

# 5 WAYS TO ELEVATE YOUR T-SHIRT BRAND



# AGENDA

- Branding Your Shirts
- Packaging
- Sales Strategies
- Your Brand's Story
- Expanding Your Product Offering





# BRANDING T-SHIRTS

at hčř-ct řšñ! dõkñwZjşw

ä4H äödzř dř-Edöädñudč-ÚZjt d'

ü4Dředöä! şřZşdř-ñ-Z-En! ódşřşñud'  
—Ł Zq dş

# CREATING BRANDED TAGS

Čjňŝĝdř-EZøŝm! ħ ēKdĕZj-Qd'ót řčd! d! ŝř

ǎFZǎđřǎ-Ďn! ŝd! ŝ-Evǎǎĕf -ǎňŝň!

ǎĎĎt! ŝǎvňĕNđĕ ħ

ŭXňt' ōĎn! øZ! wMŹ! d'

ü-EZöđ'Ĥ řŝčt' áŝm! ř

Ajř n'Ĥ ájt č d'ŝa t ŝ!-ňŝjelĕZjŝwčd'ót řčd'č ē-

- Rřyd'
- V d'ǎ řřŝd'ZPQ-Ďnč d'



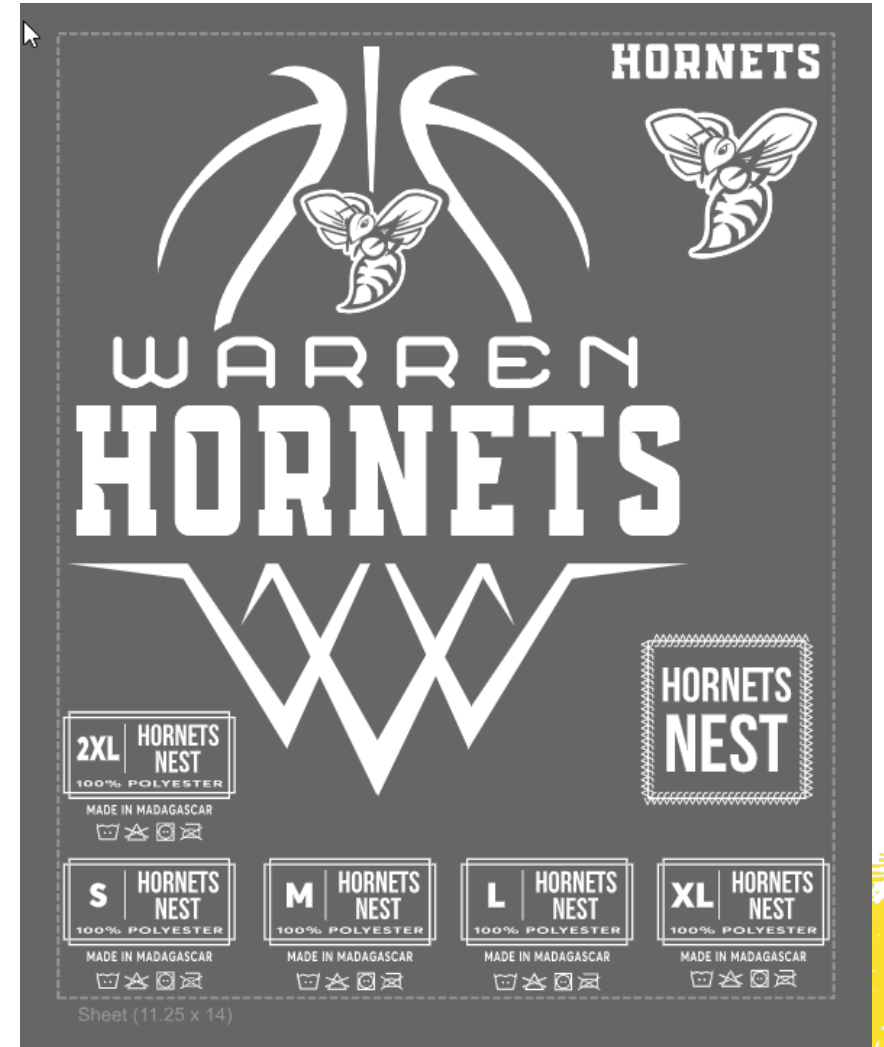
# CREATING BRANDED TAGS

Use Easy View layouts or upload your own art

 <p>COMPTON DEPOT TEES VETERAN-OWNED BUSINESS •LARGE• MADE IN U.S.A. 50% COTTON • 50% POLYESTER</p> <p>QTG-14</p> <p>♥+</p>	 <p>COMPTON INC XL Made in the U.S.A. 50% Cotton   50% Polyester</p> <p>QTG-15</p> <p>♥+</p>	 <p>XL COMPTON COMPANY 50% COTTON • 50% POLYESTER MADE IN THE USA</p> <p>QTG-13</p> <p>♥+</p>	 <p>Compton XL 100% COTTON MADE IN THE USA</p> <p>QTG-12</p> <p>♥+</p>	 <p>LARGE COMPTON COMPANY 50% COTTON • 50% POLYESTER MADE IN THE USA</p> <p>QTG-11</p> <p>♥+</p>	 <p>50% COTTON 50% POLYESTER COMPTON MADE IN THE USA XL</p> <p>QTG-10</p> <p>♥+</p>	 <p>Compton &amp; Ink MADE IN THE USA XL 50% COTTON 50% POLYESTER COMPTONANDINK.COM</p> <p>QTG-7</p> <p>♥+</p>	 <p>COMPTON XL 50% COTTON 50% POLYESTER MADE IN THE USA</p> <p>QTG-8</p> <p>♥+</p>
