



Promo Monthly

A Texas Shirt Company Newsletter

Volume 1, Issue 1

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Important Dates

Things you should be thinking about

Brian Greul

Texas Shirt Company



It's hard to believe, but the Holidays are about to arrive. Here in Houston we are still worrying about tropical weather. We're also just grateful that it's not 100+ degrees outside. So it can be really difficult to think about the Holidays.

Annual Gifts

First and foremost you need to be thinking about annual gifts. If your company or organization gives gifts, you should have your list narrowed down. Remember that it takes an average of 30 days to source custom imprinted gifts. Yes, we have a short list of things you can do quickly! Just like toys, the hot things go quickly and can be difficult to get in the heat of the Holiday season. A gift need not be fancy, but it should be thoughtful. Over 80% of clients leave to go to another business because they feel under appreciated. Make sure you let your clients and employees know how much their hard work and dedication is appreciated. Don't forget to set a budget.

continued on page 2

INSIDE THIS ISSUE

- 1** Newsletter Introduction
- 1** Important Dates
- 1** Free Embroidery!
- 3** Monthly Case Study: Uniball Pens
- 3** Wooden Letters
- 3** Tell A Friend

Newsletter Introduction

By Brian Greul

Texas Shirt Company

Welcome to the first edition of our monthly paper newsletter. Now that we have our mailing and paper printing equipment working we are putting it to use to help our customers. One of the first projects is this newsletter. Each month we'll put together a newsletter that highlights upcoming promotional opportunities, specials, and information that can help you.

Your Feedback

This newsletter is really and truly all about you, our customer. Please keep us informed about what you think. If you like, or don't like some aspect please drop Rex, James, or me an email. My direct email is Brian @txshirts.com. ■

Free Embroidery!

No, I have not lost my mind. Yes, I think I got your attention. I'm so convinced you will love what our embroidery can do for you that I will put my money on it. I'm willing to send the first 10 customers who respond one free shirt with their logo on it. You'll owe us nothing. I think you'll like it so much you'll order your next shirts from us. If you don't, then the shirt is yours to keep. Here's how to qualify: 1) Have never ordered embroidery before from us. 2) Have ordered screenprinting at least once. That's it.

Repeat Embroidery Deal

For customers who have ordered before, here's a deal for you. Try our no nonsense re-order program. Normally you need to buy at least 144 shirts to qualify. The deal is simple and easy and no-nonsense. You

continued on page 2

continued from page 1

The most common way to do this is a "per head" budget. For example, \$5 per employee for annual gifts. Another common way is what I call the pyramid. \$5 per employee, \$15 for employees with 5 years of service, and \$20 for employees with 10 years or more of service. This works well for clients too. \$5 for every client who spent more than \$1000, \$25 for the top 50 clients, and \$50 for the top 10 clients. You'd be amazed how nice a gift basket you can give for \$50. Rex would be happy to help you find the item that is right for your gift program. To ensure timely Holiday delivery you really need to have your order in by November 1st, and the absolute latest I would trust is November 15th. That is not that far away!

Holiday Cards

Another common way to say thanks is a Holiday card. More companies are trying to get the jump by doing Thanksgiving related cards. That's fine, but Aim to order by October 15th. Mailing date for Thanksgiving related cards would be November 17th. That allows 3 days for mail and arrives 5 days before the holiday. If you are doing Christmas cards, do not forget those who celebrate and recognize Hanukah and Kwanza. I always recommend staying neutral so as not to offend customers. If you are a religious organization such as a church or faith group then this doesn't apply and it's doubly important to celebrate your beliefs. I think you should mail after Thanksgiving around the 1st of December. This lets you beat the rush and allows recipients to appreciate your card during the 2 weeks leading up to Christmas. It's best to order by November 1st and the earlier the better. Cards are one thing that certainly sells out each year. If you do get behind the 8 ball remember that it's the spirit that counts. We can take your hand drawn artwork and print it using our in-house machines on custom stock. While it may not be as nice as a \$1.50 foil and glitter card, it's better than nothing.

Calendars

Calendars are an excellent way to keep your name in front of clients. From small 'pop-up' calendars to wall and desk style they are universally appreciated and kept. The first one there usually wins. So if you are going to send out January 2008 Calendars then you should mail them at the beginning of December. Too

busy? Not to worry, we can help make sure your Calendars get there on time and save money by utilizing our mailing expertise. Talk to Rex today to see what we can do to help you.

Winter wear

The best time to order company jackets and sweatshirts is when it's still too warm to wear them. Don't laugh now, I'm serious. If you order them in September or October they will arrive just in time for the cold and you'll have yours while everyone else is waiting for theirs.

Each month I will try to bring you tidbits about upcoming dates. Clients tell us repeatedly that they appreciate the reminders about upcoming dates and helping them reap the rewards that each marketing opportunity presents. ■

continued from page 1

order 144 or more shirts, we guarantee the price for 90 days. Need one more? No problem, we charge you what you paid initially. Get the same volume discount.

