

# The 2024 Decorated Apparel **FANWEAR GUIDE**



**STAHL'S**

+



**STAHL'S**  
**TRANSFER EXPRESS**

# Fill the stadium with school spirit!

From the teachers to the school store, this guide will walk you through the latest apparel and decoration methods sure to rouse the pride of your school and athletic projects.

School Spirit	Teacher Appreciation	Game Day Essentials	All for the Youth	Collegiate Style	Head to Toe
3	6	10	14	18	22
					
		SANMAR	L.A.T. LIVE AND TELL L.A.T. APPAREL	ab	

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Guide Design: Jacob Ayres



# School Spirit

**It's not just about the clothes; it's about the energy and unity they represent.**



*This section was curated by:*

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*Content Strategy Manager*

**Jenna Sackett**

*Brand Engagement Manager*

American Apparel Muscle Tank  
307GD *alphabroder*

[CAD-PRINTZ®Perma-TWILL®](#)

Maria Jogger Short  
TD062 *TriDri*

[Woven Patch](#)



**Hooded Sweatshirt**  
TD077 *TriDri*  
[CAD-PRINTZ® Perma-TWILL®](#)



## Creating Community

When students, faculty, and alumni proudly wear school spirit apparel, they create a visual tapestry of support that binds the community together. It's a shared language of colors, symbols, and slogans that transcend differences and fosters a sense of belonging.

## Mixing Styles

Shake up the paradigm and mix in two different styles, like this baseball button down and these racing style decorations. A combination of CAD-PRINTZ® Perma-Twill® and UltraColor Max™ in variations of the school mascot is a quick way to bring the spirit of the school back into the apparel with a premium retail look and feel.



**Full Button Baseball Top**  
N4184 *A4*

[CAD-PRINTZ® Perma-TWILL®](#)  
[UltraColor Max™](#)



## Thinking Outside of the sleeves

Expand your product offerings and attract younger audiences with trendy styles, crops, and boxy fits mixed with traditional decoration methods.



*Pigment-Dyed Trucker Cap*  
SP510 *Sportsman Cap*  
[CAD-PRINTZ® Perma-Twill®](#)



**American Apparel Muscle Tank**  
307GD *alphabroder*  
[UltraColor Max™](#)



# Teacher Appreciation

Showing some appreciation to the staff who do their all for their students.



*This section was curated by:*

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Club Fleece Sleeve Swoosh Crew  
NKFD9863 **Nike**

[CAD-PRINTZ®-Printable Chroma-TWILL™](#)

Swoosh Sleeve Legend Tee  
NKDX8734 **Nike**

[UltraColor Max™](#)



## Cycle of Respect

When teachers are shown appreciation through acts and recognition, it creates a culture of respect and motivation, boosting morale, and ultimately enhances the educational experience for the staff and students.



UltraColor  
Max™



Flexstyle®  
Metallic



Faux Leather  
Patch



Heritage Jersey Tee  
T425 *Champion*  
UltraColor Max™

## Department

Customized apparel specific to departments is a great way to make a gift feel a little more personal and special to receive.





**Fine Jersey Tee**  
6901 *LAT Apparel*  
[UltraColor Max™](#)



**Ideal Twill Jumbo**  
B300 *Port Authority*  
[UltraColor Max™](#)



**1/2 Zip Long Sleeve Hooded Jacket**  
JST488 *Sport-Tek*  
[UltraColor Max™](#)

**Swoosh Sleeve Legend Tee**  
NKDX8734 *Nike*  
[UltraColor Max™](#)





## Keep it Classy

Game days and casual Fridays may be the only opportunity to wear a T-shirt, on every other day they'll want to wear something that sets a professional tone.

**City Stretch Polo**  
LK683 **Port Authority**  
[\*Flexstyle® Metallic Signature\*](#)



**Marled Cardigan Sweater**  
LSW415 **Port Authority**  
[\*Faux Leather Patch\*](#)



**Repeat 1/2-Zip Hooded Jacket**  
JST488 **Sport-Tek**  
[\*UltraColor Max™\*](#)



# SANMAR®

# Game Day Essentials



*This section was curated by:*

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*Content Director*

**Sport-Tek Replica Jersey**  
ST307 *SanMar*

*Elasti Prints® 2 Color Numbers*  
*Express Names™*

**Port & Company Fan Favorite**  
**Hooded Sweatshirt**  
PC850 *SanMar*

*Goof Proof®*  
*Screen Printed Transfers*





## Game Plan

For schools and their devoted supporters, team stores are not just about outfitting fans; they're about igniting a sense of belonging and camaraderie that reverberates all throughout the stadium.

