

10 Factors

That Influence the **Cost** of Custom Apparel



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As a clothing brand, of course you want to save as much money as possible when you manufacture your items. After all, lower cost can result in higher profit margins.

However, there are certain features we don't recommend cutting corners on—and in some cases, spending a few extra dollars per garment makes sense if you can get the exact customizations you want.

In any event, it's essential to stay informed about the different factors that affect the cost of custom apparel so you can make the best decisions for your brand.

In today's guide, we will go over 10 factors that can influence the cost per garment when you're ordering custom apparel. We will cover:

1. Order Quantity
2. Printing Technique
3. Type of Fabric
4. Number of Colors
5. Type of Ink
6. Customization Options
7. Embroidery
8. Specialty Screen Printing Techniques
9. Cut and Sew Manufacturing
10. Private Labeling

By the end of this guide, you'll be able to navigate all the options available to you the next time you order custom apparel.

1. Order Quantity

When ordering custom apparel, **buying in bulk** can be a great way to save money!

Suppliers can use their resources more efficiently and pass on savings to customers when making more units of the same item. Generally speaking, the more items you purchase, the lower the individual unit cost. Ordering in bulk also ensures you have enough inventory in stock during high-demand seasons.

That being said, it's important to consider the implications associated with larger orders, such as production time and shipping costs. Be aware that quality control can become more difficult to manage when dealing with larger orders. Choosing a reliable supplier and ensuring each garment meets your standards is essential.

At Scrappy Apparel, we value your time and money, so we make sure the production process is as seamless as possible. We offer fast, free shipping to your doorstep so you can get your bulk orders delivered on time.



2. Printing Technique

Each printing technique comes with a different price tag. That's one of the reasons we provide custom quotes to each brand we work with at Scrappy Apparel.

Two of the most common printing techniques are **screen printing** and **sublimation**. Both methods offer benefits and drawbacks, so it's important to weigh the costs against your needs before choosing the best option.

Sublimation is typically more expensive than screen printing due to the specialized process and equipment required to produce sublimation prints.

However, as we mentioned, a wide variety of factors influence the cost of custom apparel—so we don't recommend making your decision based on printing technique alone.



3. Type of Fabric

Custom t-shirts can be made out of many different types of fabric, depending on the desired result and budget.

Comfort is often a top priority for those who wear custom shirts, so lightweight cotton blends are popular for everyday wear.

On the other hand, polyester fabrics are becoming increasingly popular. They offer better color retention and wrinkle resistance.

Typically, synthetic fabrics like polyester are less expensive than natural fabrics like cotton, but it depends on the grade of the fabric and the current demand in the marketplace.

We recommend choosing a supplier that offers sample fabrics, so you can decide on the perfect fit for your next project.

Want to test our fabrics for yourself?

[Order samples](#) from our Scrappy Apparel Brand Store.



4. Number of Colors

The number of colors used in any custom garment is a key factor that determines the overall price. This factor is usually calculated by the supplier and will include setup costs for each color used.

For example, in a screen printing project, a single-color design requires only one screen, whereas multiple colors require several screens for each color to be used in the printing process.

In addition, certain fabric choices may also influence the price of custom apparel if they require more complex dyeing or print processes. All these elements should be taken into account when pricing out a custom design. They can have a substantial effect on the final cost.

Simulated process printing is a type of garment printing technique that combines spot color inks to create rich, vibrant prints that emulate the look and feel of halftones and gradients.

This technique allows manufacturers to save time, material costs, and ink usage compared to traditional CMYK or 4-color process printing.

Due to its cost-effectiveness, simulated process printing is an ideal choice for custom apparel designs with many colors as it helps keep production costs down while still delivering excellent results. Fortunately, Scrappy Apparel offers industry-leading simulated process printing.

5. Type of Ink

The type of ink used to print custom apparel is an important factor in determining the cost, as different inks have different properties and costs associated with them.

Plastisol is generally the cheapest ink for printing garments, but it's also not very durable or eco-friendly compared to other options such as discharge ink.

Discharge ink is slightly more expensive than plastisol but has a better color range and produces a softer texture due to its dyeing process.

It's important to consider what type of ink is best for your custom apparel manufacturing job before getting started. If you're not sure, our team at Scrappy Apparel can help you decide.

6. Customization Options

The price of custom apparel is largely influenced by how extensively it has been customized. For example, if you choose a design with intricate details and art, the cost may be higher when compared to a simpler design.

Additionally, the fabric weight of your shirt can influence the cost. Heavier fabrics tend to require more ink for printing, which can increase the overall cost. The number of colors or embellishments used in the design can also cause a price difference.

Depending on how complex your product is to manufacture, you may find yourself spending more. According to Forbes, **consumers are willing to pay top dollar for customization**. Investing more now in custom apparel can result in higher profits later.