The promotion this month is that we'll let you try the no-nonsense program regardless of how large or small your order is. Simply call Rex or James and tell them your previous order number, and how many shirts you need. We'll give you the same price you had last time. So if you paid \$15.99 each for Embroidered J-100 Jerzees Polos, then you'll pay \$15.99 each for them now, even if the price has gone up.

Here's the catch.....You have to order by October 15th and you have to pay by credit card or check for this promotion. ■



Monthly Case Study: Uni-Ball Pens

CLIENT:

Airline

OBJECTIVE:

Promote the airline as a leader in the industry for business travelers as well as to utilize hospitality to increase loyalty.

PRODUCT USED:



uni-ball Vision Elite White/Silver Barrel, Black Ink Roller Ball

STRATEGY:

Due to a decline in travel by air, one airline decided they wanted to promote themselves as the industry's leader for business travel. The uni-ball Vision Elite pen was selected to have the airline's logo placed on it because of the pen's unique feature which prevents it from leaking during rapid air pressure changes, like that on airplanes. Pens were sent out to many large corporations which do a lot of travel and given to people who were flying with the airline as well.

RESULT:

As a result, the airline received requests from several major companies to be their sole business carrier. Overall, flights saw an increase in ticket purchases as well as positive word-of-mouth. ■

continued from page 4

Here are 3 simple tips for selecting fonts:

1. Never mix more than 3 fonts in one design. Use a decorative, cursive, or an ornate font to catch a viewer's eye, but use simple clean non-decorative fonts for the important information such as a web address, dates of an event, or contact information. Remember if they can't read it, they won't remember it.
2. Pick fonts that don't fight with any graphics or clip art that you are using. The font(s) that you use should be a compliment to the graphic and enhance the overall look.
3. Anything that you listing, from Senior graduate names on a school shirt to listing the hosts and benefactors for a fundraiser should always be done with a simple font.

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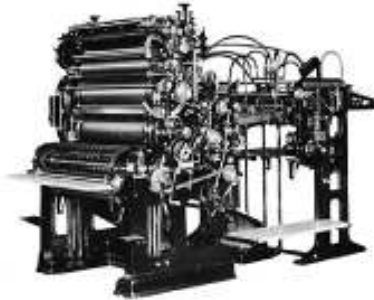
Paper Printing Comes In-House

Texas Shirt Company is pleased to announce that we have purchased an offset-hybrid type press. We now have a wide array of capabilities. The press allows us to print one color on up to 11x17 stock. This newsletter is an excellent example of our printing capabilities. We can also direct print envelopes.

Many customers do not realize that we ship tens of thousands of packages each year. This gives us the tools and expertise to help with your next project. Need to mail 200, 2000, or 20,000 customers? No problem, we can help with packaging, mail piece creation, printing, and fulfillment. We have folding, inserting, addressing, and printing equipment in-house.

Our offerings compare very favorably with the speed and pricing of a high-volume copy center, but with the quality of real soy based ink. The only thing missing is the typical 1 to 2 week delay that most offset printers deliver.

We'd love to help with your next project, give us a call and tell us what we can do to help you. ■



Custom Wooden Letters

Do you have an interior or exterior sign requirement? Checkout SHOPFORLETTERS.com, our lettering site. You can order vinyl, wood, and plastic letters. Restaurants, Churches, and Schools are some of our most frequent customers. We can also do custom corporate logos. For a limited time, mention that you saw your ad in this newsletter and we'll give you free ground shipping when you spend \$50 or more on your next lettering project. ■



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. ■

Sales Product of the Month: Flash Drives

by Rex Green, Sales

For this month's product of the month, I've chosen flash/USB drives. A product usually not thought of as a promotional item, but a very powerful one. Some of the many uses for this particular product: carry sales presentations, music, and digital photos. A preloaded sales presentation highlight is a sure deal closer after a successful sales meeting. Not only a nice product but, functional and sure to hang around. Bring in your new accounts and reactivate old accounts with a Flash!

Get Free Set-Up with the purchase of 100 or more units when you mention this article.



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ADDRESS CORRECTION REQUESTED

Working With Fonts

By Robert Teachey, Staff Artist

As fun as it is to go crazy with the limitless decorative fonts on the market today, don't try to use them all in one design. It is way too easy to ruin a great idea by going 'hog-wild' with fonts. Decorative fonts are exactly that... decorative. They are meant to catch someone's eye, that's all. They should be used like spices and condiments, sparingly.

A restaurant menu is the best example. They use fantastic, fun, big bright fonts to catch your eye... APPETIZERS! ENTREES! BEVERAGES! DESSERTS! Yet, the rest of the menu is a clean simple font that is easy to read, isn't it? If the whole menu was done in that wild and crazy, loud and busy header font, you'd probably lose your appetite. Same principle with 'wearable art'.

There are a slew of interesting sans serif fonts, serif fonts that you will have no problem picking a font that is unique for your needs... A LOT of older fonts are making a HUGE comeback! Just look at what a 30 year old font did for the "got milk?" campaign a few years ago... Everyone calls it the Got Milk font now.

continued on page 3

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