



# Great Apparel For You

## Fulfillment Services Overview

New printed apparel companies appear on a daily basis. Some are online, and others are down the street. While the theme of these companies may differ, they all require their products to be printed & shipped to their customers.

This expensive, time-consuming, *print-on-demand* process—commonly known as **fulfillment**—often requires significant capital investment in equipment and inventory. It also tends to limit product offerings, as would-be entrepreneurs are left to guess what styles, colors, and sizes to offer. Even if a company can afford inventory carrying costs and expensive printers, other fulfillment challenges remain, including:

- Art Management
- Garment Acquisition & Payment
- Order Management & Processing
- Garment Re-labeling
- Product Branding (Tagging & Packaging)
- Shipping & Tracking



### **The Great Apparel For You Solution**

Great Apparel For You is a full-service, turn-key printing & fulfillment company. We utilize screen printing and a state-of-the-art process known as *Direct-to-Garment Printing* (DTG) that minimizes your up-front investment in equipment and inventory and maximizes your product offerings. With DTG, you can economically print a single garment without the need to carry inventory. We handle all the fulfillment challenges and enable your company to leverage our cost-effective services so you can focus on websites, designs, and marketing, thus greatly increasing your chances of success.

### **The Great Apparel For You Process**

The Great Apparel For You fulfillment process makes it simple for you to focus on growing your business instead of fighting operational issues and production headaches. You send us the order, and we'll do the rest.



## In the typical business arrangement, Great Apparel For You:

### Receives & Processes Your Electronically-Transmitted Orders\*

*Automatically extract & send required information directly from your shopping cart, use our award-winning integrated website/shopping cart solution, **Garment Deli**, or use our exclusive garment ordering application. Upon receipt of your order file, we send you an import confirmation.*

**\*Use YOUR Website or Garment Deli**

The screenshot shows a web-based order form for 'Shirts-R-Us'. It includes fields for Order ID (12345), Design (Party Like It's 1908), Style (Gildan 2000 - Ultra Cotton Tee), Color (Royal), Size (XL), and Quantity (2). It also contains sections for Customer Information (John Smith, 4321 N. Main Street, Chicago, IL 60622) and Shipment Information (John Smith, 4322 N. Main Street, Chicago, IL 60622). A table at the bottom lists order items with columns for Order ID, Design, Design Description, Style, Style Description, Color, Size, Print Location, and Quantity.

### Acquires Your Blank Garments

*Garments are received next-day from our primary suppliers or warehoused at our fulfillment facility.*



### Prints Your Garments

*Our printing process economically creates one-off garments and dynamically manages your art scaling, hang point adjustments & print locations, ensuring a consistent result for every product.*



## Utilizes Client-Branded Packaging

Garments are packed White Label with client-designed tagging & branding with no reference to Great Apparel For You.



## Drop-Ships Your Orders

We send the package directly to your customers, and you get monthly turn around time metric reports (order-to-ship) to track our service levels. Our central location ensures that shipping time is minimized throughout the continental United States.



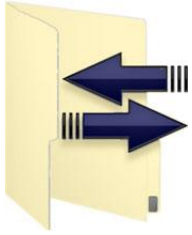
## Provides Tracking Information

Upon shipping, your customers receive tracking information and you receive a daily shipment summary.



***...and all of this is typically done within 3-5 business days of order receipt.***

## **RELEASED Art and CUSTOM Art Clients**



Some fulfillment clients establish a *released* library of designs while others constantly create & upload new *customized* art for each order. Great Apparel For You can smoothly manage either process by leveraging FTP and file-synchronization services. If you can connect to the internet and your design files meet the minimum printable art requirements, our print-on-demand fulfillment process can handle it.

## **Garment Selection**

Great Apparel For You has a standard fulfillment catalog that contains nearly 100 different garments, including items for men, women, youth, toddlers, and infants. When you join our fulfillment program, your first 6 style selections are included – that means you can offer *all* colors & sizes available in each style for no additional charge!

Great Apparel For You has access to virtually every available garment, so if you'd like to offer more than 6 styles or if you'd prefer to offer items not in the standard catalog, we have an extensive *alternate* garment catalog featuring many more product options. We can even help you create your own private-label brand.



