



**SG**

**The Collections**



**SG**  
ESSENTIALS



**SG**  
SIGNATURE



**SG**  
ORIGINALS



**SG**  
ACCESSORIES

# CONTENTS

2	About SG	20	Bags
4	The Collections	24	Towels
6	SG Essentials	26	Bistro
10	SG Originals	28	Sustainability
14	SG Signature	30	Decoration
18	SG Accessories	32	Buying & Selling





Since its launch in 2010, the SG brand has evolved and developed to become the modern and qualitative Brand it is today. We've made the most of this heritage to bring you a contemporary range of garments and accessories, all reflecting the values of the SG brand.

# BASICALLY

Let us be your preferred Brand of choice when it comes to distinctive collections of clothing, bags, towels, and aprons. Our 4 strong collections consist of modern but timeless must-haves. SG brings you high-quality, durable, affordable design and responsibly produced styles which will come to life in a range of everyday environments and work wear opportunities.

All the styles are customizable items and suitable for decorating or rebranding the products.

Each one of our collections focuses on bringing you modern, comfortable, and accessible designs with great availability and a quality guarantee. We have over 10 years of experience in designing and sourcing bestselling products. Therefore, we understand your needs and we always strive to bring you the best-priced offering, balancing timeless styles with on-trend innovations.

We also believe that we have a responsibility to our planet and its people. It's our duty to make sure that our sourcing and manufacturing are corporately responsible. In sourcing each one of our Collections we work only with selected quality suppliers who share our values and produce high quality-controlled items.

Although every collection is unique with its own character and voice, they all share the same DNA: the distinctive SG hallmark of quality, value, and of course fresh and modern design.

Discover them now.



**PERFECT!**

**SG**

ESSENTIALS



**SG**

ORIGINALS



**THE COLLE**

SG

SIGNATURE



SG

ACCESSORIES  
BAGS



SG

ACCESSORIES  
TOWELS



SG

ACCESSORIES  
BISTRO



CTIONS

**SG**

ESSENTIALS

Unisex Crew Neck  
SGE201

Unisex Hoodie  
SGE202

**ESSENTIALS**



# NO NONSENSE, GREAT VALUE

Are you looking for a great value range of essential styles which will deliver durability and comfort at the best price? Then, SG Essentials is designed for you.

Unisex key styles, great fit and resistant poly-cotton fabrics come together to create smart, comfortable, and durable styles for everyday wear.

The wide size ranges from XS to 5XL, and classic core colours offered in each style, ensure that this range can meet the needs of anyone, from work to leisure.

Designed for comfort in any environment and every circumstance, SG Essentials styles are TAGLESS so each one can easily be customised. It's the best value range to build your business and your brand.



Unisex Polo  
SGE501



Unisex Crew Neck  
SGE201

Unisex Hoodie  
SGE202

# ESSENTIALS

Unisex Hoodie  
SGE202

Unisex Crew Neck  
SGE201



Cotton Polo  
SG50, SG50F, SG50K



# ORIGINALS

# MODERN CLASSICS

Focused on classic and timeless styles, SG Originals brings you a collection of high-quality garments for Men, Women and Kids. All products are designed with care for both a great look and long-lasting comfort.



Polos, sweatshirts and hoodies are at the heart of this collection, styles which never go out of fashion from work to leisure, from school to streetwear. Wardrobe staples in top-quality fabrics, gendered cuts and fits available in a range of colours that evolves over time to reflect trends and market needs.

All SG Originals fabrics are selected not just for their softness and wearability, but also to deliver the best results for all types of decoration, from graphic prints to finely embroidered logos. Designed to be the best canvas to showcase your designs.



Hooded Sweatshirt  
SG27, SG27F, SG27K



Raglan Sweat  
SG23, SG23F



Zip Hood  
SG29, SG29F, SG29K



Contrast Hoodie  
SG24, SG24F, SG24K



ORIGINALS

Hooded Sweatshirt  
SG27, SG27F, SG27K





SG

SIGNATURE

Signature Tagless  
Hooded Full Zip Unisex  
SGS290

Signature Tagless  
Hooded Sweatshirt Unisex  
SGS270

# SIGNATURE



# STYLISH EXCELLENCE

Contemporary cuts, stylish fits, premium fabrics, and a top-quality finish. These are the hallmarks of each SG Signature style. Attention to detail in the design, strict selection of fabrics to ensure the best fit and drape (and decoration), a focus on wearer comfort and obviously an elegant look all come together in each style of this collection.



