

# VANISH: WORLD'S BIGGEST T-SHIRT

## QUESTION & ANSWER DOCUMENT

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**Q: HAS THE VANISH T-SHIRT BEEN OFFICIALLY VERIFIED BY THE GUINNESS WORLD RECORDS AS BEING THE NEW RECORD HOLDER?**

**A:** Yes, as of 15 September 2010, the Vanish T-shirt officially set a new record which has indeed been confirmed by Guinness World Records.

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**Q: WHO HELD THE PREVIOUS WORLD RECORD AND HOW MUCH LARGER IS THE VANISH T-SHIRT?**

**A:** The previous Guinness World Record for the largest T-shirt was held by OMO Safe Detergent. This record was set in March 2006 in HO Chi Minh City, Vietnam. The T-shirt measured 57.19m long and 40.88m wide.

The Vanish T-shirt has topped the previous world record by more than 10% - making it the biggest T-shirt ever to be made on the planet!

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**Q: WHAT DID THE GUINNESS WORLD RECORD VERIFICATION PROCESS ENTAIL?**

**A:** Firstly, Vanish was required to submit a technical drawing of the T-shirt to the Guinness World Records. Once this had been accepted and deemed to have met certain criteria, a sample T-shirt was then made.

According to GWR requirements, this sample T-shirt was required to be made up as per the exact pattern and amount of panels used to manufacture the super-sized version. The sample T-shirt made to scale was manufactured and flown over to Guinness' London offices to secure approval of both the pattern and selection of fabric.

To verify that the super-size, record-breaking T-shirt met the GWR's requirements, a representative was flown over from London on 15 September to physically measure the shirt. The T-shirt was measured with a trunnel wheel.

To ensure accuracy of measurements, an independent land surveyor, along with his/her own equipment, measured alongside the Guinness World Records representative. These measurements were compared and the most accurate readings were officially recorded.

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**Q: WHAT ARE THE DIMENSIONS OF THE VANISH T-SHIRT?**

**A:** The Vanish T-shirt measures 64.7 metres long and 43 metres wide. It's beaten the previous world record for the largest T-shirt by more than 10%!

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**Q: HOW MUCH FABRIC WAS USED TO MAKE THE SHIRT?**

**A:** 7 000 metres of fabric was used to make the shirt.

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**Q: HOW MUCH THREAD WAS NEEDED TO SEW THE SHIRT TOGETHER?**

**A:** 32 500m of thread (comprising 6 500 000 stitches) was used to sew the shirt together.

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**Q: HOW MUCH DOES THE SHIRT WEIGH?**

**A:** The shirt weighs 1 500 kilogrammes – more than a female rhinoceros.

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**Q: IT'S HARD TO IMAGINE THE SCALE OF THOSE DIMENSIONS! COULD YOU PERHAPS LIST A FEW COMPARISONS WHICH DEMONSTRATE THE SIZE OF THE GARMENT.**

**A:** If one looks to [local SA comparisons](#), the T-shirt is:

- Big enough to cover 245 minibus taxis.
- As high as 12 average sized giraffes standing on each other's heads.
- Has enough standing space for an estimated 152 average sized elephants.
- Enough material to stretch across Kimberley's Big Hole 15 times.
- Could park 647 Classic Mini Coopers on the garment.
- Approximately the same mass as 8 full-grown male lions.
- You would need an estimated 214 metres of boerewors to stretch around the perimeter of the shirt.

**International comparisons include:**

- Taller than the Statue of Liberty.
- As tall as the Sydney Opera House.
- Taller than the Niagara Falls.
- Taller than the Leaning Tower of Pisa.
- As tall as the Golden Gate Bridge.
- Taller than the Saturn V rocket that took Apollo 11 to the moon.
- Longer than two blue whales.
- Longer than the Great Library of Alexandria.
- Two times taller than the statue of Christ the Redeemer in Rio de Janeiro, Brazil.

**Q: WHY DID YOU SELECT A HANGAR AS THE T-SHIRT'S HOME?**

**A:** Because the shirt is so huge, we needed a suitable space in which to make and later display the shirt (remembering that the shirt is big enough to for 16 692 people to stand on and heavier than a female rhino!).

A hangar was the perfect incubator for the world's biggest T-shirt.

