**Past**

**History of CEC**
Since 1890, The Chicago Embroidery Company has been manufacturing and providing the highest quality embroidered emblems at low prices. In the early days the company used Swiss Looms to manufacture Swiss Lace, but as fashions changed the company began to produce patches.

**Sample Patches**

**Current Customers**
- Non Profit and Youth Groups
- Boy Scouts
- Government and Municipal
- Corporate
- Armed Forces
- Federal Agencies

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**Present**

**Research Data**

**Scrapbooking**
- The purpose of the scrapbooking surveys was to see if patches were considered a popular scrapbook item.

**E-Commerce**
- Ebay Patch Auctions

**Schools**
- Schools Survey Results: Would you Invest in School Patches
- Ending Price of Ebay Auctions

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**Future**

**New Website**
- ThreadConcept will have a modern and functional website offering:
  - Patch design contests
  - An online retail store
    - Scrapbooking patches
    - Political patches
    - Overstock patches
  - Community site

**New business Model**
- ThreadConcept is a web based custom patch provider based on consumer interests.
  - The business model is similar to Threadless or Shirt.Woot
  - ThreadConcept community contests will be held in order to generate consumer excitement
  - Markets such as RFID or OLED technology will allow for sales non-custom art related

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**Reinventing the Chicago Embroidery Company: a living business case**

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