Signature Tagless  
Crew Neck Sweatshirt Unisex  
SCS200

Signature Tagless  
Hooded Sweatshirt Unisex  
SCS270

Whether you are looking for a contemporary cut t-shirt, a fitted polo with the added comfort of stretch fabric, a softshell jacket that will enhance your silhouette and keep you protected or a fashionable unisex hoodie in premium fabric and on-trend colours, you'll find it in the SG Signature collection.

We have also made sure to keep all our styles tagless, so you can redesign them to your own.

Signature Tagless  
Crew Neck Sweatshirt Unisex  
SGS200



Signature Stretch  
Tagless Polo  
SGPolo Stretch  
SGPoloF Stretch



Signature Tagless  
Softshell Jacket  
SGSoftshell  
SGSoftshell-F  
SGSoftshell-K



Signature Tagless Tee  
SCTee, SCTeeF, SCTeeK

# SIGNATURE



Signature Tagless  
Microfleece  
SGFleece, SGFleeceF

**SG**

ACCESSORIES

Canvas Wide Shopper with  
fold Long handle  
CA-WSF-LH

**ACCESSORIES**

# EASY FUNCTIONALITY

Driven by the same high production values as for our garments collections, our SG Accessories ranges are designed to deliver best-selling and contemporary products in quality fabrics that can be used in a wide range of environments for professional and personal use.



Geneva Bath Robe  
TO3521

Corsica Cord Bistro Apron with Pocket  
JG15P-CA-Bistro

Corsica Cord Bib Apron with Pocket  
JG15P-CA-Bib

From bags to aprons and towels, our challenge is always to achieve great quality, enhanced functionality, lasting durability and of course, add a modern twist to each of our products. This is reflected in our range of bags and apron fabrics, for example, including sustainable options, or the varied weights of our towel ranges.

We also pay particular attention to washability and care, both important factors for styles that will be used daily in professional settings where hygiene and durability are as important as the design.

From Horeca to Events and even Retail, discover SG Accessories and make your ranges attractive and complete.

SG

ACCESSORIES  
BAGS

Canvas wide  
Shopper with fold  
Long Handle  
CA-WSF-LH

# BAGS

# CLASSIC MUST-HAVES

Best known for its market leading cotton shoppers, the SG Accessories Bags range offers a full collection of functional and fashionable bags. The minimalistic designed styles are perfect to be decorated to meet various needs from promotions to retail.



Canvas Backpack  
Straps & Drawstring  
CA-Backpack-ST

Felt Shopper Large  
FE-4631 LFS

What makes our cotton shoppers unique? Their sizes of course: perfect for quick and easy turnaround in decoration. And as they come pre-pressed, they are ready to go as soon as you receive them. With up to 50 colours to choose from depending on the style, our cotton bags will bring life to your business.

If you need something heavier and stronger, discover our canvas shoppers which are ideal for shopping or bringing to the beach.

For the environmentally conscious, our range of Organic and Recycled fabrics totes, accessory bags and backpacks offers the perfect choice. The natural look & feel suits food markets, groceries, bakeries or fashion retail incredibly well. They will all love these styles which are both practical and responsible. And not insignificantly, environmentally friendly.



Organic Cotton Backpack,  
double drawstring  
OG-Backpack

If you are looking to attract fashionistas, jump on the texture trend with our exclusive range of felt shoppers and handbags. Ideal for decoration from print to laser engraving, they will stay stylish and understated because of the heavier quality felt we use.

Or choose the Vintage Chic of our garment-dyed canvas bags, from small shopper to messenger bag, each one is unique. Perfectly suitable for the gym, city walks or work. Denim is also included, and our practical shopper ticks all the boxes with its fashionable canvas trim and practical front pocket.

Don't miss our sets of accessories cases, pouches and stuff bags to help you and your business stay organised. Available in a range of sizes and fabrics, including sustainable options, these are ideal giveaways or gifts.

