

THE PRIVATE LABEL THEORY

Successful brands do many things alike. At the top of that list is the primary product identifier. In clothing, it's the neck label. You can make a case that the smallest print has the biggest impact. At minimum it says this is a custom made garment directly from the brand you are supporting. It says you care. It provides a far better connection than a "me-too" co-branded souvenir tee.

Pick a Template

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3" x 3" Imprint Area

*Actual Size Below



Private Label Experience Customize to your brand's DNA:

- Your Icon Logo/Wordmark Logo
- Company Tagline(s)
- Website
- Social Media Hashtags
- Established Date

Federal Trade Commission Clothing Requirements:

- Shirt Size
- RN Number
- Fabric Content
- Country of Origin
- Care Instructions (Symbols or Text)

There is a one time set up charge per fabric of \$298.00
FREE RUN RATE: meaning there is no additional charge per garment for printing the private label. Competitors typically charge .50¢ per unit or higher for printing a custom tagless neck label.