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**SUPERHEROES!**

# WHY SUPERHEROES!

- ✓ **One stop shop**

- ✓ Entry price point T-shirt & cap
- ✓ High stock levels
- ✓ Matching colours
- ✓ 2 day branding

- ✓ The fastest way in the promotional market to order a branded T-shirt and cap!

# $(P+S) \times D^2 = \text{SUPERHEROES!}$

WHEN PRICE, STOCK AND FAST BRANDING COMBINE THEIR POWERS...

**SUPERHEROES ARE CREATED!**




\*The exact branding technique eligible for two-day decoration (after E-proof approval) and details per style you will find in the next slides of the presentation. For other techniques and quantities – standard production lead time applies.

# SUPERHEROES T-SHIRT

## 38028 Heros private label short sleeve unisex T-shirt

Single Jersey knit of 100% Cotton – 150 g/m<sup>2</sup>

- Interior custom branding options
- Tearaway-cutaway main label for tagless comfort
- Tubular knit
- Crew neck
- Flat knit collar
- Shoulder to shoulder tape
- Oekotex certified 

- Available in 20 colours  
> 12 matching Superheroes colours



- > 8 additional colours



\*3802894 – heather grey: Single Jersey knit of 90% Cotton and 10% Viscose

\*\*3802898 – heather charcoal: Single Jersey knit of 60% Cotton and 40% Polyester.

# BRANDING IN 2 DAYS



## DETAILS ELIGIBLE FOR 2 DAY BRANDING:

- Screenprint
- Up to 2 colours
- Maximum 250 pieces

38028

YES	NO
<p>✓ 1 LOCATION – 2 COLOURS MAX. – 250 PIECES</p>	<p>✗ 1 LOCATION – 4 COLOURS – 250 PIECES</p>
<p>✓ 2 LOCATIONS – 2 COLOURS MAX. – 125 PIECES Only possible with same logo (same logo size, same colours, same method)</p>	<p>✗ 2 LOCATIONS – 2 COLOURS – 226 PIECES * 2 locations x 226 pieces = 452 hits</p>
<p>✓ 3 LOCATIONS – 2 COLOURS MAX. – 80 PIECES *Only possible with same logo (same logo size, same colours, same method)</p>	<p>✗ 3 LOCATIONS – 1 COLOUR – 100 PIECES *3 locations x 100 pieces = 300 hits</p>

REASON FOR RESTRICTIONS – Portal calculates automatically up to 250 pieces. Please note that this also includes different sizes of the T-shirt (example: 20 S, 200 M, 30 L = 250 pcs). Anything outside the agreed parameters will automatically change the delivery date to standard.

# SUPERHEROES CAP

## 38666 Feniks 5 panel cap

Twill of 100% Cotton – 175 g/m<sup>2</sup>

- Embroidered eyelets for ventilation
- Fabric hook and loop fastener
- Head circumference: 58 cm
- Available in 12 colours:



# BRANDING IN 2 DAYS #1



## DETAILS ELIGIBLE FOR 2 DAY BRANDING:

- Screenprint
- Up to 1 colour
- Maximum 250 pieces

38666

YES	NO
<p>✓ 1 LOCATION – 1 COLOUR MAX. – 250 PIECES</p>	<p>✗ 1 LOCATION – 2 COLOURS – 250 PIECES</p>
<p>✓ 2 LOCATIONS – 1 COLOUR MAX. – 125 PIECES Only possible with same logo (same logo size, same colours, same method)</p>	<p>✗ 2 LOCATIONS – 1 COLOUR – 226 PIECES * 2 locations x 226 pieces = 452 hits</p>
<p>✓ 3 LOCATIONS – 1 COLOURS MAX. – 80 PIECES *Only possible with same logo (same logo size, same colours, same method)</p>	<p>✗ 2 LOCATIONS – 1 COLOURS – 150 PIECES *2 locations x 150 pieces = 300 hits</p>

REASON FOR RESTRICTIONS – Portal calculates automatically up to 250 pieces – so anything outside the agreed parameters will automatically change the delivery date to standard.