## **Direct-to-Garment Printing & Pricing**

The *Direct-to-Garment* printers utilized for our fulfillment process are similar to computer ink-jet printers: they have print heads that shuttle back-and-forth across your garment and lay down garment ink. This **eco-friendly**, water-based ink is absorbed into the cotton fibers of your garment and leaves a durable & vibrant image that, unlike screen-printing, cannot be felt. A bonus of this process is that printed colors tend to take on a hue complementary to the garment's color, producing a very visually-pleasing product.

The process is a bit different for dark garments, as they require a pretreatment specially designed to bond a white underbase to the dark garment fibers. The color layer is subsequently printed above the underbase to ensure the design's colors are as vibrant as possible. Although the two printing processes vary and yield slightly different results, both are equally durable and long lasting.

**The amount of ink used, the size of the design, and the color of the base garment all impact the printing price; therefore, it is best to provide us with sample art and discuss your needs with one of our experts before prices are quoted.** However, as a pricing reference, an average size print on a basic *white* T-shirt would be approximately \$8-9; whereas, the same design on a basic *black* T-shirt would be approximately \$11-12 (shirt included).

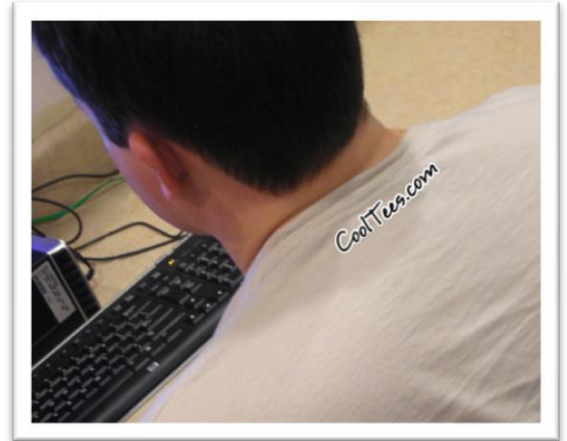
## **Additional Services & Costs**

Great Apparel For You utilizes activity-based pricing. We pass through the cost of the garment & shipping, and only charge you for the services we provide. You can expect to pay *case pricing* for your garments, plus a small amount to cover ordering, labor, and freight from our supplier to us.

We also have two shipping & handling options:

- Shipping *BASIC* – No monthly fee, actual shipping + \$2.50 fee per shipment.
- Shipping *PLUS* – \$15/month, actual shipping + \$1.00 fee per shipment. ***Shipping PLUS creates an incremental profit stream, as we bill less than you bill the consumer!***
- Both BASIC & PLUS options provide worldwide *international* shipping for a small incremental fee.

Additional services include heat-transfer branding (below the back collar or along the lower right hem), specialty packaging, inventory management, a client shopping cart solution (Garment Deli), and more. Contact us for pricing information.



## Garment Deli

Garment Deli is our fully functioning stand-alone, highly configurable shopping cart that displays your designs on any garment of any color. It's specifically designed to facilitate print-on-demand consumer workflow and help elevate your listing in major search engines.

This complete web solution can be deployed at a top or sub-level URL, and it comes with your own customizable front page, an optional blog, and About Us, FAQ, and Contact Us pages. In addition, Garment Deli is fully integrated into our fulfillment program, so all orders are automatically received, and it can be implemented at a fraction of the cost & time of developing your own website.



Check out our online demos at: [www.GarmentDeli.com](http://www.GarmentDeli.com)

