

The Custom Hut

Our Story

Pete Machin began his business over a decade ago, equipped with a single head embroidery machine and a basic computer program. With a history in sales and a passion for creativity, what started out as a hobby soon turned into a profitable business. As his reputation for quality products and great service spread, his customer base grew and it was soon time to take on larger premises. Pete opened his first workshop in Goldthorpe, initially trading under the name *'Instiches Embroidery'*.

The move to Swinton came in 2010 in order to expand the business with room for a printing station, shop display area, office area, storeroom and utilities. With the extra room, Pete was able to invest in more computers, larger machinery, and a new line of personalisation techniques with the introduction of vinyl and sublimation printing to complement the existing embroidery. The business now employs a team of fully-trained, knowledgeable and talented staff, who all share the same values of great service.

We proudly use leading UK suppliers for all our garments, and over the years we have also built up excellent business relationships with top thread and vinyl suppliers. We only use products that have proven to be consistently great in achieving the results and standards that we are happy with.

In the Summer of 2014 it was decided that *'Instiches Embroidery'* would benefit from a new name - a name that shows that we're about much more than just embroidery, and that we're ready and equipped to help with ALL your customisation needs...

...and so *'The Custom Hut'* was born.