

KnitCraft Labs - Cold Email Templates

Template Set 1: Fashion Startups & Small Brands

Email 1: Initial Outreach

Subject Line: Low MOQ Apparel Manufacturing (50-300 pieces) - Quick Question

Email Body:

Hi [First Name],

I noticed your company [Company Name] on Alibaba looking **for** apparel manufacturing partners.

Quick question: Are you struggling to find manufacturers who accept orders under 500 pieces?

Most fashion startups we work with face this exact challenge. That's why KnitCraft Labs specializes **in** low MOQ production:

- ✓ MOQ from just 50-300 pieces
- ✓ Custom branding & private labeling
- ✓ 15-25 day production timeline
- ✓ Transparent pricing (no hidden fees)

We've helped 50+ brands like [similar company example] launch successfully without the massive upfront investment.


Worth a quick 10-minute call to see **if** we're a fit **for** your upcoming projects?


Best regards,
[Your Name]
Managing Director, KnitCraft Labs

P.S. - We offer free sample development consultations. No strings attached.

KnitCraft Labs | A Sleek Apparels Limited Company

 hello@knitcraftlabs.com

 WhatsApp: +880 1861 011367

 knitcraftlabs.com

Email 2: Follow-up with Case Study

Subject Line: How [Similar Company] Launched with 75 Hoodies (Case Study)

Email Body:

Hi [First Name],

Following up on my message about low MOQ manufacturing.

I thought you'd find this **case study** relevant:

****THE CHALLENGE:****

Swedish fashion startup needed 75 custom hoodies **for** their launch event. Every manufacturer they contacted required 500+ minimum orders.

****OUR SOLUTION:****

- Produced exactly 75 pieces with custom embroidery
- Premium French Terry fabric
- Delivered **in** 18 days
- 40% cost savings vs competitors

****THE RESULT:****

Sold **out** at launch event **in** 2 days. Now planning larger production runs with us.

This is exactly why KnitCraft Labs exists - to help brands start smart and scale when ready.

Would a similar approach work **for** [Company Name]?

Happy to share more details on a brief call.

Best,
[Your Name]

P.S. - Here's their feedback: "KnitCraft Labs made our launch possible. We couldn't have afforded the risk with larger minimums."

Email 3: Value-Added Resource

Subject Line: Free Resource: RFQ Template for Apparel Manufacturing

Email Body:

Hi [First Name],

Even **if** KnitCraft Labs isn't the right fit **for** your manufacturing needs, I wanted to share something useful.

I've attached our "**Perfect RFQ Template**" - the same one our clients use to get accurate quotes from any manufacturer.

This template includes:

- ☒ Technical specifications checklist
- ☒ Cost breakdown format
- ☒ Timeline planning guide
- ☒ Quality control requirements
- ☒ Common pitfalls to avoid

It's saved our clients thousands of dollars and weeks of back-and-forth communication.

Download it here: [Link to landing page]

If you have any questions about the template or manufacturing **in** general, feel free to reply. Always happy to help fellow entrepreneurs.

Best,
[Your Name]

P.S. - If you end up using the template with other manufacturers and run into minimum order issues, remember we start from just 50 pieces.

Template Set 2: School Uniform Buyers (Nordic Focus)

Email 1: Nordic Schools Initial Outreach

Subject Line: Nordic School Uniform Manufacturing - Express 7-Day Option Available

Email Body:

Hello [First Name],

I saw [School Name]'s inquiry on Alibaba **for** uniform suppliers.

Quick question: Do you need a manufacturer who understands Nordic quality standards and can work with smaller quantities?

KnitCraft Labs specializes **in** school uniforms **for** Nordic countries:

- ☒ Express 7-day production (when using stock fabrics)
- ☒ MOQ from 50 pieces per style
- ☒ Scandinavian durability standards
- ☒ Competitive pricing: €12-25 per garment
- ☒ Direct English communication

We currently supply uniforms to schools **in** Sweden, Finland, and Norway.

****Recent Success:**** Delivered 150 blazers to a Finnish school **in** just 10 days during their urgent replacement need.


Would you like to discuss [School Name]'s uniform requirements?


I can provide detailed quotes and fabric samples within 24 hours.

Best regards,
[Your Name]
International Sales Manager
KnitCraft Labs

Trusted by Nordic Schools Since 2018

 uniforms@knitcraftlabs.com

 WhatsApp: +880 1861 011367

 knitcraftlabs.com/uniforms

Email 2: School Uniform Follow-up

Subject Line: Uniform Budget Planning for [School Name] - Cost Comparison

Email Body:

Hi [First Name],

Following up on uniform manufacturing **for** [School Name].

I know school budget planning is crucial, so I've prepared a quick cost comparison:

****TYPICAL NORDIC SUPPLIERS:****

- Blazers: €35-50 each (MOQ 200+)
- Polo shirts: €18-25 each (MOQ 300+)
- Total minimum investment: €8,000-15,000

****KNITCRAFT LABS:****

- Blazers: €22-28 each (MOQ 50+)
- Polo shirts: €12-16 each (MOQ 50+)
- Total minimum investment: €1,700-2,200

****ADDITIONAL BENEFITS:****

- ✓ No large upfront investment
- ✓ Easy to reorder specific sizes
- ✓ Custom embroidery included
- ✓ 7-day express option available

For [School Name]'s estimated needs, this could save €4,000-8,000 annually.

Worth a 15-minute call to discuss your specific requirements?

