

1818 Apparel Co.

— BLOOMINGTON, IN —

A Beginners Guide to Company Apparel

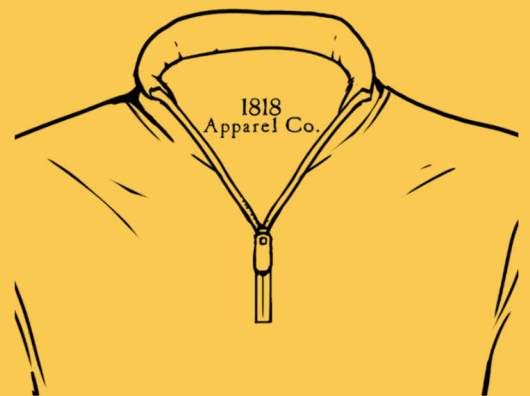
Why Custom Apparel?



Custom decorated apparel for your organization is vital for many reasons. Distinctive uniforms give employees pride and a sense of teamwork and make them easily identifiable to customers. With a good design, give-away T-shirts can become a beloved piece of swag that spreads your company name far and wide. Loyal customers love to show support by wearing or purchasing cool and functional decorated products.

Getting your custom clothing or promotional products for your company is easy! This guide will walk you through options to consider and help you narrow down what will work best for you and your business.

Branding describes a company's personality; it's a vibe. When customers see your people, do they think fun, personable, original? Or perhaps classy, professional, reliable? What adjectives do you want to describe your company? Your logo, colors, and apparel help define your brand for everyone to see before the customer ever hears, "How may I help you?"

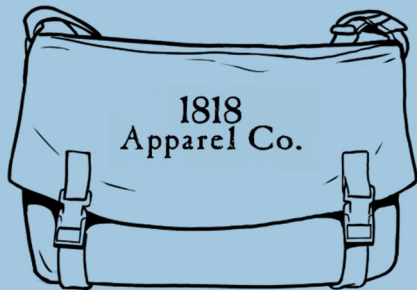




Style and Price:

There are many styles and brands of apparel, and they have different pricing and availability. It is best to work with your decorator to decide which brands and styles match your brand and price point. If you know what you want, be sure to ask for the brand by name.

When selecting garments, consider how the garments will be used and by whom. Uniforms for employees working outdoors might need moisture-wicking apparel or colors that hide dirt. To convey a sense of reliability and professionalism, salespeople might look best in oxfords or embroidered polo shirts. Restaurants creating a fun environment might want colorful and casual T-shirts.



Apparel is more than just the uniforms of your employees. Use high-end items like travel bags, jackets, or fleece pullovers for employee appreciation or commemorate special events or reach goals. Caps and T-shirts are inexpensive ways that can be customized to say thank you at larger events, and individually personalized items, such as golf towels, can be used at smaller ones.

Branded T-shirts are items that you can add to any retail environment. Customize the offering to match your other retail products – eco-friendly totes and clothing in a grocery store, cold-weather gear like scarves and hats in a winter resort, sports apparel such as jerseys and shorts to support your school or team.



Decorating the Garments:



Most garment decorating falls into three categories – Screenprint, embroidery, and Digital (Direct to Garment). Each style has its benefits and drawbacks. The screenprint is excellent for large quantities of basic apparel. Embroidery is more distinguished, professional, and generally is used on more expensive garments. Direct to Garment (DTG) is excellent for full color, detailed images needed with quick turnaround times.

We can help determine which method is best for your project. It is essential to remain flexible and consider all the options. 1818 professionals have the experience to guide you to use your logo or brand in the best way possible. It may seem that embroidery is the best way to go, but what if your logo and garment will look much better and be more effective with a screen print?

How Long is the Process?

When planning for customized apparel, a two-week turnaround from the time everything is approved is standard for most companies. Often rush options, or special shipping is available. These can add to your project cost. Always allow for an extra couple of days, if possible, just in case there are unforeseen complications with your order.

Depending on how you will be using your apparel, consider ordering extras to make sure any demand is met, which is often better at higher volumes. Good communication with your decorator is critical to make sure you get the best value from your branding dollar. A customer account representative will help make sure your garments, decoration, and budget needs are met and fulfilled on your schedule.

