





**Be identified. Be recognized!**









# CANADA'S LEADING MANUFACTURER OF EMBLEMS

EMBLEMTEK IS A LEADING NORTH AMERICAN MANUFACTURER, DISTRIBUTOR AND SERVICE PROVIDER OF A WIDE ASSORTMENT OF GARMENT AND TEXTILE EMBELLISHMENT, IDENTIFICATION AND BRANDING PRODUCTS. THIS SPECTRUM INCLUDES EMBROIDERED AND PRINTED EMBLEMS; FLAME RETARDANT AND REFLECTIVE EMBLEMS; WOVEN EMBLEMS AND LABELS; PVC PATCHES; CHENILLE AND BULLION CRESTS; GARMENT AND TEXTILE TRANSFERS; AND UNIFORM IDENTIFICATION LABELLING SUPPLIES. WE USE INNOVATIVE TECHNIQUES, QUALITY MATERIALS, AND INTEGRATED PROCESSES TO CREATE THE PERFECT BLEND OF TECHNICALLY ADVANCED EMBELLISHMENT SOLUTIONS.







## MANUFACTURING IN CANADA SINCE 1980.

Manufacturing in Canada since 1980, our teams work closely with business partners within the uniform rental laundry; commercial dry-clean laundry; textile and workwear manufacturing; retail career wear; imprinted sportswear; promotional marketing; and hospital and institutional laundry marketplaces. Emblemtek also works directly with select recreational and charitable organizations, including Scouts and Girl Guides. We provide our customers with a high level of dedicated, flexible service with extremely short lead times, and a history of measured performance and workmanship.

Collectively, we are committed to our 6StepService® program, and to building lasting and sustainable relationships with our customers, business partners and communities. Emblemtek is a founding member of a global network of independent and diverse companies, working together as allied manufacturers, partners, and representatives. This multifaceted group combines and leverages the talents of experienced individuals, innovative product configurations and multiple production locations, to best support evolving customer and market needs, worldwide.

# “WHY CHOOSE EMBLEMTEK?”

## **CANADA-WIDE COVERAGE**

Emblemtex's team of marketing, sales and customer service professionals, directly serves thousands of customers across Canada and North America, in both official languages. From site visits, trade shows, seminars and dedicated, regionally focused customer service representatives, customers can easily connect to and rely on Emblemtex.

## **MARKET PARTICIPATION**

As a leading manufacturer, Emblemtex is an active member and participant in numerous trade associations, publications and events. Throughout the year, Emblemtex exhibits at over 15 trade shows and seminars, across the uniform textile, imprint and promotional market segments.

## **FLEXIBILITY**

By leveraging its Canada-based manufacturing resources with that of its global partners, Emblemtex is able to offer flexible production and logistics services for its core products. As such, Emblemtex is often able to accommodate rush requirements relative to ongoing trends and seasonal volumes.

## **PRODUCT RANGE & INNOVATION**

When it comes to the embellishment and identification of uniforms, garments and textiles, Emblemtex has one of the broadest spectrums of stock and customized products available. From emblems, badges and crests, to transfers and labels, Emblemtex has over 30 unique solutions to choose from, and is continuously on the look for new products, item formats and design configurations. Further, Emblemtex continues to develop, collaborate and innovate with its global partners and suppliers.

## **TRUSTWORTHY & PROFESSIONAL SERVICE**

Emblemtex's focus is on building lasting working relationships with its customers and business partners. We know that each time they choose to work with Emblemtex, they are placing their confidence and trust in our people, our products and our services. In return, it is our collective goal to provide them with a customer relationship experience that meets their needs.







# OUR CORE VALUES

Our mission is to continue to be one of North America's leading manufacturers of garment embellishment and textile identification products, while providing a wide array of solutions and a high level service that our customers can rely on. From this goal, our Core Values support Emblemtek's approach and inspires us to build strong, mutually beneficial and successful relationships with our customers.

## **MANUFACTURING IN CANADA:**

We remain committed to manufacturing in Canada, and providing service to our Canadian customers, from coast to coast, in both official languages.

## **DEDICATED TEAM:**

Emblemtek has assembled a dedicated team of individuals who are committed to creatively do their best, and we encourage everyone to see their contribution to the Company's success.

## **CUSTOMER EXPERIENCE:**

We promote a customer focused culture that puts emphasis on outstanding service and a positive customer experience.

