



British Promotional
Merchandise Association Ltd

PROMOTIONAL CLOTHING

The promotional clothing market has evolved since the day of white T-shirts emblazoned with the company logo, yet some buyers still specify clothing according to their own personal tastes, rather than looking at the purchase dispassionately as they would with any other business buy.

1. Use professional suppliers who can help you make business decisions rather than allow personal choices to cloud the issue.
2. Allocate a budget for the project.
3. Decide exactly who will wear the garments and for what purposes. Garments used for everyday work wear need to be fit-for-purpose to endure constant wear, whilst garments for a one-off promotion might need to have instant impact, but not long-term durability.
4. Think about quantity – how many garments will each wearer need?
5. Consider branding possibilities: embroidery, screen-printing, addition of rubber badges, woven labels, etc.
6. Make sure you prepare good quality artwork for your logo in a suitable format with pantone references to hand over to your supplier.
7. Decide on a delivery date. Overseas production can be more cost effective if time allows.
8. Consider distribution. One drop to one address is the cheapest option, but professional suppliers are geared up to 'break bulk' and send individual outfits to individual addresses, saving you time and hassle.
9. When you have gathered all this information you are in a position to brief a supplier. You will initially talk to several, but make sure the one you choose is financially secure and will be there to see the job through to the end!
10. When you have chosen your supplier, set out terms and conditions and establish clear lines of communication.

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