

WEARABLES

THE VISION OF THE DECORATED APPAREL INDUSTRY

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STATE OF THE INDUSTRY

**Competition in the decorated apparel industry
has never been greater.
But so are the opportunities.**

**BUNDLE UP
WITH WINTER
APPAREL**

**OUTSMART
FACEBOOK IN FIVE
EASY STEPS**

**THE FACTS
ABOUT FLEECE
DECORATION**

**BIG SALES
WITH SMALL
BUSINESSES**

Bundle Up

HEAT UP SALES THIS SEASON with winter wearables. But first, read these bottom-line-boosting tips:

1. Matching sets add value and enhance brand exposure. When clients ask about knit hats, offer up coordinating scarves, gloves, jackets, ear muffs, etc. Be prepared for several different combinations depending on the client's needs and budget.

2. Know your audience: Find out exactly how the products will be worn before choosing between, say, a hoodie and heavy coat. For outdoor workers, the price of a rugged jacket is less costly than dissatisfied (and frigid) employees.

3. Don't wait until you see the first snowflake to think about winter apparel. Set reminders for yourself in the summer to start talking to clients about their outerwear needs. Building a custom seasonal campaign takes time; make sure no one gets left out in the cold. — Patricia Cangelosi

Port Authority brush-stroke print insulated jacket (J320) from SanMar (asi/84863), RS# 100

Fringed scarf (1011) from Hit Promotional Products (asi/61125), RS#101

Water-resistant gloves (GL4561) from Atteff International (asi/37455), RS# 102



1. Adult varsity sherpa jacket (Q20) from Boxercraft (asi/41325), RS# 103
2. Cable-knit beanie (82-1215) from Otto International (asi/75350), RS# 104
3. Knit beanie with leather tag (1111) from Hit Promotional Products (asi/61125), RS# 101
4. Fringed scarf (NEOM184) from Neo Promo (asi/73519), RS# 105
5. Women's hooded honeycomb poly/fleece jacket (JL8850) from Tri-Mountain (asi/92125), RS# 119
6. Quilted trapper hat with shearing lining (169-1189) from Otto International (asi/75350), RS# 104
7. Texting gloves (NEOD204) from Neo Promo (asi/73519), RS# 105
8. Eco-fleece sweatshirt (9575F2) from Alternative Apparel (asi/34850), RS# 106
9. Heavyweight cuffed knit hat with pompom (5203) from Wisconsin Knitwear (asi/97595), RS# 107