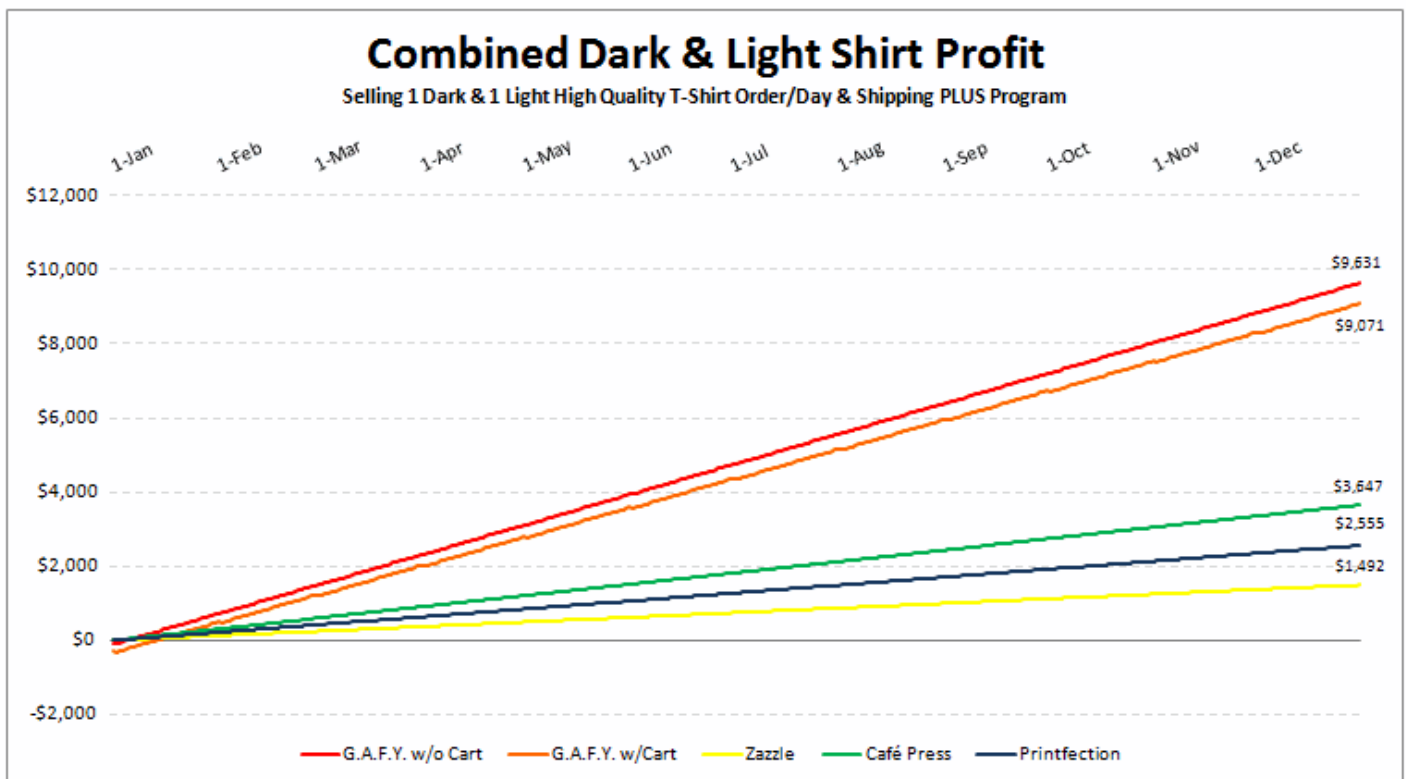
## Why Use Great Apparel For You?

Great Apparel For You's garment fulfillment program is second-to-none. We are extremely focused on process & continuous improvement, we sustain a very high level of client satisfaction, and our turn around time (order-to-ship) is among the best in the industry. We also offer more products & customized services than anyone, and we are always just a phone call away.

...and the biggest question: **How much money can you make?** Here's how we stack up against our competition:

Assumptions		G.A.F.Y. w/o Cart	G.A.F.Y. w/Cart	Zazzle	Café Press	Printfection
Sell Price Light	\$ 20.00					
Sell Price Dark	\$ 24.00					
Shirts/Day	1					
Consumer-Paid Shipping	\$ 5.00					
Low Quality Light Shirt Cost (-)		n/a	n/a	\$ (12.95)	\$ (8.99)	n/a
High Quality Light Shirt Cost (-)	\$	(8.81)	\$ (8.81)	\$ (16.95)	\$ (14.99)	\$ (14.99)
High Quality Dark Shirt Cost (-)	\$	(11.06)	\$ (11.06)	\$ (22.95)	\$ (18.99)	\$ (21.99)
Set Up Cost (-)	\$	(100.00)	\$ (300.00)	\$ -	\$ -	\$ -
Monthly Cart & Shipping Cost (-)	\$	(15.00)	\$ (30.00)	\$ -	\$ -	\$ -
Client Profit From Shipping (+)	\$	1.50	\$ 1.50	\$ -	\$ -	\$ -

NOTE: Great Apparel pricing determined by design dimensions. Average costs are displayed.



So whether you're an existing business searching for ways to offer customers more style & color options, a brand new company testing out the market, or someone looking to launch your own branded line of garments, Great Apparel For You can get you there quickly without the large investment!