**Fan Favorite Tee**  
PC450 *Port & Company*

[\*Goof Proof® Screen Print Transfer\*](#)

**Fan Favorite Hooded Sweatshirt**  
PC850 *Port & Company*

[\*Goof Proof® Screen Print Transfer\*](#)

## Your #1 Fan

Don't miss out on outfitting the most loyal fans, the parents! Replica jerseys are a great way to show their support from the bleachers.





## Color Change

Keep diversity high and cost low with screen printed color changes. increase order quantity to hit those price breaks with a lower per piece print cost for more profit.

**Fan Favorite Tee**  
PC450 *Port & Company*

[Goof Proof®](#)  
[Screen Printed](#)  
[Transfer](#)



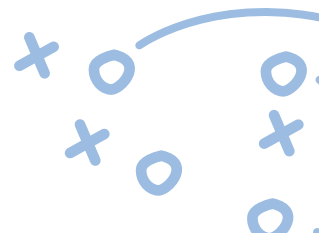
**Beach Wash Crewneck**  
PC908 *Port & Company*

[UltraColor Max™](#)



**Fan Favorite Hooded Sweatshirt**  
PC850H *Port & Company*

[Goof Proof®](#)  
[Screen Printed](#)  
[Transfer](#)







## Multiple Decorations

Elevate your basics with multiple print locations. Pairing Flexstyle® dimensional decorations (also used on headwear) with an UltraColor Max™ direct-to-film print on the sleeve builds value and is easy to decorate, even on heat-sensitive fabrics.



**Flexfit I10 Outdoor Cap**  
C937 *Port Authority*  
*Flexstyle® Beveled*

Apparel provided by:

**SANMAR®**

**Fine Jersey Polo**  
MM1014 *Mercer & Mettle*  
*UltraColor Max™*  
*Flexstyle® Beveled*



# All for the Youth



*This section was curated by:*

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*Content Strategy Manager*

Fine Jersey Tee  
6101 LAT Apparel  
*UltraColor Max™*





## Spark Excitement

Elementary school isn't just a place of learning—it's a community where every individual plays a vital role. By embracing school spirit through clothing, elementary schools inspire a sense of belonging and enthusiasm that shapes confident, engaged young learners for the future.



## School Events

Whether it's field trips or field days, shirts with the school's name or logo can help teachers easily identify students during ensuring everyone stays safe and together.



## Tactile Delight

Decoration methods that include a sensory element, such as flock HTV or a Flexstyle® patch, bring an extra layer of fun for students.



French Terry Long Sleeve  
2279 *LAT Apparel*

[CAD-PRINTZ®Chroma-TWILL™](#)



Fleece Hoodie  
2296 *LAT Apparel*

[CAD-PRINTZ®Chroma-TWILL™](#)

[CAD-CUT®Soft Metallic](#)

[PVC Patch](#)

Fine Jersey Long Sleeve Tee  
6201 *LAT Apparel*

[CAD-PRINTZ™Chroma-TWILL™](#)

[CAD-CUT™Soft Flock](#)







**Football Tee**  
6137 *LAT Apparel*  
[UltraColor Max™](#)



**Baseball Sleeve Tee**  
6130 *LAT Apparel*  
[UltraColor Max™](#)

Apparel provided by:





# Collegiate style

**Retro revival  
meets modern edge.**



*This section was curated by:*

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*Brand Engagement Manager*

**Heavyweight T-Shirt**  
LSI6005 *Lane Seven*

*Goof Proof® (Distressed)*

**Threadfast Apparel Denim Jacket**  
370J *alphabroder*

*(Patches/Emblems on the next page)*

**US Blanks T-Shirt Dress**  
US401 *alphabroder*

*UltraColor Max™*





## Versatile Silhouettes

Showcase apparel that caters to diverse body types and style preferences, from classic tees to oversized fits and crop tops.

