



1-877-743-Tees(8337)

Benefits of Custom Imprinted Apparel

- Obvious advertising benefits. The fact that all people wear clothing gives you the opportunity to promote your business, logo, brand, or any other message that you feel needs to be communicated.
- Brand recognition. Basic marketing stresses the importance of making a brand or a logo easily recognizable by the public. Custom logo apparel is an excellent and easy way to distribute your brand.
- Customer loyalty. When used as a promotional handout custom apparel is a win-win situation for both the business owner and their customers. When a business provides an excellent product, its customers develop loyalty towards that business. When given imprinted apparel with the businesses logo the customer is proud to wear the garment and the business receives the extra impressions delivered via the customer. In some instances, the customers are even happy to purchase the apparel. Look at American Eagle, Old Navy, and Nike just to name a few.
- Employee enthusiasm. It is a fact that when your employees work together as a team they are more productive. Imprinted apparel provides a means for your employees to look like a team so they are more likely to work like a team.
- Professional Appearance. Your businesses customer service representatives and employees are sometimes the “first impression” that your clients may receive.

Fact: There are many organizations and individuals who also benefit from imprinted apparel, here is a short list detailing some of them.

1. Sports Teams.
2. Event Coordinators.
3. Churches and Youth Groups.
4. Clubs.
5. Family Outings/Reunions.
6. Schools and Spirit Groups.
7. Bands and Musicians.
8. Golf Courses/Country Clubs.
9. Motorsports Teams.
10. Construction Companies.