Discover the SG Accessories Bags range and choose your style, for function or fashion.



Organic Cotton Stuff Bag  
OG-Stuffbag-DS



Recycled Cotton and Polyester  
Tote Long Handle  
REC-3B42LH



# BAGS



Recycled Cotton & Polyester Backpack  
Double Drawstring  
REC-Backpack

**SG**

ACCESSORIES  
TOWELS

Danube Sports Towel  
TO3510

**BE ACTIVE!  
TAKE THE STAIRS**

# TOWELS

# DURABLE COMFY

Practical and unique, custom towels are perfect for many businesses from hospitality to promotions and from sports clubs to corporate gifts. They could be used on daily base, bringing lasting softness and adding a personal touch, ideal to stand any brand, event, or company out from the crowd.



The SG Accessories Towels collection brings you an extensive range of luxury towels and bathrobes for the bathroom, beach, sauna, sports club and even for baby, offering pure cotton softness in a wide choice of weights, colours and sizes.

Designed to meet the needs of different businesses, each one of our ranges has been developed with a specific segment in mind. Wide colours ranging from the classics to fashionable pastel and bright. They have a great washability and colour fastness, so we are sure one to meet your needs.

Whatever brand, event or company name you need to get noticed, or if you want to enhance your brand visibility, there is always a SG Accessories Towel style suited for.

Sevilla Holster  
Waist Apron  
JG18P

SG

ACCESSORIES  
BISTRO

BISTRO

# FROM FUNCTIONAL TO FASHION

From fine dining to casual eateries, cafés to bars, corporate canteens to funky beach lounges or boutique Hotel receptions, you'll notice that crisp and colourful aprons are all the rage for cooks, bar and serving staff. Join the trend with SG Accessories Bistro, a range of aprons available in up to 20 colours and a wide range of fabrics to meet all your needs.



Provence Crossbib Apron  
with Pocket  
JC16P-CA-crossbib

Santorini  
Contrasted Bib  
Apron with Pocket  
JC17P-Bib

Short or long, with or without bib and pockets, classic or on-trend, there is always an apron in our range that meets your wishes. And with our choice of fabrics including Organic cotton and a Recycled blend, you can find sustainable styles in this collection too.



Check our on-trend styles, with fashionable details. They will bring a fresh new look to any team.

All SG aprons are designed to be decorated, offering a great surface for both print and embroidery. They are the perfect choice for hospitality, but also for themed promotions and corporate gifts. So, suit up for service and make sure your customers have the best choice with the SG Accessories Bistro range.

# SUSTAINABILITY

At SG, we believe that we have a responsibility to our planet and its people, and it is our duty to make sure that our sourcing and manufacturing are corporately responsible.

## **SHARED VALUES WITH OUR SUPPLIERS**

Each one of our products is developed in partnership with selected quality suppliers who share our values of care for the planet and its people.

## **FAIR WORKING CONDITIONS**

Our Code of Conduct, which all our suppliers must sign-up to and honour, is designed to ensure fair working conditions, including no child labour or forced employment. We encourage the timely payment of local statutory wages, to make sure the workers who make our products can build a better life.

## **SAFETY AND HEALTH PROTECTION**

We also fight for a strict observance of safety and health protection at the workplace within the extent of the national regulations, and support continuous further development to improve working environments.

## **SUSTAINABLE FABRICS**

SG is also aware of the pressures on our planet, and that's why we are increasingly including sustainable fabrics in more and more of the styles within our collections.

We are still at the start of our journey, and we are committed to the progressive development of our sustainable credentials.





### **OEKO TEX 100**

One of the world's best-known labels for textiles tested for harmful substances. When our styles carry this label, you can be sure that every component of the article (every thread and accessory) has been tested and is, therefore, harmless for human health.



### **OEKO TEX STEP**

Stands for Sustainable Textile & Leather Production. The goal of STeP is to implement environmentally friendly production processes in the long term, to improve health and safety and to promote socially responsible working conditions at production sites.



### **OCS 100 & OCS BLENDED**

These are owned and managed by Textile Exchange, a global non-profit working with members on best production and best practices to reduce the textile industry's impact on the world's water, soil, air, and human population.