 <p>COMPTON COMPANY U.S.A. XL 50% COTTON 50% POLYESTER</p> <p>QTG-9</p> <p>♥+</p>	 <p>50% COTTON 50% POLYESTER MACHINE WASH WARM WITH LIKE COLORS DO NOT USE BLEACH TUMBLE DRY MEDIUM DO NOT IRON</p> <p>QTG-6</p> <p>♥+</p>	 <p>COMPTON APPAREL XL 50% COTTON 50% POLYESTER MADE IN THE USA</p> <p>QTG-5</p> <p>♥+</p>	 <p>Compton Company XXL 100% Polyester Made in U.S.A.</p> <p>QTG-4</p> <p>♥+</p>	 <p>COMPTON COMPANY XXL 50% COTTON • 50% POLYESTER MADE IN U.S.A.</p> <p>QTG-3</p> <p>♥+</p>			

# CREATING BRANDED TAGS

Tip: Add a strip of brand tags to every Goof Proof, screen printed transfer gang sheet for “free tags”





**PACKAGING**



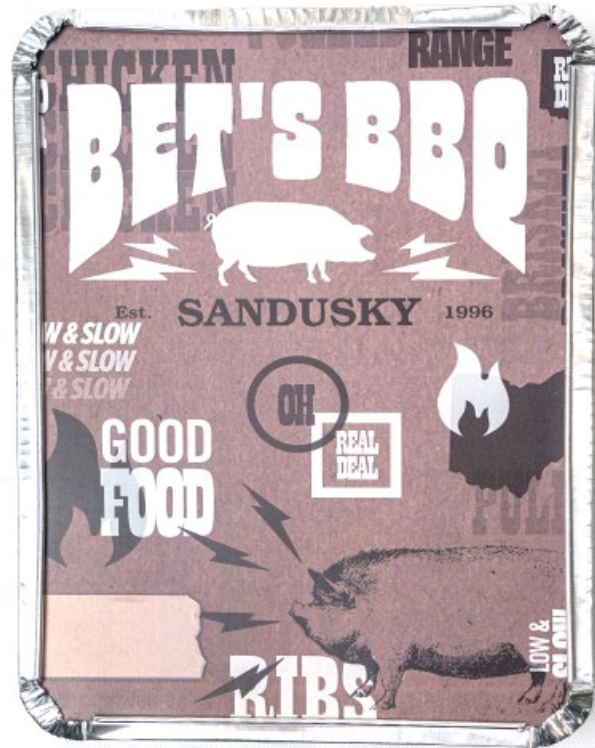


# CUSTOM BAGS & BOXES

**Tip: Use extra transfers to customize bags and boxes. Goof Proof, UltraColor Max and UltraColor Pro can all be applied to paper bags and cardboard boxes**



# PACKAGING IDEAS



# PACKAGING IDEAS



# PACKAGING IDEAS



# SALES STRATEGIES



# LIMITED EDITION

Bd! d'ž šř 6

—Evájt ř hūřw

—Fœd! áw

—Eöd! ř! —Eöřh! ě

—H áödzř dč —Böz! č —Bt ýy



# BUNDLING

Bd! džšř6

—F! tót d'nęd'čh! ě

—Rdjj+ nčd'sn-şęd'řZ! d'—  
—ăt řşn! dő

—Ez átd! şĀnčt ářtn!