# BRANDING IN 2 DAYS #2



## DETAILS ELIGIBLE FOR 2 DAY BRANDING:

- Digital Transfer
- Full colour (CMYK)
- Maximum 250 pieces

38666

YES	NO
<b>✓ 1 LOCATION – FULL COLOUR (CMYK) – 250 PIECES</b>	<b>✗ 1 LOCATION – FULL COLOUR (CMYK) – 300 PIECES</b>
<b>✓ 2 LOCATIONS – FULL COLOUR (CMYK) – 125 PIECES</b> Only possible with same logo (same logo size, same colours, same method)	<b>✗ 2 LOCATIONS – FULL COLOUR (CMYK) – 250 PIECES</b> * 2 locations x 250 pieces = <b>500 hits</b>
<b>✓ 3 LOCATIONS – FULL COLOUR (CMYK) – 80 PIECES</b> *Only possible with same logo (same logo size, same colours, same method)	<b>✗ 3 LOCATIONS – FULL COLOUR (CMYK) – 100 PIECES</b> *3 locations x 100 pieces = <b>300 hits</b>

REASON FOR RESTRICTIONS – Portal calculates automatically up to 250 pieces – so anything outside the agreed parameters will automatically change the delivery date to standard.



# ORDERING VIA THE PORTAL

## HOW WILL THE 2 DAYS FOR THESE ITEMS BE COMMUNICATED ON THE PORTAL?

- ✓ There will be a special banner on the lister page with these items showing it is a 2 day branding superheroes product
- ✓ When you order you will only see an expected delivery date in your basket. This is not different from regular order process, but the expected delivery date (production and transport combined) will be faster than with regular label products.

## HOW ARE THE 250 PIECES CALCULATED IN RELATION TO COLOURS AND SIZES, AND HOW WILL THIS WORK ON THE PORTAL FOR ONLINE ORDERS?

- ✓ In the Portal and Store you can 'mix and match' colours and sizes. The total of colours and size is the total number that determines if you get 2 days or not (also see the examples on page 5 & 7). As long as the total is beneath 250 pieces the two days will apply automatically.

## CAN YOU DO MORE THAN 1 LOCATION?

- ✓ Yes, as long as you do not exceed 250 hits (prints) per order (also see examples on page 5 & 7). So 1 locations can be 250 pieces, 2 location can be 125 pieces – etc.

## DOES IT HAVE TO BE TO THE SAME LOGO OR CAN THEY BE DIFFERENT LOGOS?

- ✓ It has to be the same logo for all locations: so same logo size, same colours, same method. Otherwise it will go to the standard lead times.

## CAN THE CAP AND T-SHIRT ALSO BE ORDERED AS A SET?

- ✓ No, the cap and T-shirt are two different item numbers and need to be ordered separately.

# STANDARD PACKING

## AFTER BRANDING

### ▪ 38028 Heros T-shirt

POLYBAG

10 pieces per polybag

ORIGINAL EXPORT CARTON

100 pieces per carton

Decorated product multi packaging level1 : Polybag

Quantity decorated product multi packaging level 1 : 10 pcs

Export carton : 100 pcs

### ▪ 38666 Feniks 5 panel cap

POLYBAG

50 pieces per polybag

ORIGINAL EXPORT CARTON

300 pieces per carton

Decorated product multi packaging level1 : Polybag

Quantity decorated product multi packaging level 1 : 50 pcs

Export carton : 300 pcs

# FULFILLMENT

## NON-STANDARD PACKING FOR HEROS T-SHIRT ONLY (!)

Non-standard packing possible for Hero t-shirts should be requested via Fulfillment – **extra charge will apply**:

- Required instruction for non-standard packing:  
*Each item will be packed in single polybag. Each polybag will be sealed with transparent tape. New cartons will be used. The cartons will be sealed with transparent/neutral tape.*
- Customer can request fulfillment via direct contact with customer service (BO team) then entry of the fulfillment is done in Polypack, possible from SO Details and Decoration (see screenshots next slides)
- Customer can also request fulfillment via the Portal in the 'remarks' section – orders with remarks go automatically to BO team
- Fulfillment should be entered as manual for '1'
- Fulfillment charges (as with all fulfillment) will be confirmed by CCP team
- ✓ What fulfillment charge to expect? Calculation of fulfillment charge will follow the formula:  
*(Number of pcs in order\*0.04€) + (Number of cartons in order\*1.2€) = FF charge*  
For example: order for 100 pcs Heros t-shirts with FF request as above.  
FF charge would be  $(100*0.04)+(1*1.2) = 5.2€$

# FULFILLMENT – SO DETAILS

SO Header	SO Details	SO line	Decoration	Art	Uploads	WAM Markup	Cost lines	Sales Texts	Spreadsheet	Debtor Actions	Additional	DC terms	Tasks	Notes
SO-no.	1717160			PT-no.	?					Changed by	pllemma	26/03/19	08:31:54	
Line	54			Frontend	BO		Standard back-office order			Send to DB			CSE1	
sequence num	1			Artofin	0					Status	2000 - Art design required			
Item	38011251						LABEL	Grouped with						
Model	38011													
Orientation	1		Front					Setup group	APPAREL		Model group	4		
Location	2.431		Impact full front					Number of colors	1 5	Logo Colours (PMS)	.White.			
Method	2		Screenprint					Max size		Select col.				
Component	1		No component					Height (mm)	142 380	Width (mm)	250 300	Diameter (mm)	0	
XN.Dec.Instr.								Decoration Type	<input checked="" type="radio"/> Logo <input type="radio"/> Text <input type="radio"/> Both					
Add.Dec.Instr.	## REPEAT ##							text engraved						
Fulfillment	do kładę s.d.k. proszę przeliczyć etykiety wg ustawień malowanych z OCP													
Fulfill. Qty	30			<input checked="" type="radio"/> Fulfillment per Item <input type="radio"/> Manual Fulfillment				Font code*		Fontsize	0	Text Colours (PMS)		
Fulfillment approver	pllemma							Art Req	<input checked="" type="checkbox"/> Non standard location <input type="checkbox"/>					
Personalisation								Die mail		Setup hits	0	Costprice Fulfill	0,00	<input type="checkbox"/>
								Dec Hits	30	Nett Price FF	0,00	DieSilk Recieved	<input type="checkbox"/>	
								Tot Hits	0					
								Item decorate						

num*	Stat*	Comp	Method	Loc	Orient	Meth	Location	Orientation	Def	Col	H (mm)	W (mm)	D (mm)	MaxQlds
1	2000	1	2	2.431	1	7	2394 Right shoulder	1 Front		4	50	70	0	100
						4	2394 Right shoulder	1 Front		12	57	57	80	100
						2	2408 Left chest	1 Front	yes	5	120	120	0	100
						4	2408 Left chest	1 Front		12	99	99	140	100
						7	2408 Left chest	1 Front		4	120	120	0	100
						21	2408 Left chest	1 Front		4	75	85	0	100
						22	2408 Left chest	1 Front		4	75	85	0	100
						2	2408 Left chest	1 Front	yes	5	120	120	0	100
						4	2409 Right chest	1 Front		12	99	99	140	100

# FULFILLMENT – DECORATION

SO Header SO Details SO line Decoration Art Uploads WAM Markup Cost lines Sales Texts Spreadsheet Debtor Actions Additional DC terms Tasks Notes