## Vintage Inspired

New-stalgia is in demand. Achieve the classic letterman-style with a modern twist; various patches on a denim jacket like the ones below:



Flexstyle®  
Beveled



Chenille Patch



Embroidered  
Patch



Embroidered  
Patch



Woven Patches



## Comfort Focused zz

College is hard but your clothes don't have to be. Dorm-room style is making its way out of bed and into the classrooms! Soft fabrics, loose fits, and light decoration methods.



Relaxed Vintage Wash T-Shirt  
3502LA **LAT Apparel**  
[UltraColor Max™](#)



Harley Flannel Pant  
BM6701 **Boxercraft**  
[CAD-CUT® Puff](#)





**Heavyweight T-Shirt**  
LSI6005 *Lane Seven*  
[\*Goof Proof® \(Distressed\)\*](#)



**Flannel Short**  
BM670I *Boxercraft*  
[\*Print Stitch\*](#)

Apparel provided by:



**Premium Jogger Pant**  
LST006 *Lane Seven*

[\*UltraColor Max™\*](#)

**Premium Crewneck Sweatshirt**  
LSI4004 *Lane Seven*

[\*UltraColor Max™\*](#)



# Head to Toe



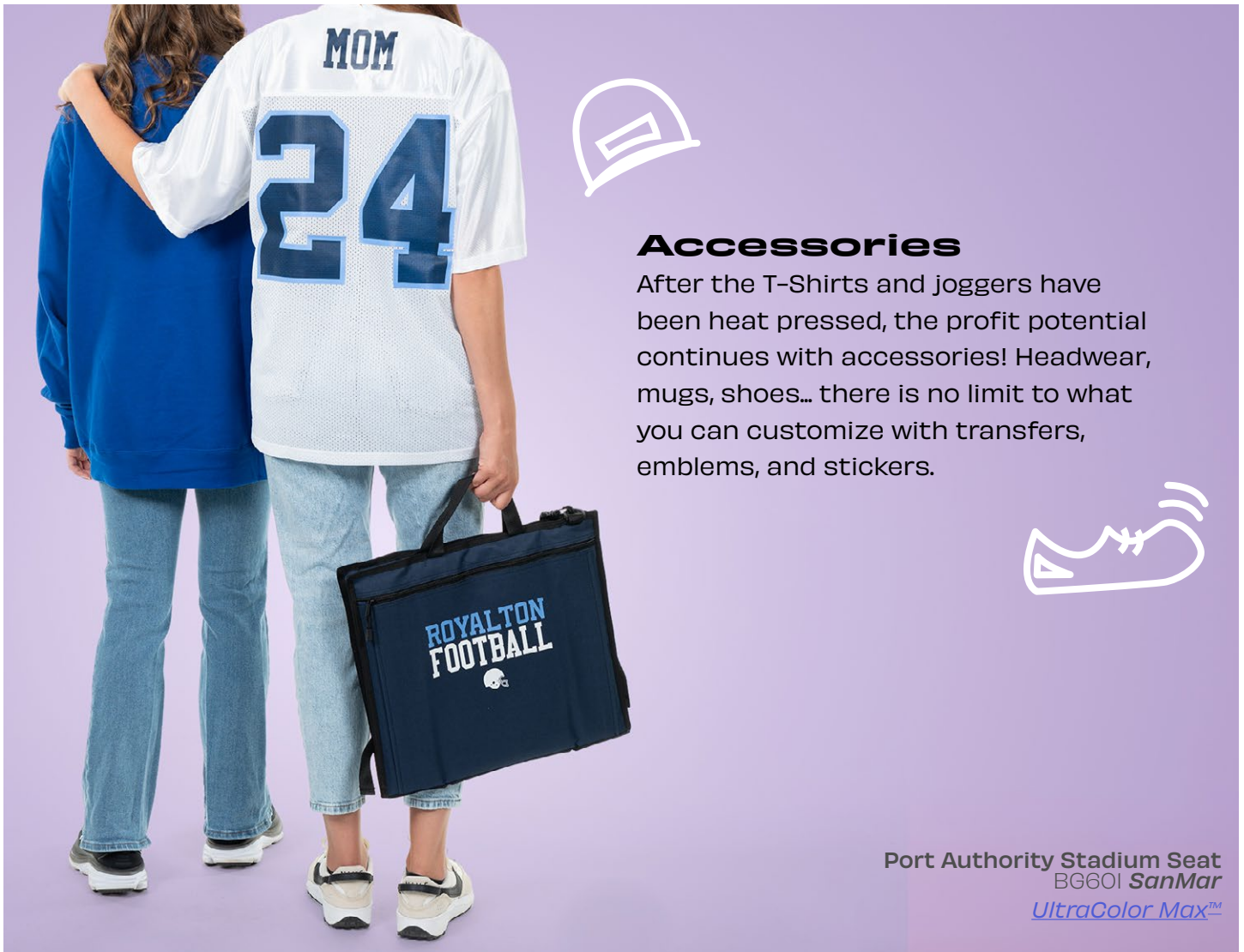
The Coach Snapback  
*blvnk.*

*Flexstyle® Beveled*

USA-Made Striped Crew Socks  
SC100 **SOCCO®**

*CAD-PRINTZ® Chroma-TWILL™*





## Accessories

After the T-Shirts and joggers have been heat pressed, the profit potential continues with accessories! Headwear, mugs, shoes... there is no limit to what you can customize with transfers, emblems, and stickers.



Port Authority Stadium Seat  
BG60I *SanMar*  
*UltraColor Max™*



White Cowgirl boots  
BOD6VNTWIJ *Amazon*

## Have Fun With It!

When people are looking for accessories, they want to make a statement. Why not put your own spin on it? These boots were painted on by our own industry icon, Dane Clement. They're such a statement piece and elevated a simple white boot.



**Black Clear Heather Purse**  
M709VL-CLRBLK *Viv&Lou*

[CAD-PRINTZ® Chroma-TWILL™](#)

