

THE Q's & A's OF BRANDED APPAREL

CREATIVE
MARKETING CONCEPTS



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Q. What's Hot?

A. BRANDED APPAREL -Over one third of the promotional products market is now comprised of corporate apparel and the segment is growing!

Q. Why?

A. TEAM BUILDING –Companies can produce a stylish look and significantly contribute to team building. People seem to develop a natural affinity toward each other when they're wearing the same brand. The goodwill and morale building for the sponsoring company is priceless.

WIDESPREAD ADVERTISING –Branded apparel always garners attention and often elicits inquiries about your company, creating walking and talking billboards.

GREAT GIFT –Everybody appreciates receiving branded apparel, and there is often a large disparity between perceived value and actual cost. Additionally, an individual must make their purchases with after-tax dollars which further enhances the desirability of corporate apparel.

Q. What's different in garment decoration?

A. SLEEVE & CUFF EMBROIDERY on polos and long sleeve shirts not only sets your branding apart, but also enhances desirability to clients by being a more subtle decoration.

TONE ON TONE EMBROIDERY is another low key & classy branding method.

EMBROIDERED TEES are a great, low cost way to give away a garment that looks a lot more expensive than the actual cost. This is recommended for smaller designs (left chest or sleeve) especially if multiple colors are involved. Embroidery costs are based on the number of stitches whereas silkscreen costs are based on the number of colors.

Q. What garment colors are the best?

A. SOLID COLORS will be best received & most worn. Matching garment trim to a dominant logo color probably would look best if you don't mind sacrificing usage. The further you stray from (in this order) black, blue, white, maroon, green & red, the less your logoed apparel will be worn.

Q. What sizes to buy?

A. MATCHING MEN'S & WOMEN'S SIZES are now available in many styles and colors. Take the time to cater to individual needs. The most common sizing skew breaks down like this: 100 units =10 small, 15 medium, 30 large 30 XL & 15 XXL. Adjust skew to your target audience.

Q. What price?

A. NAME YOUR PRICE is the new industry mantra. TEES, CAPS, POLOS, VESTS & JACKETS all continue to be hot products and come in a wide range of prices to fit almost any budget.