All of our ties and scarves are made in 20 working days from confirmation of artwork. All ties and scarves have a minimum order quantity (MOQ) of 50 pieces. Box sets have a MOQ of 100 pieces.

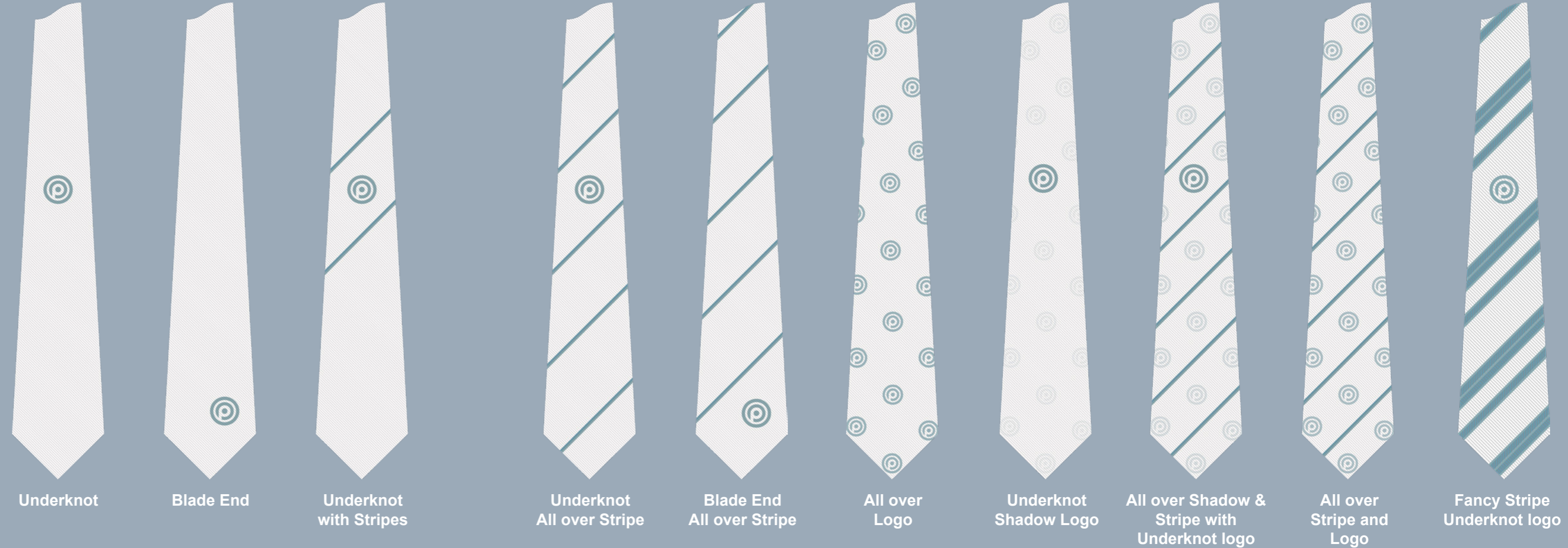


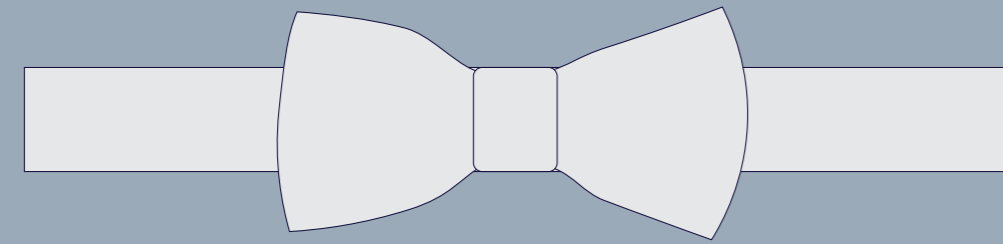
Ties are made to your exact size requirements.
 We recommend using our standard template for length and then specify your preferred width to suit the style required for the end user. A blade width of 9-10cm is the most popular.



Design Guides and Templates

As part of our service we will create your artwork for your client to approve. Templates are available on our website for customers who want to provide exact designs.





Bowtie



Cravat

Large Square Scarf
700 x 700mm

Small Square Scarf
500 x 500mm

Large Handkerchief
420 x 420mm

Pocket Square
Handkerchief
250 x 250mm

All Scarves can be made to your exact size requirements.

These standard sizes shown are the most popular and have been pre-costed for quick and accurate pricing.

Long Scarf
1370 x 240mm

Preseli Product guides are designed to be a useful tool for staff training and gaining a better understanding of ordering specific product areas. They reflect our 30 years of expertise in promotional products and will help you and your customers find the perfect product for their requirements.

If you require extra hard copies or digital versions please speak to us and we will be happy to organise those for you.



Connect with us

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