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**Q: FROM INCEPTION TO COMPLETION, WHAT WAS THE TOTAL TIMEFRAME FOR THE PROJECT?**

**A:** The idea for the project was borne back in October 2009. The total time invested in the initiative from concept to completion spanned 11 months.

The planning process was by far the most time consuming. The fabric knitting and dyeing process took 3 weeks, while the period for stitching the shirt extended over a 3-week period.

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**Q: WHAT GOES INTO MAKING A WORLD RECORD? EXPLAIN THE PROCESS BEHIND MAKING THE WORLD'S BIGGEST EVER T-SHIRT...**

**A:** Making the world's largest T-shirt was indeed a tall order (no pun intended!); one which entailed numerous complex, intricate processes including:

- Finding suitable partners. This was more complicated than one might think, for example, we considered 3 suppliers before deciding on National Flag and Branding and investigated 10 sites before settling on the hangar at the Denel Aviation Centre.
- We then needed to design the pattern (which was incredibly technical) and later upscale this to the record breaking super-size.
- The fabric then had to be specified.
- Both the material and thread had to be sourced.
- The fabric then had to be knitted and dyed.
- As per the GWR requirements, we had to make up an exact scaled down replica T-shirt and send this across to GWR for their stamp of approval and go-ahead to proceed with making the record-breaker.
- The pattern for the T-shirt was then cut.
- The panels and seams for the T-shirt were joined together.
- The T-shirt's neckline was cut.
- The T-shirt was hemmed.
- The final touch – the branding – was added at the end and concluded the manufacturing process.

**Q: IN TOTAL, HOW MANY PEOPLE WERE INVOLVED IN MAKING THE WORLD'S BIGGEST T-SHIRT?**

**A:** In terms of the actual making of the T-shirt, a total of 50 individuals were involved, including 30 who participated in manufacturing the fabric; and a further 20 from National Flag and Branding.

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**Q: HOW LONG DID THE T-SHIRT TAKE TO MAKE?**

**A:** 7 636-man hours were invested in making the shirt.

Of these 7 636 man hours...

- The fabric knitting and dyeing process spanned some 3 600 hours.
  - The manufacturing process spanned some 3 696 hours.
  - The branding process spanned some 400 hours.
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**Q: WHO MADE THE ACTUAL T-SHIRT?**

**A:** Vanish entrusted the entire task of making the world's biggest T-shirt to Sound Contact, a below the line activations company.

Sound Contact assumed responsibility for overseeing the manufacturing process, from sourcing the cotton, to dyeing the fabric, designing and cutting the pattern, making the shirt, staining the garment and removing the stain.

The actual manufacturing of the T-shirt was contracted to National Flag and Branding.

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**Q: WAS THE FABRIC MADE LOCALLY OR IMPORTED?**

**A:** All the fabric and thread was locally manufactured. In fact, everything about the shirt, from those who designed it, to the cotton used in the fabric, the thread used to sew the fabric panels together, the people who physically stitched the shirt together – is wholly, 100% South African.

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**Q: HOW WAS SUCH AN ENORMOUS SHIRT SEWN TOGETHER?**

**A:** The shirt was made via stitching panels of fabric together, each measuring 80 metres x 1.6 metres.

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**Q: WHAT WAS THE SHIRT STAINED WITH?**

**A:** The shirt was stained with iodine, balsamic vinegar, soya sauce and fruit juice.

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**Q: WHAT WERE SOME OF THE MOST CHALLENGING MOMENTS THAT YOU ENCOUNTERED IN MAKING THE WORLD'S BIGGEST T-SHIRT?**

**A:** Setting a world record is not for the faint-hearted! The project was fraught with challenges but some of the more memorable and testing issues we encountered included:

- Finding the right manufacturing partner – we went through 3 suppliers before deciding on National Flag and Branding.
  - Specifying the fabric and sourcing the material – the fabric needed to be strong enough to cope with any movement of the shirt.
  - Finding a home in which to make the T-shirt. We went through 10 sites before settling on the Denel Aviation hangar.
  - Joining the fabric – a special machine was needed which allowed us to stitch the fabric together.
  - Manoeuvring the shirt around to be photographed. Due to the weight and risk involved, this process needed to be very, very carefully executed in order to ensure that the shirt was not damaged during this process.
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