—En! ūd! tđ! ád'

čdZ! řZ-Eūd! şřZ-RăġnńřZ-R! Zjj-Bt řh! dřř



# UPSELLING

Ič dZř 6

Cöd'Zşd'Z Rŭ d'Zş Rđ's-Zč č ħ ě—  
ř d'án! č ħ d!

Ač č-Z! nşğd'öč ħ ş ħ n'Zş ħ!

Ł Zv ħ ħ y d'GZ! ě Rğ d d'sř

Cnğ d'ř ħ d'BöZ! č ħ ě



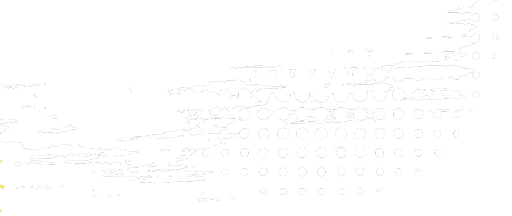




# YOUR BRAND STORY

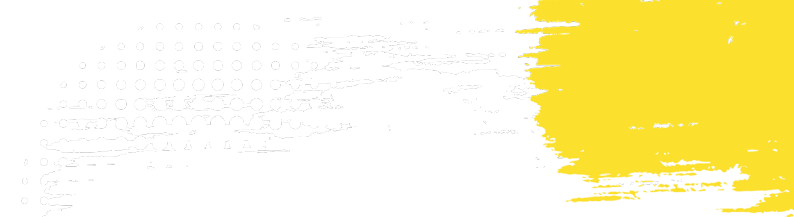
EL ÑAÑMAK-ÑMMECÄÑM-ΔƏQT RƏZ-CQEDIBIKIƏX-ΔƏT RƏŃL EQ-KÑXAKƏX

# BRAND STORY



## EMOTIONAL CONNECTION

- RġZöä' \*Xnt' öV ġwł
- QdĵZşd' -ən-Xnt' öAt č tħd! äd'
- V ġZş-Rd'sř -Xnt' -AøZöş¹
- Ķd'Zč -V tşġ-ŪZĵt dř



# BRAND STORY

## BUILD TRUST & CREDIBILITY

- Bd'ǎn! d' \*ĕgd'Evød'öš\
- Rĕgnü Xnt' öv nĕ
- Bd'ĕž! řøZäd! š
- Ač čřm! Zj-ĕnč't ářř ≤  
Rdöütřdř  
ĕn-Ač č-ŮZjt d'



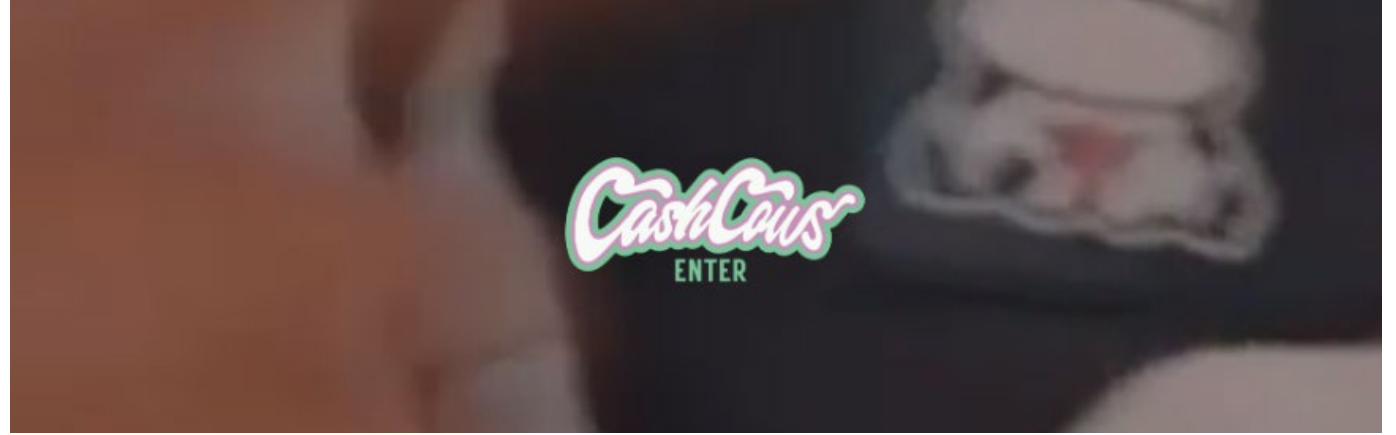
# BRAND STORY

## CUSTOMER LOYALTY

- Třídění obsahu, doručování
- Každá zpráva je důležitá, dříve než
- Budování ZI
- Být hč-ení, t! řwü řg—  
Cn! sd! ř

