

# Top Trail- blazers

Meet seven decorating-industry companies that are breaking the mold, from unique products to business models to out-there marketing ideas.

By Christopher Ruvo

**C**reativity and originality are integral to success in the apparel decorating business. In this exclusive Stitches feature, we profile companies and individuals whose unique product models, business models and/or decorating methods make them stand out from the crowd. From the niche market online customization business to the digitizer with a special stitch technique, decorators can get interesting ideas from these industry originals.