## Customize Everything

Changing up the straps on this Viv&Lou bag not only adds personality but also provides an additional spot for decoration— a perfect place for another patch or emblem.



**Navy Stripe Cooler Backpack**  
M675VL-STNAVY *Viv&Lou*

[CAD-PRINTZ® Chroma-TWILL™](#)



**Crossbody Pack**  
MMB600 *Mercer+Mettle*

[Woven Patch](#)



**Stripe Tote**  
M756VL-STBLK *Viv&Lou*

[CAD-PRINTZ® Chroma-TWILL™](#)



**Claremont Duffie**  
MMB810 *Mercer+Mettle*

[Various Patches](#)  
[Faux Suede Patches](#)



## Head Above

Headwear is an easy addition to any school or athletic project and ripe with decorating potential! Play with textures in the hat's material and the decoration methods.



blvnk.



Avenue 5 Panel  
*blvnk.*

[PVC Patch](#)



Roam Strapback  
*blvnk.*

[3D Embroidered Patch](#)



Lucky #7 Panel  
*blvnk.*

[Faux Suede Patches](#)



Gramps Corduroy Snapback  
*blvnk.*

[Flexstyle® Beveled](#)  
[CAD-PRINTZ® Chroma-TWILL™](#)



Avenue 5 Panel  
*blvnk.*

[Woven Patch](#)



**Classic Bucket Hat**  
C975 **Port Authority**  
[Woven Patch](#)  
[Print Stitch Patch](#)



**Pigment-Dyed Trucker Cap**  
SP510 **Sportsman Cap**  
[CAD-PRINTZ® Perma-Twill®](#)



**Snapback Trucker Cap**  
112 **Richardson**  
[3D Embroidered Patch](#)



**The Bogey Performance Hat**  
C975 **Crafted MFG**  
[Embroidered Patch](#)



**The Siete Pro 7P**  
C975 **Crafted MFG**  
[3D Embroidered Patch](#)



**The Bogey Performance Hat**  
C975 **Crafted MFG**  
[Faux Leather](#)



**The Bogey Performance Hat**  
C975 **Crafted MFG**  
[Flexstyle® Beveled](#)





**Blank Pennant Flag**  
C975 *Liberty Pennant*  
[Goof Proof®](#)



**Canvas Sneaker**  
B07D8NRTXC *Amazon*  
[CAD-CUT® Glitter Flake™](#)



**Natural Leopard Blanket**  
M280VI-NATLPRD *Viv&Lou*  
[Embroidered Patch](#)



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Thank you to our partners:

