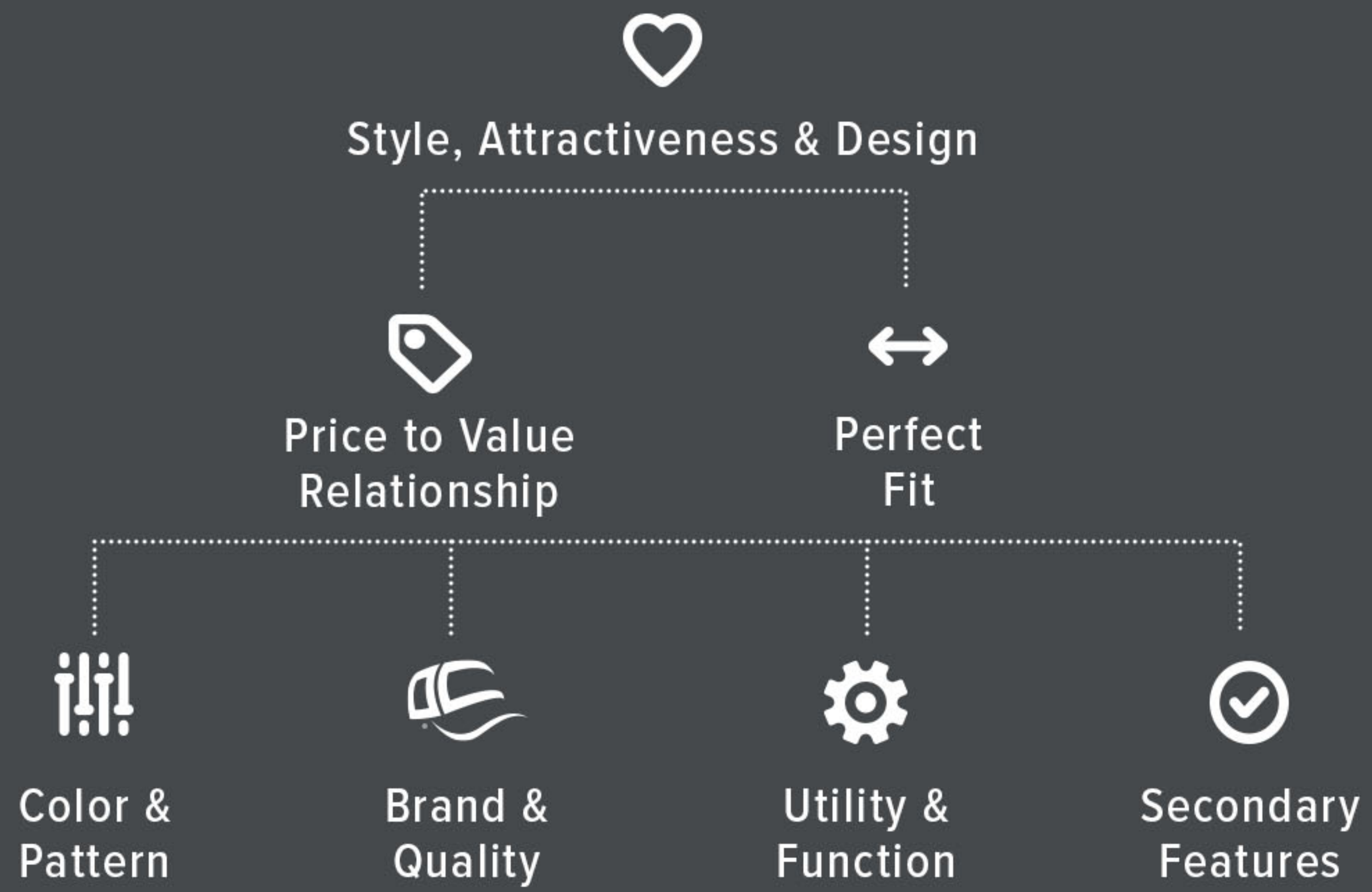


HEADWEAR: 101



REASONS WHY PEOPLE BUY CAPS





THE VALUE OF HEADWEAR



69% of Consumers Own a Promo Cap



1 Cap Averages Over 3,400 Unique Impressions



33% of Men Wear Their Cap Weekly or More Often



85% of People Remember the Advertiser Who Gave the Cap



THE INFLUENCE OF HEADWEAR



Headwear offers social proof with a 5-star review.



Caps are so visible that the wearer really considers them a part of their identity.



Great headwear has an exclusivity factor that further drives brand perception.

ELEMENTS OF A CAP



NOTEWORTHY CAP SHAPES

Crown Build



5 Panel
1 Front
Panel



6 Panel
2 Front
Panels

Crown Stiffness



Structured
Buckram or
Fabric Behind
Front Panel(s)



Unstructured
No Backing
Behind Front
Panel(s)

Crown Height



Pro High



Pro Mid



Pro Round



Mid to Low



Low

POPULAR CLOSURES & FIT



Plastic Snap & Soft Snap



Double Plastic Snap &
Double Soft Snap



Hook/Loop Tape



Tuck Strap with Slide



Gives the look and feel of a fitted cap, with a flexible sweatband for added comfort and versatility.



All the same benefits as ProFlex®, except with an adjustable closure.

PROFLEX® SIZING

XS/S	S/M	M/L	L/XL	XL/XXL
51 - 54cm	54 - 57cm	56 - 59cm	58 - 61cm	60 - 63cm
6 3/8 - 6 3/4	6 3/4 - 7 1/8	7 - 7 3/8	7 1/4 - 7 5/8	7 1/2 - 8

ADJ. SIZING

YOUTH	MEN
6 - 12 years	13+ years
6 3/8 - 7	6 7/8 - 7 1/2



Smaller circumference, shortened crown & smaller visor to ensure a great fit.



HEADWEAR
DECORATION



Stock headwear options and simple but proven branding decoration options like embroidery and patches make this low minimum, quick-turn program a great way to get headwear into your business.





When you have longer lead times available, the possibilities are endless. Build a one of a kind cap with lots of trending design techniques, fabrics, and colors to meet your needs.





CAP DECORATION TECHNIQUES



Faux Leather
Patch



Genuine Leather
Patch



Sublimated
Patch



Embroidered
Patch



Direct
Embroidery



CAP DECORATION TECHNIQUES



Flat and Raised Embroidery



Sublimated 3D Embroidery



Fabric Patch



Frayed Patch



Scout Patch



Debossed Leather-Like Patch



Debossed Suede Patch



Woven Label



Felt Patch



Laser Cut



Sublimated Felt Patch



Silicone Patch



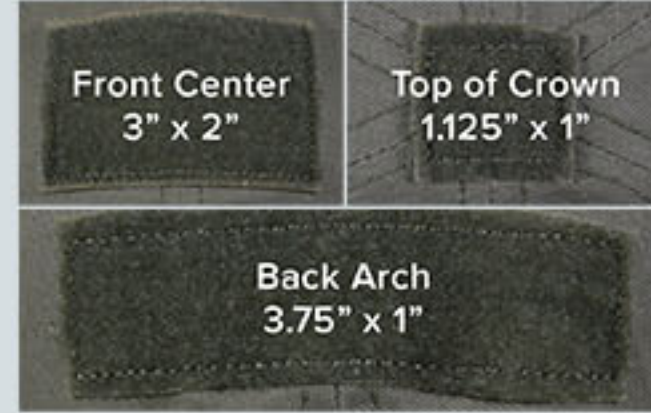
Screen Print



Water Print



Fabric or Mesh Overlay



Hook/Loop Tape Patches
Black or Khaki



Printed Seam Tape



Cut and Sew Insert



Heavy Construction Stitch or
Heavy Decorative Stitch



Piping



Reverse 3D



Metal Eyelets



Woven Loop Label Woven Wrap Label



Debossed: Buckle or Metal
Patch - Gold or Silver



Sublimation



KNIT DECORATION SHAPES & TECHNIQUES



Flat Stitch



2mm Foam Stitch



Woven Label



Woven Loop Label



6 Seam Watch Cap
(with or without pom)



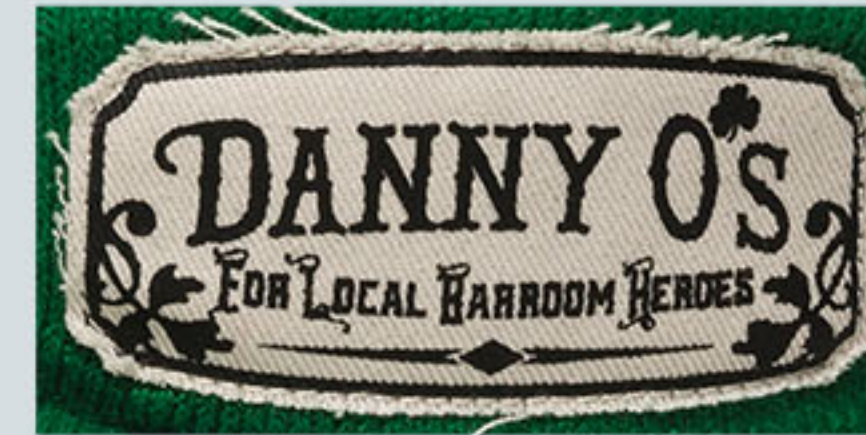
6 Seam Beanie
(with or without pom)



