



# Customization VS. Personalization

## Which Do You Need?

### PERSONALIZED

Adding to an existing garment. Logos, patches, heat-transfers, these are all personalization.

### CUSTOMIZED

Modifying a garment to meet the needs of a specific task. Color, fabric, trim, these are all customization.

Add name, title, and/or company logo.

Add or remove reflective trim; multiple options available.

Add mic tab for radio, gas monitor, etc...

Change front closure zipper, hook & loop, snaps or buttons.

Switch fabrics for different protection on level, performance, or appearance.

Add one or more pockets.

Add additional layer of fabric for more protection or durability.

Add a leg zipper for easy on/off with boots.

### Options:

- Patch
- Embroidery
- Heat Transfer Graphic
- Reflective Heat Transfer Graphic

Contact Your Regional Sales Manager to get started today!