



Promo Monthly

A Texas Shirt Company Newsletter

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November 2007

Jackets Explored

Upcoming Dates to keep in mind.

Brian Greul

Texas Shirt Company



Jackets are something that everyone has, everyone wears, and everyone appreciates. Too often clients wait until January or February before deciding that they too, would like to have embroidered or printed jackets. By then, half of the jacket season is over. In most parts of the country you can begin to wear a jacket in October and continue to wear it through March. Of course, in some areas you may wear it longer, or here in South Texas you may wear it a bit less. It's always better to go a bit light with logoed jackets then going a bit heavy. As such, you'll find that most of the jackets on the market are lighter coaches' style jackets. The reason for this is that the jacket has a longer useful season when it's lighter. Nobody is going to wear a sub-zero parka in May. Not unless you are in Antarctica.

Jackets fall into a few major categories. The most familiar of which is the lightweight nylon or polyester windbreaker/jacket. One of my favorites is the Auburn

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Planning for the new year

By Brian Greul

Texas Shirt Company

I know, some of you are probably thinking this is way too early. I disagree. The time to start thinking about next year is now. Think mostly about what has worked in your promotions and marketing, and what hasn't. Ideally, you want to replicate your successful marketing and banish the unsuccessful.

I think it's much easier to think about this before the stress and hustle of the Holidays fills our minds. Just as importantly I encourage clients to look at the return on investment that their marketing has brought. It's one thing to have a promotion that is successful, it's another entirely to have one that makes you money. Be certain that your promotions are successful and profitable next year by reviewing this year's. ■

Marketing Backup

I was writing an article for one of the magazines that I write for about doing backups on your critical data. It occurred to me that backing up your marketing information was probably just as critical. So in this article I want to make a few points about disaster recovery and marketing. Bad things happen when we least expect them to happen. The fires in California are an apt example. Nobody ever expected a fire quite like what has happened. Disaster is, in some ways, a part of nature's process of regeneration. To be prepared you have to have the seeds of tomorrow safely tucked away for after the fire. At the very least this means having your company image and marketing concepts backed up in a safe place, preferably off-site. Ideally, you would have your marketing information centralized on a server, and that server would then get local and

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AU-201 lightweight lined coaches jacket. This jacket prices at \$21.15 for small through X-Large. I wouldn't embroider anything more than a name (\$6) on the front. However, this jacket will silkscreen in one color just fine. This is our most popular jacket in the windbreaker category.

Denim jackets are the trend again this year. Denim is a timeless classic. My personal favorite is the Lee 71075 Classic Denim Jacket. In years past we had a few denim colors to pick from, this year we have stonewashed denim and not much else. Priced at \$39.90 it's still a great bargain considering it is high quality Lee brand. This is the jacket to use when you want a country chic or casual look. It embroiders well front and back. Frequently we get asked to embroider the full back of this jacket using one of the patterns in our extensive stock collection.

Fleece Jackets offer yet another cozy choice for staying warm and fashionable. Care must be taken when laundering as the high-tech fibers don't like to be overheated. The Badger BA-2412 is the category leader here, even though it's actually a vest. Priced at \$20.64 it's an attractive and cozy option that embroiders well. It can be worn with a variety of under or over garments which is probably why our customers like it so much. If you prefer a full sleeved jacket, the BA-2410 is the counterpart at just \$24.10. I personally own some of the 2410's and I have to say they are amazingly thin, comfy, and warm. Although, don't dry them on high because it will singe the high-tech fibers.

Some customers still prefer a classic jacket. One of the more popular ones is the Port Authority PA-JP54. This jacket is featured on Page 3. This jacket comes in a wide range of sizes from X-small to 6-X. Priced at \$33.98 for XS-XL and slightly more for larger sizes. This jacket has a contrasting liner and features top quality details like Teklon® waterproof nylon. This jacket is designed to be embroidered in the front and would look wonderful with your company or group logo added for \$7.51 on 36 pieces.

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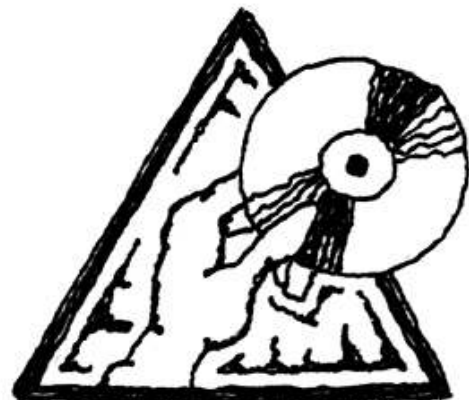
especially a thank you card? When sending a greeting card, we recommend to hand sign, and use a stamp, rather than a postage meter. Although you have many customers, the touch of personalization goes the distance for retention. In this modern day of computers and paperless environments, people often forget about the **people** that are actually their customers. Sending a simple greeting card will reinforce to your customers and clients that you really appreciate them, and keep them coming back. About 72% of customers return when they are treated well and personable, a \$2 greeting card goes a long way to future sales and customer loyalty.