SO NO: 1717160

DEBTOR: 200794 Rapala VMC Oyj

Model/Item: 3801125 Item: 38011251 Nanaimo T-shirt, Red, S

Item Image



Grouped with 54/1

Update

New

Delete deco

Edit

Stock-Add items

Overview

Decoration Method	Decoration Method	Decoration	Height (mm)	Width (mm)	Diam.	Max. col.
<input type="checkbox"/> Patch full colour	<input type="radio"/> Screenprint	Back/ Lower back	380	320	0	5
<input type="checkbox"/> Patch pantone	<input type="radio"/> Screenprint	Back/ Impact upper back	380	310	0	5
<input type="checkbox"/> Embroidery	<input type="radio"/> Screenprint	Back/ Left back	120	120	0	5
<input type="checkbox"/> HXD Metallic/Specialty	<input type="radio"/> Screenprint	Back/ Right back	120	120	0	5
<input type="checkbox"/> HXD Standard	<input type="radio"/> Screenprint	Back/ Impact lower back	380	320	0	5
<input checked="" type="checkbox"/> Screenprint	<input type="radio"/> Screenprint	Front/ Right hip	120	120	0	5
<input type="checkbox"/> Transfer	<input type="radio"/> Screenprint	Front/ Left chest	120	120	0	5
	<input type="radio"/> Screenprint	Front/ Impact full front	380	300	0	5
	<input type="radio"/> Screenprint	Front/ Right chest	120	120	0	5
	<input type="radio"/> Screenprint	Front/ Impact right panel	380	120	0	5
	<input type="radio"/> Screenprint	Front/ Left hip	120	120	0	5
	<input type="radio"/> Screenprint	Front/ Impact left panel	380	120	0	5
	<input type="radio"/> Screenprint	Sleeve/ Right bicep	120	120	0	5
	<input type="radio"/> Screenprint	Sleeve/ Left bicep	120	120	0	5

Height: 142  
Width: 250  
Select max: ☐  
Nrcolor: 1

PMS Color Indication

.White.

Add.Dec.Instr

## REPEAT ##

XN.Dec.Instr

Fulfillment

do każdej szluki proszę przykleić etykiety wg ustaleni mailowych z CCP

Fulfill. Type: ☒ FF Per Item ☐ Manual FF

Fulfill. Qty: 30

Model	Decor Group	Decoration method	Decoration	Height	Width	Co
38011	4	Screenprint	Front / Impact full front	142	250	1

Upload

☒ Original Art ☐ Layout Image ☐ Customer PT ☐ Fax

Upload Frame

Choose a file or drag a file here.  
Send File

Original artwork

Artwork:

E-Proof

Workorder

Layout image

8003169.jpg	RAPALAFIELDTESTERLOGO25cm.ai	8020053.jpg	1415160_5_9.pdf	8031299.jpg	1074851.pdf
Orig File	Orig File	Orig File	Orig File	Orig File	Orig File

☒ Update lines grouped by model:54/1

Confirm Art Check

Logoname: rapala field tester

Search Parameters :

Extranet SO: SO number:

Item: From: 20 Mar 2018

Reference: To: 20 Mar 2019

Logo Name:

searchMylogos

Submit

Reset

# MARKETING LAUNCH

- Launch date April 1st
  - E-mail campaign
  - Banner on Portal
  - LinkedIn campaign
  - Extra ribbon on lister and product pages
- Roll-up banner (available)
- Superheroes sample kit (available)
- Superheroes promo kit (available)
- Superheroes leaflet
- Advertisements throughout April in trade magazines
- Press release send out to all trade magazines
- Editable flyers/PDF's available
- Animations (available via the Portal)





# MARKETING MATERIALS

**SUPERHEROES!**  
2 DAY BRANDING

Extra ribbon on  
lister and  
product pages



Email campaign





# MARKETING MATERIALS

## SUPERHEROES sample kit, SUPERHEROES promo kit, SUPERHEROES roll-up banner



**1S380280**

SUPERHEROES! sample kit

- 12 x 38028 Heros T-shirt
- 12 x 38666 Feniks 5p cap
- 11917906 Panama bag



**1S380282**

SUPERHEROES! promo kit

- 1 x 38028 Heros T-shirt
- 1 x 38666 Feniks 5p cap
- Informative leaflet
- Packed in decorated WS envelope



**38990119**

SUPERHEROES!  
Roll-up banner



**LEAFLET/FLYER**

- Available at HQ – order via Apparel team
- Available as digital catalogue on the Portal

# SUPERHEROES ANIMATION

Via the Portal two animations are available:



1. **SUPERHEROES:**  
<https://player.vimeo.com/video/325679930/>
2. **SUPERHEROES ordering process:**  
<https://player.vimeo.com/video/325682539/>