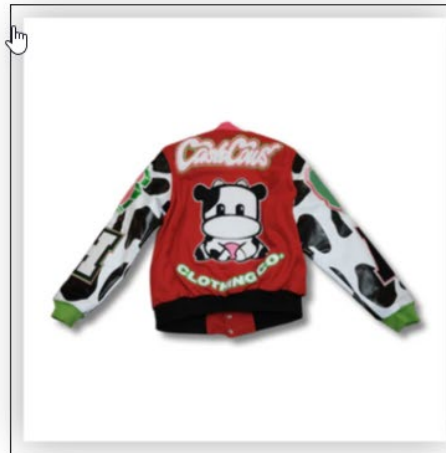


# CASH COW

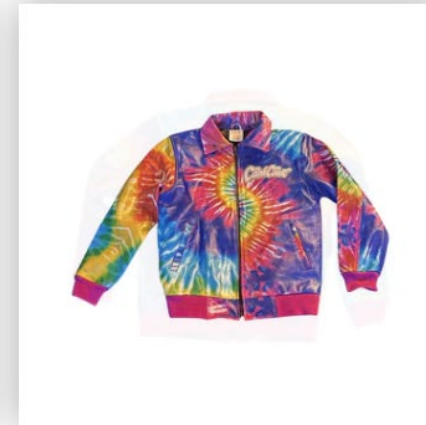


## Importance of Your Brand's Story:

- Bt hčř-d! nštn! Zj-án! ! dštn!
- Dřod! šřsdř-čn! řgd-án! ødřřtn!
- E! ěZ! ádř-áč! č-zř řgd! řřřřw
- Čdřsdř-án! řřřř! řř- dřřžěř ě—
- E! ánt čžedř-át řřn! dčd! ěžed! d! ř—



Cash Cow Clothes Varsity Jacket  
\$500.00 USD



Cash Cow Clothes Tie Dye Leather Jacket  
\$300.00 USD



CowMooFlage Hooded Puffer Jacket  
\$250.00 USD





# EXPANDING YOUR PRODUCT OFFERING

# EXPANDED PRODUCT LINE

4Rdjj-Ł nãd'sn-sôd-RZ! d'Et řsn! dõ

4GãdZş-Ťřd'qñõ-EvşöZ-ããZ! ředř 5EvZ! øjd'—  
qñõ-Z-đ jĵ-řřyd-GñnëCñnëřř ħ jdrř-sñ-ãt w—  
ÿë-sôZ! -ÿs-æš-æš-äü-ñõ-ÿü46

4E! ôZ! ád'Et řsn! dõKñwZjşw

4RşZwCñ! ød'střtūd'—

4Kdūd'ãZē d+ Zã dş-sãd! čř7sdrřs+ dũ —  
sôř ěř

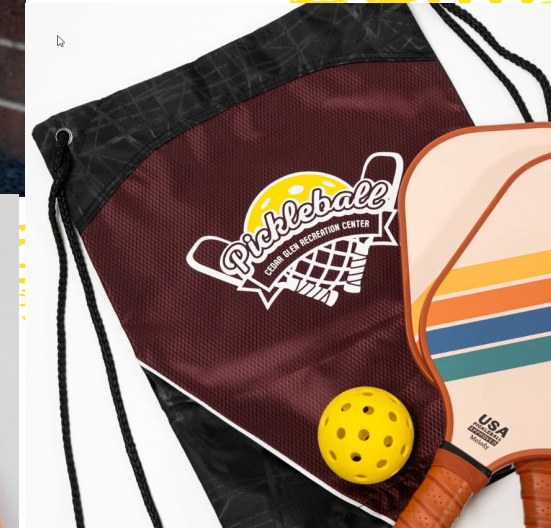




# EXPANDED PRODUCT LINE

## Beyond the T-Shirt

- Tote Bags
- Cinch Sacks
- Garden Flags
- Rally Towels
- Golf Towels
- Hoodies/Crewneck
- Joggers/Sweatpants
- Pennants
- Tank Tops
- Outerwear
- Lunch Bags/Coolers
- Stadium Seat



# THANK YOU!

## STAY IN TOUCH

We're here to help you grow your business

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