### **GRS**

GRS stands for Global Recycled Standard and was originally developed in 2008. GRS guarantees the recycled content of products as well as additional social and environmental requirements related to processing and chemical use.



### **SEDEX**

With 16 years of expertise, Sedex is one of the world's leading ethical trade membership organisation (over 60.000 members in more than 180 countries), working with businesses to improve working conditions in global supply chains. Sedex enables businesses to work together to better manage their social and environmental performance and improve working conditions throughout the supply chain.



### **WRAP**

WRAP is an independent, objective, non-profit team of global social compliance experts dedicated to promoting safe, lawful, humane, and ethical manufacturing around the world through certification and education. Their goal is to ensure that production facilities operate in a safe, responsible, and ethical way. Through their 12 principles, they promote lawful, humane manufacturing in facilities throughout the world via Certification and Training programs. WRAP only certifies individual facilities, not brands or ownership groups, which means that each WRAP-certified facility has undergone a thorough inspection by a WRAP auditor and is subject to unannounced follow-up inspections.



### **BSCI**

Created in 2003, is an initiative led by companies committed to improving working conditions in the international supply chains. This system is based on 3 pillars such as independent audits of working conditions in factories; the organisation of training and workshops; and dialogues with other parties involved, such as governments or trade unions. Its Code of Conduct covers social responsibility policies, working hours, non-discrimination, prohibition of child labour and forced labour, payment of a minimum wage, measures for health protection and safety at the workplace and protection of the environment.

For more information go to [www.sg-textiles.com](http://www.sg-textiles.com)

# DESTINED TO BE DECORATED

Many of our styles are destined to be decorated, whether it be with bold and bright graphics, intricate logos or fine embroidery. That is why we pay particular attention to the fabrics we use to make sure they will consistently offer the best surface for decoration.

For print, this means a clean and smooth surface which will give the finest result in terms of details and colours. We select fabrics with special care which will absorb inks to make the decoration durable. We only use fabrics which will deliver the best printability and the most intricate embroidery. Decoration techniques are constantly evolving. We make sure that our products are also developed to allow the use of new techniques and technologies.

All our products are sold unprinted.



## SCREEN PRINTING

The perfect solution for printing images or graphic models on different textile items such as T-shirts, Sweats & Hoodies, Jackets and Bags. Recommended for designs from 1 colour, for example, logos, phrases & simple graphic designs. This printing technique, because of the quality-to-price ratio, is recommended for large print runs.



## HEAT TRANSFER

The design is transferred from pre-printed paper onto the fabric by contact heat which causes the dye to sublime. Having no affinity for paper, the dyes are taken up by the fabric. The method can produce well-defined, clear prints. Heat transfers can be single or multi-colour, and heat applies in seconds to any number of items, such as Bags, T-shirts and Sweatshirts.



## EMBROIDERY

Ornamental designs are worked onto fabric using a needle. Embroidery may be done either by hand or by machine. Nowadays, embroidery is usually seen on Polos, Sweatshirts and Jackets (also using embroidered patches).