Radar with Cuff



Woven Wrap Label



Frayed Fabric Patch



Silicone Patch



Felt Patch



Acrylic Knit Jacquard



Magic Knit Jacquard



Water Print

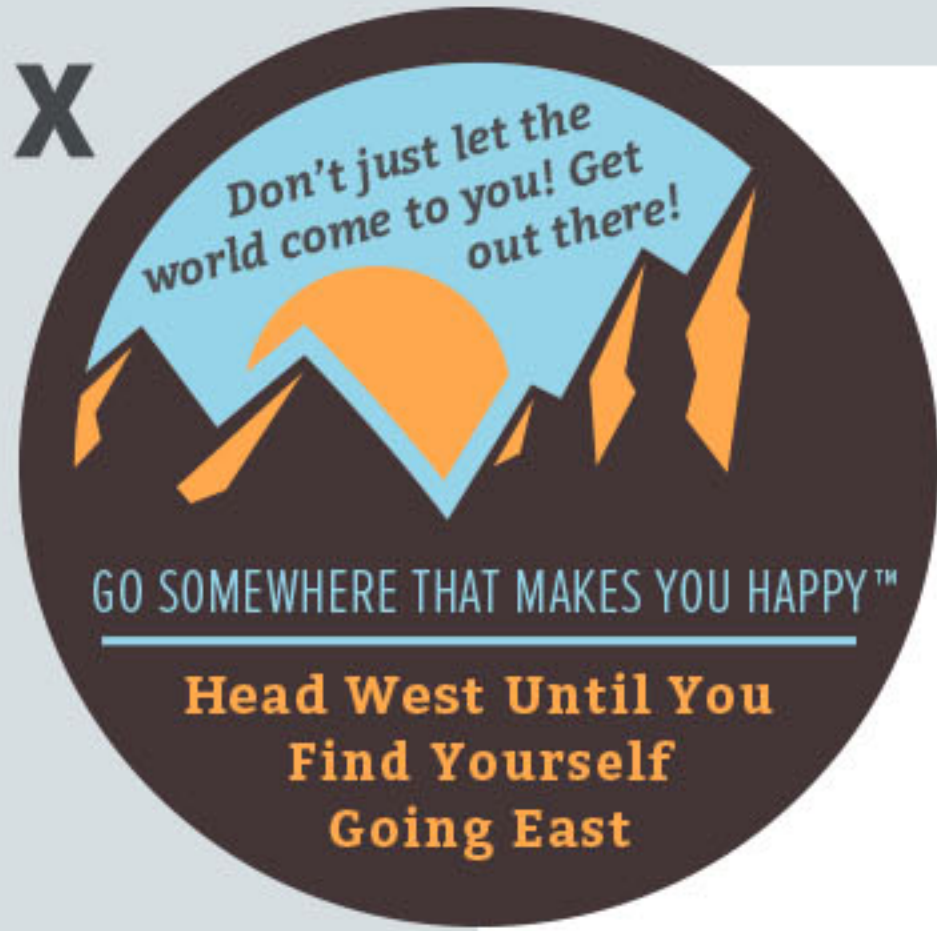


Screen Print - Stretchable



Screen Print - Reflective

UNDERSTANDING EMBROIDERY TEXT & TYPE



- Maximum of 10 Characters per Line
- Simple Sans Serif Text .25” Height Minimum
- Serif and Script Fonts .35” Height Minimum
- 3D Stitch Must Be a Simple Font or a Script Font at a Large Size
- Fonts Must Be .35” Height Minimum to Add an Outline Around Text
- Registered Trademarks (like ® and ™) Need to Be Enlarged to .16” Height

UNDERSTANDING EMBROIDERY TEXTURE AND DETAIL



Distressed

Distressed graphic details are difficult to stitch unless very large.



Gradient

Must be simplified for embroidery. Suggest sublimation if a smooth gradient is required.



Photo/Detailed Image

Photos cannot be embroidered. Embroidery art must be a simplified representation in vector format.



- Free Design Services by In-house Designers
- Free Sample
- No Set-up Fees
- Industry Leading Stitch Allowance
- Self-service Virtual Design via MyCustomizer360
- Sample Photo via Email
- Choose from Our Stock Headwear
- Flat or 3D Stitch Embroidery
- Domestic Patches Including Embroidered Fabric, Sublimated Fabric, and Genuine and Faux Leather
- 9 Decoration Locations
- Tagless Labeling
- Start a Project Online

- Free Design Services by In-house Designers
- Free Sample
- No Set-up Fees
- 6 Free Drop Ship Locations
- Cap Shapes and Knit Shapes Available
- 26 Cap Design Techniques
- 13 Knit Design Techniques
- 7 Closure Types
- 6 Visor Options
- 2 Moisture Wicking Sweatbands
- Medium or Heavy Fabric Wash
- Woven or Printed Satin Inner Label
- 18 Fabric Types, Including Brands Like Mossy Oak, Realtree, and Kryptek
- 25 Acrylic Yarn Colors for Knits





EMBROIDERY GUIDELINES

Minimum Order

48 pieces per cap style/color/logo.

A \$40 (A) charge will be applied to orders less than 48pc. Absolute minimum quantity is 24pc. Orders can be split 24/24, as long as logo is not changed.

A \$40 (A) charge/line will be applied for thread/size/location change to the logo.

Price

\$4.50 (A) for up to 12,000 stitches for the front art.

Add \$2.00 (A) for side logo (right or left), up to 5,000 stitches.

Add \$2.00 (A) for back logo up to 5,000 stitches.

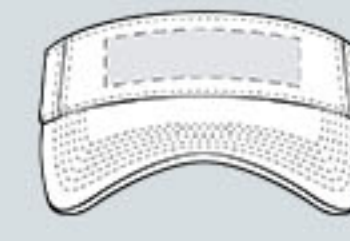
Add \$2.00 (A) per location for 3D logos.

Additional stitches at \$0.40/1,000 (A) stitches over each minimum location charge.

Direct Embroidery Placement and Sizing



4.5" x 2.3"



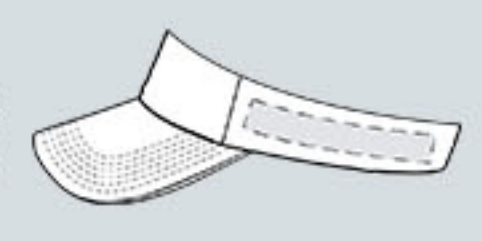
4.5" x 1-1.3"



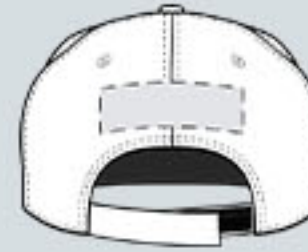
2.6" x 2"
R or L



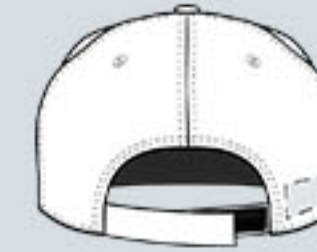
2.6" x 2"
R or L



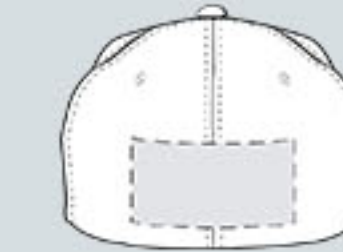
3" x .5"
R or L



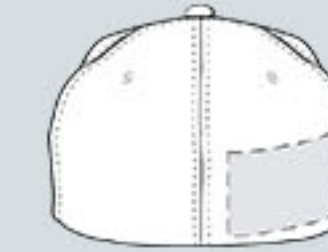
4.25" x 1.5"



1.5" x 1.25"
R or L



4.25" x 2.3"



2.6" x 2.3"
R or L

Lead Times

Choose one of 2 approval options:

1. Receive your virtual sewout via email.
2. Receive a photo of your sample via email.

Once sample is approved, cap will go to production.

Note: Vector art **REQUIRED** with logo specifications/PMS colors to ensure timely delivery of sewout. Art sent in a format other than vector may require additional time.

Digitizing services are free and no set-up fees required.

Main Production: 7–10 business days after approval and receipt of PO.

*Sample times and leadtimes vary based on capacity.



PATCH GUIDELINES

Patch Placement

Patches can be placed front center, front left and front right corner locations of cap.

Additional direct embroidery can be placed according to the embroidery placement & size chart shown above.

Minimum Order

48 pieces per cap style.

May split 24/24 if using same patch and same cap style.

May order additional patches to accompany an order.

Additional patches must be the same patch as applied to the cap order.

Price

Embroidered Patches: \$9.00/each (A)

Sublimated Patches: \$9.00/each (A)

Leather Patches (100% Genuine Leather & Faux Leather): \$10.00/each (A)

Leather Custom Shape (Heat Sealed Only): \$13.00/each (A)

Application

Heat Sealed: Add \$1.00/each (A)

Stitched: Add \$2.00/each (A)

Lead Times

Virtuals: Up to 3-5 business days

Main Production: 10–14 business days after approval and receipt of PO.

*Sample times and leadtimes vary based on capacity.



PROGRAM GUIDELINES

Minimum Order

288 pieces per Cap Style, Color and Logo

Sample Production

FREE SAMPLE & NO SET-UP FEES

Approximately 21-25 business days for embroidered designs to our Bentonville, AR location after graphic approval.

Production Delivery

All shipments are FOB - Rancho Cucamonga, CA.

Drop shipments up to 6 locations are free.

Additional locations will be charged \$2.50/location (A).

Minimum of 12 pc. per drop ship location.

Add one additional week for orders over 10,000 pieces.

File Format

Vector (RECOMMENDED) - .AI .EPS, .PDF or .SVG

Approval Options



Photo Sample

Physical Sample

Cancellations Must Be in Writing

No cancellations or changes accepted after production PO is placed with overseas factory.

Artwork & Sample Approval Process

Graphic Lead Time: 3-10 business days, depending on the number of looks and creative direction supplied. Artwork must be submitted via e-mail. Please include contact information, fonts, and Pantone® colors.

Sample Approval: Choose from the options below.

- (1) Digital Sample with Graphics Applied
- (2) Physical Cap Sample in the Mail, or Emailed Photo for Quicker Approval

UPC, J-Hook and merchandising solutions available. Contact your Outdoor Cap team for more information.



**THANK
YOU**

