



10 T-SHIRT PACKAGING IDEAS



AGENDA



Reasons for Packaging

10 Ideas

Cost of Packaging

Pricing The Package

Selling the Package

10 T-Shirt Packaging Ideas



Elevate Your Brand

- Stand out from your competitors
- Enhance the customer experience
- Encourage Gifts
- Impress the purchaser
- Perceived Value



RETAIL

- Eye catching
- Easy to organize
- Point of Sale
- Easy To Carry
- Unique
- Memorable

vs.



ONLINE

- Protects Item in Transit
- Post-Sale Touchpoint
- Branded Connection
- Unexpected Touch
Handmade
Personalized

The Basics



- Standard & Printed Polybags
 - 9 x 13 – One or Two T-Shirts
 - 10 x 13 – Multiple Tees
 - 12 x 15.5 – Fleece / Sweaters
- Folding Made Easy
 - DIY T-Shirt Folder



The Basics



- Hangtags
 - 9 x 13 – One or Two T-Shirts
 - 10 x 13 – Multiple Tees
 - 12 x 15.5 – Fleece / Sweaters
- Postcards
 - Marketing Potential
 - Referral Cards
 - Discount Codes
 - Social Networks

Planted T-Shirt

- Includes t-shirt, plant or seeds and planter
- Usable packaging
- Full line of gardening options for your shirts



Your Morning Brew

- Coffee roasting bag available on Amazon
- Bags are printed with Goof Proof on the same sheet as the shirt transfer , demographics)
- Fill with fun coffee inspired t-shirts



Beverage Enjoyment

- Drink pouches are available from Amazon
- Fill with “drinking shirt”



Hole in One



- Package in Shoe Bag (sold at Transfer Express Apparel and SanMar)
- Bag printed with UltraColor Max (just needed 1 personalized)
- Shirts and towel printed with Goof Proof gang sheet
- Fill with custom Golf themed apparel
 - Golf Shirt
 - Golf towel
 - Bag of tees



Grill Ready

- Truss the shirt like a tenderloin
- Include Grill themed shirt
- Perfect for Father's Day!





Pizza Slice

- Use Single Slice Pizza boxes for packaging
- Print box with custom transfer or sticker
- Merch for a popular pizza pie or fun pizza themed saying





Fresh Tees

- Package in bakery bags
- Brand Merch or fun Donut or cookie theme
- Custom stickers added for easy identification

Profit by the Pound

- Meat tray with plastic wrap
- Workout style shirt or Gym audience



My Cup Runneth Over

- Fill tumbler with a shirt
- Use patches from Stahls' to personalize the tumbler
- You could also use take out coffee cup



Favorite Food

- Wrap in Foil
- Use take out container
- Low cost way to sell trending food shirts



Cost of Packaging

- Most packaging shown is under \$1; add cost of packaging to the selling price.
- Stickers/Decals can be created in Easy View using the same art as your heat applied transfers
- Takes a little time to put together
- Display and photos are key to success
- Customer should easily see
 - Design on the shirt
 - Size of the shirt
 - Purpose of packaging





Selling Tips

- Photography is important for online sales and social marketing
- Identification help may be needed
 - Shirt shown out of packaging
 - Sticker labeling design and size

THANK YOU.

Any Questions?



Q&A

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