### **SCREEN PRINTING (WITH PUFF INK)**

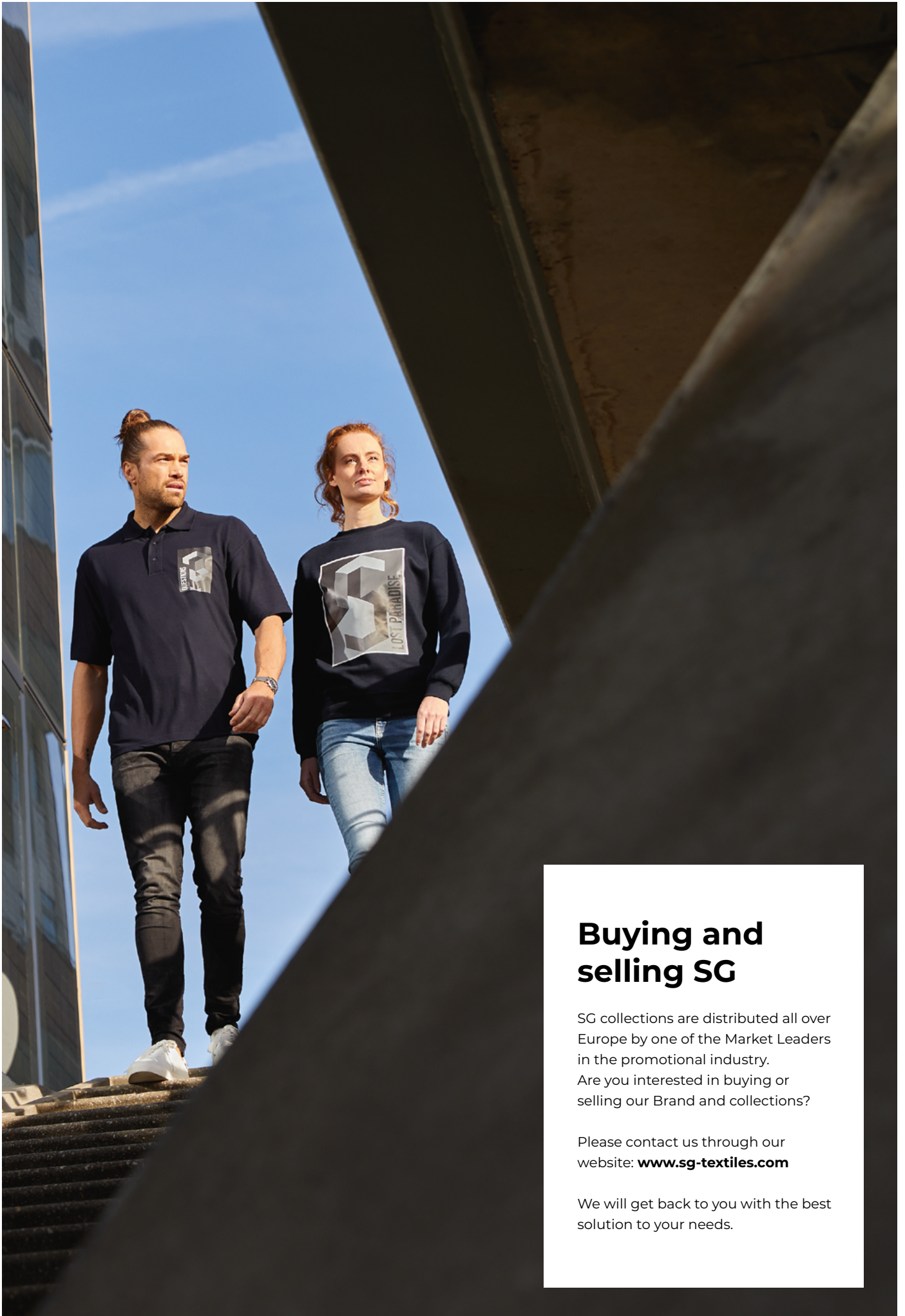
Puff ink is an under-utilised way of creating a unique and 3-dimensional aspect to your print. The process is the same as screen printing, the only difference is that the ink used will raise up after heating, giving depth to the print by looking “puffy”. Puff screen printing will create an eye-catching design to make you stand out from the crowd.

### **DTG (DIRECT TO GARMENT)**

A process wherein the colours for the desired designs are applied directly to the white or dyed cloth using specialised aqueous inkjet technology, as distinguished from discharge printing. In general, 100% cotton is best, but you can go down to 50% cotton and still get good results. Combed and ringspun cotton fabric deliver the best results for DTG printing.

### **DISCHARGE PRINTING**

In “white” discharge printing, the fabric is piece dyed, then printed with a paste containing a chemical that reduces the dye and hence removes the colour where the white designs are desired. In “coloured” discharge printing, a colour is added to the discharge paste to replace the discharged colour with another shade. Not all fabrics are suitable for discharge printing. It is better to test the clothes in advance. Only cellulosic fibers like cotton can be printed with discharge inks. Blended fabrics, however, can create a nice vintage look where the polyester fibers don’t discharge.



## Buying and selling SG

SG collections are distributed all over Europe by one of the Market Leaders in the promotional industry. Are you interested in buying or selling our Brand and collections?

Please contact us through our website: [www.sg-textiles.com](http://www.sg-textiles.com)

We will get back to you with the best solution to your needs.





[www.sg-textiles.com](http://www.sg-textiles.com)



All rights reserved