## **PRODUCTS AND INNOVATION:**

We are committed to providing the widest array of high quality garment embellishment and identification products, and to developing innovative product configurations.

## **HIGH PERFORMANCE:**

Our service and product performance are continuously measured so that we may understand our strengths and visualize areas that require improvement, as we meet our commitments at every level of the organization.

## **GLOBAL NETWORK:**

By working with like-minded, allied organizations, we are able to network with industry leaders, to collectively bring unique products, enhanced techniques and exceptional service to all our customers around the world.

## **ENVIRONMENT AND COMMUNITY:**

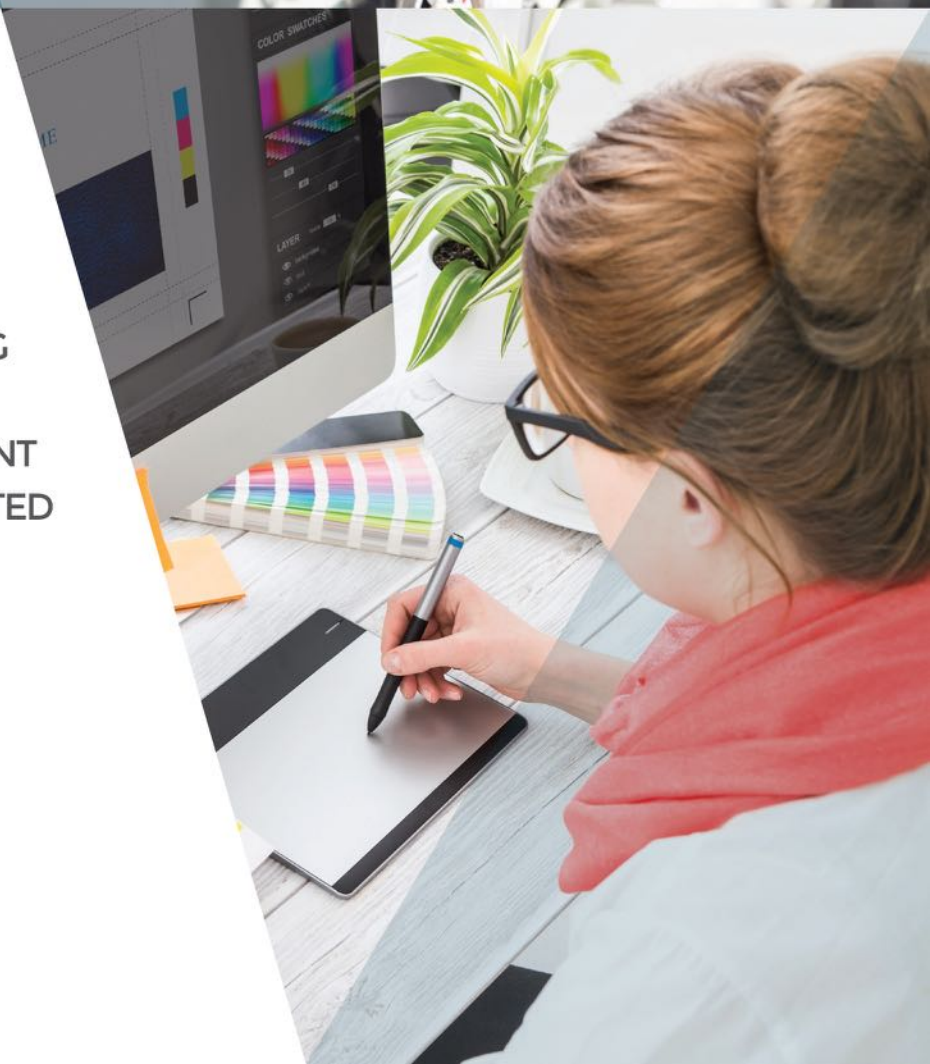
We believe in social responsibility, by giving back, by encouraging community growth and by supporting the well being of fellow citizens. We are also committed to respecting the environment and in finding ways to reduce materials and waste output.



**DEDICATED  
CUSTOMER  
SERVICE**

**“YOUR OUTSTANDING SERVICE AND PATIENCE WAS SINCERELY APPRECIATED WHEN IT CAME TO PREPARING AND ADJUSTING THE ART AND COLORS FOR COLORPRINT EMBLEMS. WE ALSO APPRECIATED THE QUICK DELIVERY”**

**GEORGE LEBLANC,  
TRIMAR PROMOTIONAL PRODUCTS  
DARMOUTH, NOVA SCOTIA.**





# 6STEP SERVICE®



As a team, we sincerely appreciate the business relationships that we are able to forge with our valued customers. We know that each time they choose to work with Emblemtek, they are placing their confidence and trust in our people, our products and our services. In return, it is our collective goal to provide them with a customer relationship experience that meets their needs.

The underlying framework of Emblemtek's customer service plan is our 6StepService® methodology. This is a structure we use to guide our teams through the phases of the business cycle, to evaluate; design; produce; deliver; measure; and communicate. Each step is a marker that sets a standard for us to work with, as we focus on delivering a wide range of high quality product solutions, and a consistent level of flexible service. When connected, these steps create a cyclical path that takes us from one project to the next, and they create an inclusive environment, which allows us to work openly with our customers.

## 1 EVALUATE

As we continue to stay connected to the markets we serve, we build on the product knowledge services and tools that we are able to share with our business partners. From project to project, we listen to our customers and work closely with them to find the product solutions that best match their needs, and help support their success.

## 3 PRODUCE

Based on customer requirements and design, we produce our products using the best materials and techniques available, with a focus on detail, workmanship and quality. Simultaneously, we continue to find better ways to manufacture efficiently in a sustainable format, without compromising our high standards of service.

## 5 MEASURE

Based on customer requirements and design, we produce our products using the best materials and techniques available, with a focus on detail, workmanship and quality. Simultaneously, we continue to find better ways to manufacture efficiently in a sustainable format, without compromising our high standards of service.

## 2 DESIGN

With an understanding of what our customers are looking for, we design and submit graphical representations of the proposed solutions. At the same time, we will inject new ideas and suggestions based on product benefits, options and limitations. Through these processes, we remain open to adopting new, innovative product configurations and design features along the way.

## 4 DELIVER

Every order is scheduled and monitored through the operations cycle to meet the delivery targets assigned. We leverage our manufacturing processes, production capacities, and the abilities of our crossed-trained teams, to remain focused on these commitments. At the same time we remain flexible to shifting timelines to support our customers.

## 6 COMMUNICATE

Every order is scheduled and monitored through the operations cycle to meet the delivery targets assigned. We leverage our manufacturing processes, production capacities, and the abilities of our crossed-trained teams, to remain focused on these commitments. At the same time we remain flexible to shifting timelines to support our customers.



## MARKETS & INDUSTRIES

- SECURITY & HEALTH
- MILITARY & GOVERNMENT
- TRANSPORTATION
- FOOD & PHARMA
- RESTAURANT & HOTEL
- RETAIL & FINANCE
- MEDIA & TECHNOLOGIES
- BUSINESS
- RECREATION & COMMUNITY
- SPORTS





# SERVICING OUR MARKETS

Emblemtex serves a wide spectrum of customers from within the uniform laundry; textile manufacturing; career apparel; sportswear; hotel and restaurant linen; imprint and promotional; institutional laundry; government services; and recreational and community marketplaces. They are a mix of very small to very large companies and organizations who rely on the full range of Emblemtex's product solutions, to manufacture, embellish, identify and repair garments and textiles.



## UNIFORM AND TEXTILE

- Uniform and Linen Rental Laundries
- Uniform and Textile Manufacturers
- Dry-cleaners and Janitorial Services
- Hotel and Restaurant Linen Providers



## CAREER APPAREL AND SPORTSWEAR

- Career Apparel and Uniform Retailers
- Personal Protective Gear Distributors
- Sportswear and School Uniform Manufacturers
- Sporting Goods Retailers



## IMPRINT AND PROMOTIONAL

- Imprinters and Direct Embroiderers
- Promotional Goods and Services Providers
- Marketing and Advertising Agencies
- Flags, Awards and Novelty Retailers



## HOSPITAL AND INSTITUTIONAL

- Hospitals and Hospital Laundries
- Institutional Central Laundries
- Nursing Homes and Retirement Residences
- Long-Term Care Centres and Laundries



## GOVERNMENT SERVICES

- Correctional Facilities and Laundries
- Government Agencies
- Military Branches
- Police and Fire Departments



## COMMUNICATE

- Boy Scouts and Girl Guides
- Recreational Groups
- Charitable Organizations
- Schools and Educational Centres

