



Corporate Profile

Our Vision

Empowering Identity Through Artistry:
Crafting Customized Emblems That Tell Your Story.

Our Mission

Through innovation, exceptional craftsmanship, and a commitment to exceeding expectations, we aim to become the premier destination for businesses and organizations seeking to express their identities with the highest-quality embroidered emblems.

Core Values



Creativity



Quality Craftsmanship



Personalization



Crafting Personalized Emblems That Transcend Expression

At National Emblem we specialize in transforming your ideas, affiliations, and stories into incredible custom embroidered emblems that go beyond mere design. Our skilled artisans combine creativity, precision, and cutting-edge techniques to craft emblems that hold deep significance and lasting value.

Our Services Include



Custom Emblem Design: Collaborate with our experienced design team to bring your vision to life. We tailor every detail, from color palette and typography to intricate patterns, ensuring your emblem is a true reflection of your identity.



High-Quality Embroidery: Using state-of-the-art technology and premium materials, we meticulously embroider each emblem, ensuring vibrant colors, precise stitching, and exceptional quality that stands out.



Corporate Branding: Elevate your brand identity with custom emblems that reinforce your values and messaging. Our emblems can be seamlessly integrated into uniforms, products, and marketing materials, leaving a lasting impression.



Timely Delivery: We understand the importance of deadlines. Our efficient production process ensures that your custom emblems are delivered to you on time, without compromising on quality.



About Us

National Emblem, Inc. is a leading provider of embroidered emblems to the automotive, municipal, corporate, licensed sports apparel, and collectible markets. For more than 50 years, National Emblem has supplied high-quality custom emblems to thousands of businesses throughout the country for brand recognition, identification, and decorative purposes.

National Emblem is well known for its quality and responsiveness to its customers' requirements. Management believes that National Emblem's heavy stitch density, accurate needle registration, and durable backings distinguish its products from lower-quality copies and substitutes.

Maintaining an in-house design department and sample-making operation enables National Emblem to provide its accounts with prototype emblem samples before its domestic and international competitors.



Products

National Emblem offers a wide variety of emblems to a broad spectrum of customers. While embroidered emblems are the company's primary product representing approximately 90% of total revenue, the company also produces other forms of emblems. The company's significant product categories include:



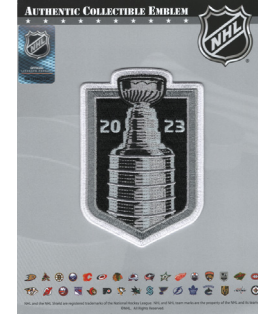
Embroidered Emblems

An embroidered emblem offers visual depth through the use of decorative stitching on fabric and can be produced in virtually any size and shape. National Emblem is well known for its high-quality embroidery, characterized by thick, multidirectional stitching that often has more stitches per inch than pieces produced by other manufacturers.



Woven / Embroidered Emblems

A woven/embroidered emblem is created by combining both processes, weaving to produce intricate detail allowing the piece to depict a finer level of detail, and stitching to highlight the basic logo. The piece can be finished with an overlocked or stitched border. Woven and embroidered emblems are popular for their durability and ability to capture fine details.



Collectible Emblems

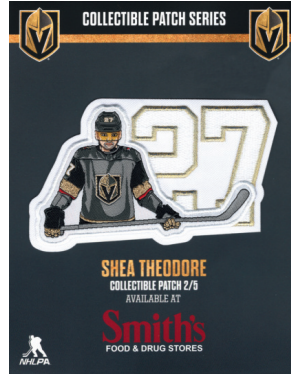
National Emblem produces a wide variety of officially licensed collectible emblems that includes professional and collegiate team logos in addition to special, commemorative occasions such as the NHL finals. The company's collectible emblem header cards can be custom designed and the emblems individually packaged.

Products



PVC Emblems

PVC emblems are highly durable and can withstand various environmental conditions, including extreme temperatures, sunlight, and moisture. This makes them suitable for outdoor use and long-lasting applications. One of the standout features of PVC emblems is their ability to showcase intricate and detailed 3D designs. This gives them a visually appealing and tactile quality that stands out from traditional embroidered emblems.



Team Player Collectible Emblem Program

This team imaging program utilizes the woven/embroidered process whereby the design portrays a recognizable lifelike resemblance of the player and is affixed to the embroidered number on his jersey. These income-generating projects are designed to be marketed through concessionaires and merchandised by a corporate sponsor that would utilize it as a traffic-driving campaign for their stores.



Promotional Products

In addition to custom emblems that are produced as a component of another product, National Emblem also sells a wide variety of finished promotional products. The Company offers a selection of embroidered products, such as baseball caps, key rings, and pins. Our customers utilize these items in conjunction with their successful marketing efforts at trade shows, corporate meetings, and award ceremonies.

Embroidered Emblems

Collectibles



Law Enforcement



Corporate



Sports



Hunting & Fishing



Automotive



Entertainment

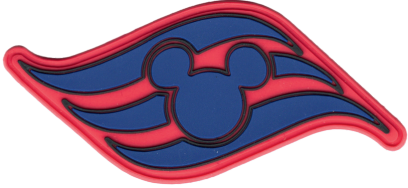


Security



PVC And Woven Emblems

PVC Emblems



Woven Emblems



Promotional Products

Key Rings



Lapel Pins



Ordering Your Custom Emblem

We make ordering a custom embroidered emblem simple. We provide support and clear communication through every stage of the process and ensure your design vision, specifications, and requirements are executed properly.



Design Concept & Artwork Creation

Start by conceptualizing the design you want for the embroidered emblem. This includes considering the emblem's purpose, colors, design elements, size, and any specific requirements. You can provide the artwork or our team can help you with your custom design.

Quoting Your Custom Order

Once we have the details of your project including the design, size, quantity, and any special requests, our team will provide you with a pricing quote. This will clearly outline the pricing breakdown and any specific terms and conditions.

Design Proof or Mock-Up

After approving the quote for your custom order, our team will create a design proof or mock-up of your emblem design. You will be able to review this proof to ensure it accurately represents your vision and request any necessary changes.

Finalize Order Details

Once you're satisfied with the design proof, we'll need your approval to proceed with production. We will confirm all order details, including design specifications, colors, quantity, delivery timeline, and any additional services you've requested.

Payment and Production

Upon payment verification, our team will create a pre-production sample of your custom emblem. After it's approved, we will complete production of your order. Once production is complete we will package and ship the embroidered emblems to your specified address.

Principals



Milton Lubin Sr.
President

Milt Lubin Sr., an industry veteran and entrepreneur, founded National Emblem in 1972. In fact, his entire career has been spent in various aspects relating to the production and sale of embroidered emblems. After taking time out for the USMC he built National Emblem into one of the preeminent manufacturers of emblems in the United States.



Milton Lubin Jr.
Chief Executive Officer

Milt Lubin Jr. graduated from CSU Long Beach in May 1989 and joined the company full-time that same year. Over the past thirty-four years, he has worked in every department of the company, focusing the majority of his time on developing the largest single-vertical market of the business which is the automotive sector.



Rose Atkinson
Director of Administration

Rose joined National Emblem in 1975. As the Director of Administration she is involved in all important administrative decisions, including personnel, operations, and customer service. She has a wide spectrum of responsibilities including account management for several of the companies' larger licensed sports customers and licensors.

Executive Team



Alicia Diez-Sands
Director of Finance

Alicia has been with National Emblem since 1987. She has a broad range of responsibilities as the company's Director of Finance. Everything from routine accounting, period-ending financials, purchasing, personnel recruitment, facilities management, and corporate insurance coverages.



Thank You

Contact Us



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