7. Embroidery

Embroidery is an excellent choice for custom apparel, as it adds a unique flair that other printing methods cannot. It can be completed in large batches with multiple colors at little extra cost, making it a profitable option for retailers.

The upfront price may be higher than other methods, but the long-term benefits may outweigh the initial investment. Embroidered apparel can last longer and look more attractive compared to printed shirts, which could result in return customers and greater profits.

With the appropriate design choices and color combinations, embroidered custom apparel can make any retailer stand out from their competition.



8. Specialty Screen Printing Techniques

Specialty screen printing techniques can drastically improve the quality and appeal of custom apparel.

Foil Printing

Foil printing, for example, is an incredibly popular technique that involves layering adhesive foil over plastisol or water-based inks to create a metallic sheen. Liquid gold and silver inks work similarly to foil prints but use a different type of ink with glitter particles, allowing you to achieve a similar look without having to use a metalized film.

Glow-in-the-Dark Ink

Utilizing glow-in-the-dark ink is another exciting technique that can add a special touch to your custom designs, making them even more eye-catching when exposed to blacklight or dim environments.

This type of specialty printing requires extra preparation to make sure the ink is printed at the correct intensity and will last for years even after repeated washings. When done properly, glow-in-the-dark ink can be an incredible way to set your apparel apart from the crowd and give you a unique edge.



Puff Printing

Puff printing is another specialty technique that can add extra texture and pop to your custom apparel. This type of printing involves using foam PVC to create a raised effect on specific areas of the design. It adds a tactile quality to the garment and can even reflect light in subtle ways, making for an eye-catching visual effect.

Reflective Printing

Reflective printing can add an extra level of shine and dimension to your custom designs. This specialty method involves adding microscopic glass beads within the ink layer, which reflects light in the direction it came from. Reflective printing requires specialized skill and special inks and substrates, so it can be quite expensive. However, when done properly, this technique can give you amazing results that will make your garments stand out in any situation.

Burnout Printing

Burnout printing is another great way to express creative flair. This technique creates a unique look by washing-out certain parts of the design while still maintaining the integrity of the fabric. It can be used to emphasize different aspects of a design and can also give an otherwise plain article of clothing an interesting texture.

Burnout printing is often appropriate for brands aiming to create a vintage or rustic aesthetic. However, it can result in unsatisfactory results if done incorrectly. It's best to leave this complex process to experienced professionals.

For brands looking to up the quality of their custom apparel to ensure that it pops, it's essential to find a custom apparel manufacturer who offers these specialty techniques. Luckily, Scrappy Apparel can implement all of these specialty techniques—and much more!

9. Cut and Sew Manufacturing

Cut and sew manufacturing is a process in which fabric pieces are cut and then sewn together to create a finished product. It is one of the most advanced manufacturing processes in the apparel industry.

Cut and sew involves cutting panels of fabric into a specific shape and size using automated cutting equipment before piecing them together using industrial sewing machines. This process gives designers complete control over the production of their products, allowing for maximum creativity when it comes to design.

Cut and sew manufacturing can be expensive, but is worth the cost. Cut and sew garments are constructed with precision and care from start to finish. Designers have complete control over materials and specifications, allowing them to produce high-quality items that match their vision exactly.

A well-constructed garment will last longer than one made using cheaper production methods, meaning you get more value for your money in the long run. However, along with the increased cost, cut and sew orders often require higher minimum orders.

These orders may take longer to be fulfilled due to the complexity of cut and sew manufacturing. Cut and sew may be pricey and more difficult, but it's well worth the investment for high-end apparel.



10. Private Labeling

Private labeling is the practice of attaching a brand name or logo to an item that wasn't originally produced by that company.

The manufacturer takes control of the entire production process and creates the customer's own branded t-shirts, hoodies, hats, etc.

Private labeling offers **many benefits for companies**, such as developing brand identity and increasing customer loyalty. It is also becoming popular among smaller businesses that want to stand out from the competition with high-quality products.

Private labeling can cost a few dollars more per unit, but private label products can also be sold at a higher price due to the added value and brand recognition associated with the items.

Customers may be willing to pay more for products that have the brand's name or logo on the neck label and hang tag, as these features help differentiate it from other pieces of apparel from other brands while proving authenticity.

Ultimately, private labeling is not only beneficial for increasing sales and creating brand loyalty, but also for generating higher profits.



You Can Count on Scrappy Apparel to Help You Make the Best Decisions For Your Project..

Custom apparel makes a lasting impression that goes far beyond traditional advertising methods. It can contribute to team-building or event planning—it allows everyone to show support while expressing their own personalities and style preferences.

If you are interested in creating custom apparel, look no further than Scrappy Apparel. With our experience in high-quality custom manufacturing and private labeling, we can help you create products that stand out from the competition and grow your business in the long run.

Our Brand Building Process (BBP) guarantees retail-ready garments that are delivered on time with precision. Ready to get started?

Let us help you make your custom apparel dreams a reality

Ready to Begin Your Project?

