



MOTIVATE CELEBRATE COMMEMORATE

This is our mission at **Neff** - We truly believe in the value of **Celebrating** athletic, academic and the arts achievement by rewarding this positive behavior.

By creating an award system in your school, you develop **Motivated** students who strive for success. Studies have proven that this leads to more graduating students with higher self-esteem and future success in college, their careers and beyond....

Be a part of the solution - **Commemorate** their special moments!



Established Traditions



A time honored **TRADITION**

The NEFF Chenille Award

letter has a rich tradition. As the classic award to recognize excellence-it's the cornerstone in any awards system.



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Why Choose Neff?

- Helping educators motivate America's students since 1949
- Dedicated local National Reps to serve you directly
- Expert Customer Service Team to answer your questions
- On-line ordering 24/7, www.neffco.com



Earned & worn with pride

Perhaps the greatest testament of hard work and determination remains the Varsity Jacket. An achievement above all others, this time honored tradition dates back to the mid-1800's. The Neff Company is proud to be part of this rich tradition for decades.



www.neffco.com • 800-232-NEFF • Fax: 1-800-544-9030

What tradition, character, quality,
achievement and honor

are built from.

- **Unsurpassed Quality**
- **Outstanding On-Time Delivery**
- **Largest Product Line in the Industry**
- **Unique Customizable Solutions**
- **Volume Pricing**

How Neff makes the Classic Varsity Letter

Guaranteed color matching
year after year.

Double layered, heavy-weight felt
backing for secure attachment
to their Varsity Jacket.

Highest stitch count in the
industry. Provides the best
fabric coverage.



Largest selection of school colors in the industry

Chenille colors available. Shown on coordinating felt backing.





- The classic varsity letter is a staple of any award jacket.
- When worn on a Neff Varsity Jacket, it showcases school spirit and personal accomplishments.



Full Block (CHSFBL)

Classic Chenille Letters

1-color chenille with your choice of top felt/matching mount stitch and a second color for back felt. (Full Block Lettering only.)

Standard 2-color chenille options available for all lettering styles (CH1LT)



Border



Split

Support their *dreams*-
develop **honor, character** and *pride!*



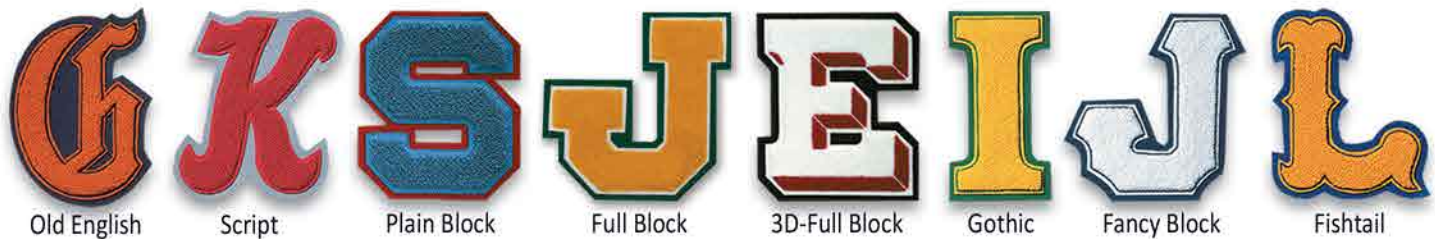
Neff will work with you to create an award that is *right* for **your** program.

Chenille Monograms

Classic and traditional 2, 3 & 4 letter monograms. All monogram styles are available with any of our chenille lettering styles and options. Standard sizes are 4"-6" in 1/2" increments. Other sizes available.



Create custom single letters from these styles or make a 2, 3 or 4-letter monogram.



Script Names & Words

Chenille Script words are an excellent way to show school spirit or to personalize a Varsity Jacket.





Summit Chenille (EMMASCOT)

Special and Unique. Help your school's letter come alive with the customizable Summit Chenille option. Create a proud tradition - Working together we can develop an award your students will strive for and be proud to wear.





Impact Lettering

(CHCWD)

Unique lettering styles are what distinguish impact lettering. No matter what the activity, Impact lettering looks great on the back of any Varsity Jacket!

Create memories to honor each event celebration.

Embroidered & Imprinted Patches

Fast and easy options available, with a list of stock shapes, sizes and colors. Or customize your emblems to celebrate your students and athletes' events and honors.





Chenille & Embroidered *Mascots*

Show off school spirit with a Classic or Custom Mascot Patch.

Solid Chenille Patches (CHEMS)

We offer a variety of sizes & shapes are available-including shields, activity shapes, states & more



Chenille Numbers

No Jacket is complete without a year date or player position.