Best regards,
[Your Name]

P.S. - I can send fabric swatches and size samples at no cost.

Template Set 3: Wholesalers & Importers

Email 1: B2B Wholesale Focus

Subject Line: Flexible MOQ Manufacturing Partner for Your Retail Clients

Email Body:

Hi [First Name],

I noticed [Company Name] works with fashion brands needing manufacturing partners.

Are your clients asking **for** manufacturers who can handle smaller orders?

We're seeing this trend everywhere - brands want to test markets before committing to large productions.

****KNITCRAFT LABS WHOLESALE PARTNERSHIP:****

- MOQs from 50-300 pieces (perfect **for** testing)
- White-label manufacturing services
- Referral commission program available
- Priority production **for** your clients
- Co-branded sample development

****CURRENT DEMAND:****



67% of fashion startups need sub-500 piece manufacturing. Most can't find suitable partners.

This creates a perfect opportunity **for** wholesale partners who can offer this service.

Interested **in** exploring a partnership?

I can share our wholesale partner program details and current capacity.

Best,
 [Your Name]
 Business Development Director
 KnitCraft Labs

Wholesale Partnerships Available
 partnerships@knitcraftlabs.com
 WhatsApp: +880 1861 011367

Template Set 4: Corporate Uniform Buyers

Email 1: Corporate Uniform Focus

Subject Line: Corporate Uniform Manufacturing - Small to Medium Quantities

Email Body:

Hello [First Name],

Saw your inquiry **for** corporate apparel suppliers on Alibaba.

Most uniform manufacturers require large minimums, but what **if** you only need 50-200 pieces **for** your team?

****KNITCRAFT LABS CORPORATE SOLUTIONS:****

- ☒ MOQ from 50 pieces per style
- ☒ Professional polo shirts, button-downs, blazers
- ☒ Custom embroidery with company logos
- ☒ Moisture-wicking and performance fabrics available
- ☒ 15-20 day production timeline

****PERFECT FOR:****

- ☐ Growing companies
- ☐ Seasonal staff uniforms
- ☐ Department-specific apparel
- ☐ Event merchandise
- ☐ Quality testing before large orders

****RECENT SUCCESS:**** Delivered 85 custom polo shirts **for** a tech startup's team building event **in** just 14 days.

Would you like a quote **for** [Company Name]'s uniform needs?

Best regards,
[Your Name]
Corporate Sales Manager
KnitCraft Labs

P.S. - We offer volume discounts starting at 100 pieces and loyalty programs **for** repeat orders.

Follow-Up Email Templates

Follow-up 1: No Response (Day 7)

Subject Line: Quick follow-up - Manufacturing inquiry for [Company Name]

Email Body:

Hi [First Name],

I know your inbox is probably flooded with manufacturing pitches.

Quick question: What would need to be different about a manufacturing partner **for** you to consider switching from your current setup?

Is it:

- ☐ Lower minimums?
- ☐ Better communication?
- ☐ Faster samples?
- ☐ More competitive pricing?

Whatever it is, I'd love to understand your specific needs.

Even **if** KnitCraft Labs isn't the right fit, I might be able to point you **in** the right direction.

Best,
[Your Name]

P.S. - No sales pitch this time, just genuinely curious about your experience.

Follow-up 2: Interested but Not Ready (Day 30)

Subject Line: Following up on our manufacturing discussion

Email Body:

Hi [First Name],

Hope your [project/season/launch] is going well!

Wanted to check **in** about [Company Name]'s manufacturing needs.

I know timing wasn't right when we last spoke, but wanted to share a quick update:

- ☐ We've increased capacity by 30% this quarter
- ☐ Added new fabric options (organic cotton, recycled polyester)
- ☐ Reduced sample development time to 7 days
- ☐ Launched express 14-day production option

If your timeline has accelerated or you're planning **for** next season, would love to re-connect.

Best,
[Your Name]

P.S. - Even **if** you're not ready now, I'm always happy to answer manufacturing questions. Consider me a resource **in** your network.

Email Automation Sequences

Sequence 1: Fashion Startup Nurture (5 emails over 3 weeks)

1. **Day 1:** Initial outreach with value proposition
2. **Day 4:** Case study + social proof
3. **Day 8:** Free resource (RFQ template)

4. **Day 12:** Limited time offer (free sample development)

5. **Day 18:** Final follow-up + long-term value

Sequence 2: School Uniform Seasonal (4 emails over 6 weeks)

1. **Day 1:** Initial outreach + Nordic focus

2. **Day 7:** Budget comparison + cost savings

3. **Day 21:** Express delivery case study

4. **Day 42:** Season planning + early bird pricing

CAN-SPAM Compliance Footer

KnitCraft Labs | A Sleek Apparels Limited Company
01, Rd 19A, Sector 04, Uttara East, Dhaka 1230, Bangladesh

You received this email because you inquired about apparel manufacturing services on Alibaba.

To unsubscribe: [Unsubscribe Link]

To update preferences: [Preference Link]

Email Performance Tracking

Key Metrics to Track:

- **Open Rate:** Target 25-35% (industry average: 21%)
- **Click Rate:** Target 5-10% (industry average: 3%)
- **Reply Rate:** Target 2-5% (cold email average: 1%)
- **Meeting Booking Rate:** Target 1-3%

A/B Testing Ideas:

- Subject line length (short vs descriptive)
- Personalization level (company vs personal details)
- Call-to-action placement (middle vs end)
- Email length (brief vs detailed)
- Send time (morning vs afternoon)