

Title:

A Look At One Creator Of Sports Logos

Word Count:

401

Summary:

The members of every sports team wear an embroidered logo somewhere on their sports gear. That embroidered logo is a symbol of pride. The makers of those logos are equally proud of their creations.

Who makes those embroidered logos? Does each city with a professional team have its own set of embroidery experts? If one were to look at the logo for the Philadelphia Phillies, one would get that impression. Their logo contains a liberty bell. It looks like a logo designed by a...

Keywords:

Article Body:

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Who makes those embroidered logos? Does each city with a professional team have its own set of embroidery experts? If one were to look at the logo for the Philadelphia Phillies, one would get that impression. Their logo contains a liberty bell. It looks like a logo designed by a present-day Betsy Ross.

Yet "Ross" was not the last name of the family that did the embroidery for that logo. That family had a different last name. Their name was "Moritz."

Before the depression, the Moritz family had a business focused on the making of embroidered lace. Then during the depression, Carl Moritz, the founder of the company, and two of his sons changed the nature of the company's efforts. They got the employees to start doing the embroidery for the emblems put on sports uniforms.

At the time of its founding, 1885, the Moritz' company was located on Vine Street in Philadelphia. In 1970 the company moved to northern Philadelphia. In 1986 the Moritz' company moved much further north. It moved to the Pocono

Mountains in northeastern Pennsylvania.

The Moritz family has been an important part of the embroidery industry for five generations. Carl Moritz, Jr., the grandson of the company's founder, took time off during World War II to serve in the Marine Corps. After three years of service (1943-1946) he got an honorable discharge, and then he returned to Philadelphia to help with the family business.

His son and grandson have also lent their efforts to advancement of the skills required for making embroidered logos. They have made sure that the company has stayed in tune with the times. The youngest Moritz has created a new line of offerings called QDT Products. Those products are computer hardware and software for use in the embroidery industry.

By using such QDT Products, embroidered logos can be made much more efficiently. Design changes can be readily added to the available software. That makes it easier to train the employees who will make the embroidered logos.

With computers as part of the logo-making process, it is doubtful that sports logos will soon go out of style. They will probably be an important part of professional sports for quite some time.