November Special:

Get a 5% discount when you mention this article with the purchase of 250 or more greeting cards ■

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remote backups. Having a backup doesn't do much good if you never test it. So be sure to try and pull files from it once in a while. It's also good to make sure more than one person knows where it is and how to get to it. The most critical time for a company is immediately following a disaster. It's also when the marketing and communications departments must work there hardest to ensure that the company remains a viable and compassionate marketing force within its market area. Having your assets safe and available can enable relocated employees to work remotely. Online backup services are readily available, and CD and DVD technology has plummeted in price while delivering efficient performance.■





Port Authority Competitor Jacket PA-JP54
Priced from \$33.98 and available in
Black, Royal (blue), Hunter (green), Navy, and Red
Each color features a contrasting liner.

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stuff that doesn't always print the way you expect or can vary from garment to garment. Use simple shades of flat color.

Tips:

Don't mix more than two 'halftones' in one piece of art. More than that and it will muddy the overall look and you will lose the power of the image.

Make sure your 'halftones' have more than a three to four shade difference. Subtle differences in shade won't translate to a garment. Often times clients are disappointed by the lack of variation when they try to print similar shades side by side in the same color.

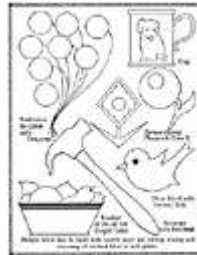
Pick smaller areas to fill with the 'halftones' that will give the design movement and depth without overpowering the design.

Don't try to design on the garment color you want... Always use a white background and use black for your "ink" color. This will not only give you a true representation of the art, but make separating the colors plates much faster and much more accurate.

See the Football Player (on page 4) for an example of how to use 'halftones' effectively. ■

Adds on can make the difference

Our customers rarely forget to do things like embroider or decorate a totebag. Many forget that it's just as easy to put literature or documents inside things that we produce. Yes, we can even include a flyer inside a polybag with the shirt. While it may not seem like much, this can take a lot of the hassle out of a particular promotion. In many cases we can even coordinate the production of the flyers for you so that you can focus on more important things. I can't tell you how many times I've had a client tell me that they can save a few cents per flyer, or that they have a mailroom that can do it for them. This is often false economy. Sure, you can save 2 cents per flyer by finding someone on the web you've never done business with who may or may not have a good quality control and guarantee. Will they stand behind their work? Will it take 2, 4, or 6 hours of your time to manage? In many cases the savings evaporate when you start to look at the soft costs such as your time, or your employees' time that go into managing the production of literature. At this point some clients opt to just skip it. That's almost a



tragedy because we can take the hassle out of it for you for a lot less than you think. We realize that providing that extra level of service is part of the reason you came to us in the first place. Next time you have a meeting or event give us a ring and let's suggest how we can help you take it to the next level. ■

Catalog Season is coming

With the new year comes new catalogs filled with items to help you grow your marketing and branding efforts. Please be sure to let us know what needs you have so that we can get the right catalogs to you. We also welcome your feedback about this newsletter including what topics you would like to see covered. Send comments, feedback, and questions to brian@txshirts.com ■



Tell a Friend, Please!

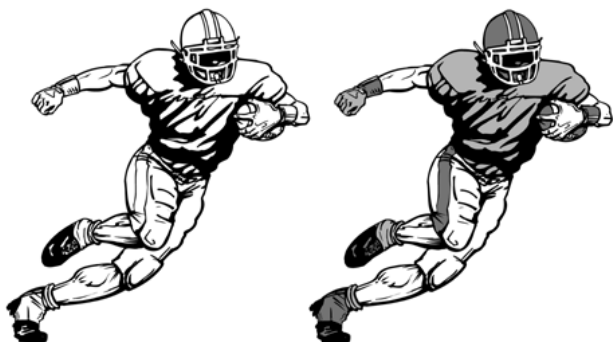
We really appreciate your business. In fact, our best source of good customers is when customers like you tell a friend. If you like working with us, please consider telling a friend about what we can do to help them. If for some reason you don't like working with us, please tell us so that we can do a better job. ■

How I Jazz Up A 1-Color Print

by Robert Teachey, Staff Artist

What's the easiest way to feel you're getting some bang for your buck out of a 1-color print? How can you get the look of 2 or 3 colors from an economical 1-color print?

Here's the magic word: GRADIENTS...



We're not talking 3D fades and all that complicated

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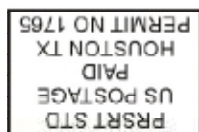
Product of the Month: Greeting Cards

By Rex Green, Marketing Specialist

This month I wanted to take a special look at greeting cards. Every month I like to point out one of our products that most do not look at as promotional. Greeting cards can be used in several ways, at several times of the year, more than just at the holidays. A great way to stay in your client's radar is to do a variety cards; holiday, thanksgiving, thank you, get well, and birthday. What more of a positive image can you keep with your clients than to send them a birthday or



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