

PRIVATE LABEL PROJECT Q&A

5 QUESTIONS TO START YOUR PROJECT



1 SPOT BUY OR PROGRAM? WHAT IS YOUR TIMELINE?



3-13 Days
Stocked Solution



14-45 Days
Made-to-Order Solution



2 WHAT IS YOUR QUANTITY?

72 Pieces | **144 Pieces** | 288 Pieces | 576 Pieces | 1200+ Pieces
BASE PRICE



3 TARGET MSRP PRICE POINT?

\$11.99 | \$13.99 | \$15.99 | \$17.99 | \$19.99 | \$21.99 | \$23.99 | \$25.99

Find Your Base Price Point: Basics Silhouettes Catalog Pages 13-39



4 ARTWORK DO'S AND DON'TS - PRINT TECHNIQUES

Strict guidelines? Let us know!

- Some of our print techniques were developed with this in mind
- We will work within the brand guidelines to always guarantee brand integrity
- Submit your one-color and full-color editable artwork and guidelines to begin your private label project design



5 BEFORE YourCo, WHAT BLANK DID YOU USE?

- Knowing what blank you currently like to use will help us determine which YourCo. fabric and silhouette is an immediate match!
- Submit brand and item number to begin the matching process