LAUNDRIES

IMPRINTERS

SPORTSWEAR

# A GLOBAL VISION & PARTNERSHIPS

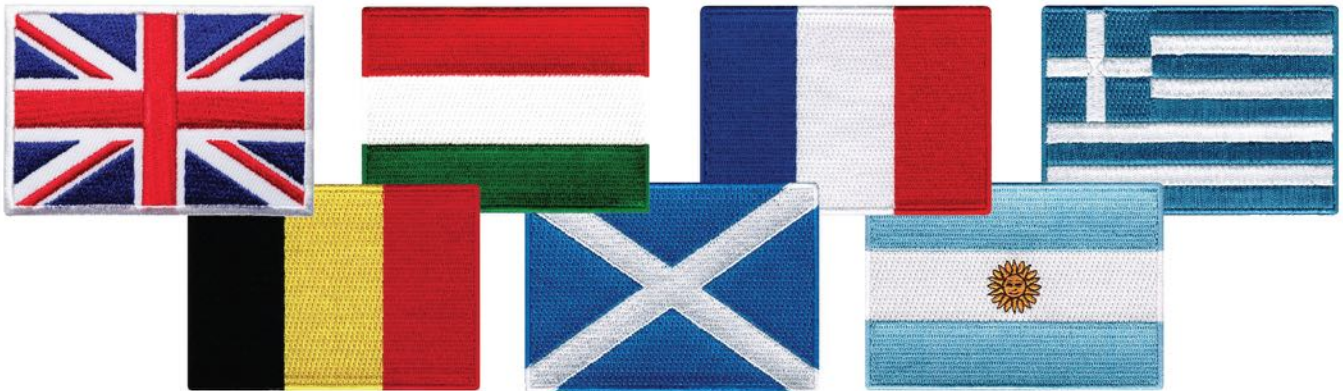
Emblemtex has been manufacturing in Canada since 1980, and as the Company has grown and evolved, so too has the global marketplaces to which it serves. As the needs of our business partners have expanded, we have remained committed to product development, production innovation and the enhancement of service integrity along the way.

Through our own journey and evolution, we have also focused on the creation of integral working relationships, alliances and partnerships with like-minded and innovative manufacturing and distribution companies on regional, national and international levels. Companies that work individually or collectively to leverage each other's skills, ideas, resources and products.

With a network of talented and experienced individuals, and a chain of manufacturing facilities located in North America, Europe and Asia, we can embrace diverse industry perspectives and unique strengths to best serve our customers on a global scale.

These commitments, relationships, alliances and innovations have allowed us to expand our product range and to introduce new embellishment solutions, while maintaining a common and recognized quality standard. With the balance of local and regional production and service sites, we are more flexible and responsive to the unique requirements of our shared marketplaces.

There's no questioning the fact that a key component of our success stems from our commitment and abilities to manufacture products domestically in Canada. And simultaneously, we can rely on our carefully chosen, strategically located, international network of partners to bring superior techniques, materials and products to the forefront of our industry. The best products coming from the best sources!





Immigration Canada  
25 MR 2006  
A.I. P.E. Trudeau I.A.  
3793 Expiration

DEPARTMENT OF HOMELAND SECURITY • U.S. CUSTOMS AND BORDER PROTECTION  
ADMITTED NYC  
NOV 29 2011  
Class B2  
Unit  
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IMMIGRATION OFFICER  
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DEPARTMENT OF HOMELAND SECURITY • U.S. CUSTOMS AND BORDER PROTECTION  
ADMITTED NYC  
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Class B2  
Unit  
MAY 28 2012

Canada Customs  
103  
MAY 24 2010  
FRELIGHSBURG  
332

California National  
APR 04 2008  
San Diego, CA

IMMIGRATION  
ARRIVED  
11 OCT 2008  
MOLANGETTA AIRPORT  
310  
AUSTRALIA





## SERVICE & SUPPORT TOOLS

- PRODUCT LITERATURE & BROCHURES
- TEKSPEC® TECHNICAL DOCUMENTS
- PRODUCT SPECIFIC SAMPLE BAGS
- CUSTOM COLOUR CHARTS
- PRODUCT KNOWLEDGE PORTFOLIOS (BINDERS)
- MARKETING & TESTING SAMPLES
- PRODUCT MARKETING IMAGES
- ARTWORK SERVICES
- PRE-PRODUCTION SAMPLES
- ONLINE PRODUCT PORTFOLIO
- STOCK-AND-HOLD PROGRAMS
- VOLUME PRICING AGREEMENTS
- PRODUCT PACKAGING & LOGISTICS
- MULTIPLE-LOCATION & DROP-SHIPPING
- EDI INTEGRATION