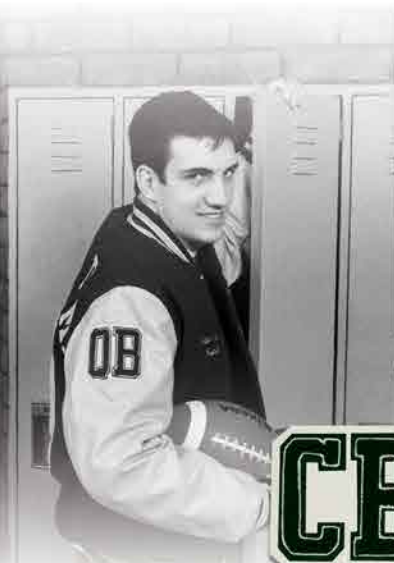
(CHCHV)



- Chevrons
- Bars
- Stars



*(CHCHV)



(CH1NM)

(CHSNC)



(CHPOS)



*(CHBAR)



Classic Style (CHSBAR)



(CHPOS)



(CHPOS)

Positions & Weight Class

Specific activity patches are perfect for an extra level of recognition and personalization. Stock and custom options are available.



(CHSSTR)

*(CHSTR)



Classic Style (CHSCHV)

*Shown with Swiss Inserts



Swiss Inserts (SWIS1__ 1-color (SWIS2__ 2-color

Metal Inserts & Pinserts

Over 200 activity symbols to choose from.

More than 100 options for customizing award patches and letters to show achievements and activities.



Honor your most outstanding achievers with high quality awards. Ask your Rep how to build a custom award system for your school.



1st Year

2nd Year

3rd Year

4th Year



Ask your Neff Rep how to open your own On-Line School Jacket Shop



Varsity Jackets

Neff offers multiple jacket styles and variations, with wool body, waist or surcoat length. From knit trim collars and cuffs to set-in or raglan sleeves, and nylon or quilt lining.

(JW151)



(JW021)



(JW011)



Preserving achievements for a *lifetime.*

NEW!

Memory Banners (BAMEM)

Showcase hard work and school pride for future years with these high quality melton wool banners with a soft felt border.



Chenille Award Plaques (PLCA)

Plaque board, metal background plate and engraved plate included.



Award Letters & Emblem Plaques (PLCL2)

9" X 12" hercules plaque with routed out 7" circle and engraved plate.



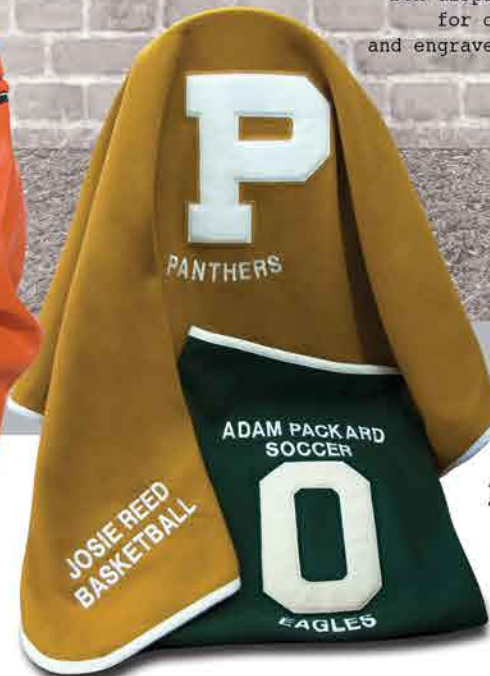
Memory Frames (ADSB1315ROSEFR)

(ADSB1324ROSEFR)
Rich Rosewood solid wood frame with glass



Achievement Display Frames (ADSB_____)

Double-mat shadow box display area for chenille letter and engraved plate



Memory Blanket (BW500)

Solid wool blanket with soft felt border. Chenille letter and personalized embroidery included.





The awarding of Monograms originated in the mid 1880's – The first Chenille Letter was presented to an athlete by Coach Amos Alonzo Stagg.

The foremost prize that every student desires to win is his or her monogram, better known today as a Letter. The young students who bear this stamp of achievement on their chests have earned the respect and praise of their peers and community.

Anything you possess is valued by what it costs, and this is the reason most people treasure their school Letter so highly. To wear your Letter you must first earn the right to wear it, which means you have paid for your Letter with time, effort, sweat and sacrifice.

A Letter represents long hard days of practice, study, the grueling contest and exams. It represents loyalty and the unselfish faithfulness of each student while in pursuit of a definite goal. It recalls cherished memories of experiences with coaches and teachers who worked, drilled and planned daily to help develop the ability you possess, those who taught you the power of dreams and how to make them a reality. It represents each individual event, specific opponents and the strategic moments of every contest in which you took part.

Last and far from least, your Letter is the stamp of approval or seal of recognition from your alma mater signifying your achievement. Your letter represents the purposes and the ideas for which your school stands. You are the proud recipient of something that every student admires. The Letter is yours to wear whenever and wherever you choose. When wearing your Letter always conduct yourself in a manner reflecting the ideals and spirit of your school. Your Letter should be a perpetual spring of inspiration and a constant stream of pleasant memories.

Grateland Rice, nationally acclaimed coach and sports writer, once said:

"Be such a good sport in the athletic contest of life that when the Great Scorer comes to write against your name, He will write not whether you won or lost, but how you played the game".

HISTORY & TRADITION



The Varsity Letter can trace its origins back to Harvard University in the 1800s