# PRODUCT INNOVATION, KNOWLEDGE & PERFORMANCE

Emblemtek has established four service regions across Canada, each with an assigned, dedicated Customer Service Representative. In this format, business partners can rely on the same individual to handle all aspects of the opportunity, order and CRM cycle.

## PRODUCT INNOVATION AND DEVELOPMENT

Product innovation and development; the enhancement of processes and services; and the measurement of operational performances, are fundamental, ongoing activities that help move Emblemtek forward. They solidify the quality and service standards that go into the products Emblemtek manufactures, and continue to support customers' needs. At the same time, Emblemtek is continuously on the look for new products, item formats and design configurations, to build on the large array of embellishment, branding and identification solutions currently available.

## FIELDLAB™



FieldLab™ is a program that encompasses Emblemtek's product testing strategies, to continuously ensure that current and newly developed products meet the requirements and expectations of customers and end-users. Products are examined for materials and manufacturing quality; application process and methods; strength and durability; wear and abrasion results; and commercial or industrial laundry performance. Raw materials and finished goods are routinely tested by suppliers, by alliance partners, in-house, and collectively, with professional laboratories and testing centres. Emblemtek also places products in the field, with customers that are able to expose items to real-world conditions, which allows for critical, non-biased results and feedback, suggestions for future development.

## PRODUCT KNOWLEDGE SEMINARS

Emblemtek can provide an array of product specific information to customers' marketing, sales and operations teams, through product knowledge and training seminars. These gatherings can focus on individual or multiple topics such as product formats, usage and selection and application methods and techniques. Seminars provide an open forum for team members to review products hands-on, and to discuss real-world situations and experiences. They also provide a platform to discuss unique needs and to submit product improvement suggestions for future development.

## SALES AND PERFORMANCE REPORTING

On request, Emblemtek will generate monthly, quarterly or yearly sales and performance reporting, for individual customers, group locations or national accounts, which will illustrate and highlight volume and operational facets such as item specific sales volumes, product group sales volumes, target performance averages and product lead-time intervals. These reports compliment customers' planning, budgeting and logistics objectives, and provide detailed and transparent information with respect to purchase volumes and Emblemtek's service standards.

# INNOVATION KNOWLEDGE PERFORMANCE





## PRODUCT & SERVICES

We use some of the most advanced techniques, systems, equipment and processes in the industry, harnessing these tools to create the perfect blend of identification products, emblems and technology. Emblemtek stands out as a true leader, with a history of proven performance, hands-on workmanship and measured service standards.

Not only a manufacturer, but a solution provider as well, our specialization is founded on garment and uniform identification and embellishment products, and uniform and linen maintenance systems. We have one of the broadest ranges of product solutions available to the marketplaces that we serve, and we continue to look for complimentary products to add to our portfolio.





# EMBLEMS

## EMBROIDERED EMBLEMS



## PRINTED EMBLEMS



## EMBROIDERED SAFETY EMBLEMS



## SPECIALTY EMBLEMS



# TRANSFERS

## TRANSFERS

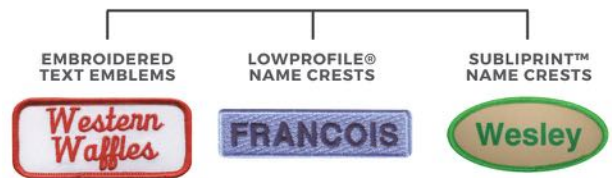


# NAME CRESTS

## BLANKS



## TEXT EMBLEMS









**In all walks of life.**



**Be identified. Be recognized!**

*Soyez identifié. Soyez reconnu!*



[emblemtek.com](http://emblemtek.com)

FOR COMPLETE PRODUCT INFORMATION PLEASE VISIT  
EMBLEMTEK.COM. EMBLEMTEK IS PLEASED TO OFFER YOU  
SERVICE IN ENGLISH OR FRENCH, CANADA'S OFFICIAL LANGUAGES.  
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