



SUPERHEROES!

WHY SUPERHEROES!

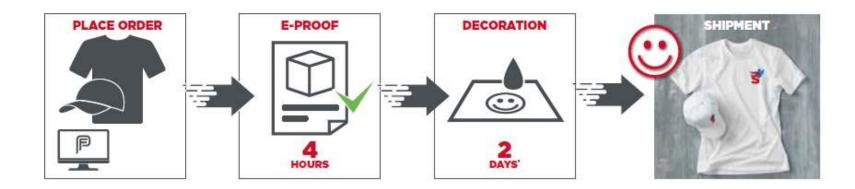
- ✓ One stop shop
 - ✓ Entry price point T-shirt & cap
 - ✓ High stock levels
 - ✓ Matching colours
 - √ 2 day branding
- ✓ The fastest way in the promotional market to order a branded T-shirt and cap!



$(P+S)xD^2 = SUPERHEROES!$

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/m²

- 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









BRANDING IN 2 DAYS



DETAILS ELIGIBLE FOR 2 DAY BRANDING:

- Screenprint
- Up to 2 colours
- Maximum 250 pieces

38028

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

<u>REASON FOR RESTRICTIONS</u> – 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/m²

- 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
✓ 1 LOCATION — 1 COLOUR MAX. — 250 PIECES	★ 1 LOCATION - 2 COLOURS - 250 PIECES
✓ 2 LOCATIONS – 1 COLOUR MAX. – 125 PIECES Only possible with same logo (same logo size, same colours, same method)	 2 LOCATIONS – 1 COLOUR – 226 PIECES 2 locations x 226 pieces = 452 hits
✓ 3 LOCATIONS – 1 COLOURS MAX. – 80 PIECES *Only possible with same logo (same logo size, same colours, same method)	 2 LOCATIONS − 1 COLOURS − 150 PIECES *2 locations x 150 pieces = 300 hits

<u>REASON FOR RESTRICTIONS</u> – 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
✓ 1 LOCATION — FULL COLOUR (CMYK) — 250 PIECES	■ 1 LOCATION - FULL COLOUR (CMYK) - 300 PIECES
✓ 2 LOCATIONS – FULL COLOUR (CMYK) – 125 PIECES Only possible with same logo (same logo size, same colours, same method)	 2 LOCATIONS – FULL COLOUR (CMYK) – 250 PIECES * 2 locations x 250 pieces = 500 hits
✓ 3 LOCATIONS – FULL COLOUR (CMYK) – 80 PIECES *Only possible with same logo (same logo size, same colours, same method)	 X 3 LOCATIONS − FULL COLOUR (CMYK) − 100 PIECES *3 locations x 100 pieces = 300 hits

<u>REASON FOR RESTRICTIONS</u> – 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 level 1 : 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 level 1 : 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:

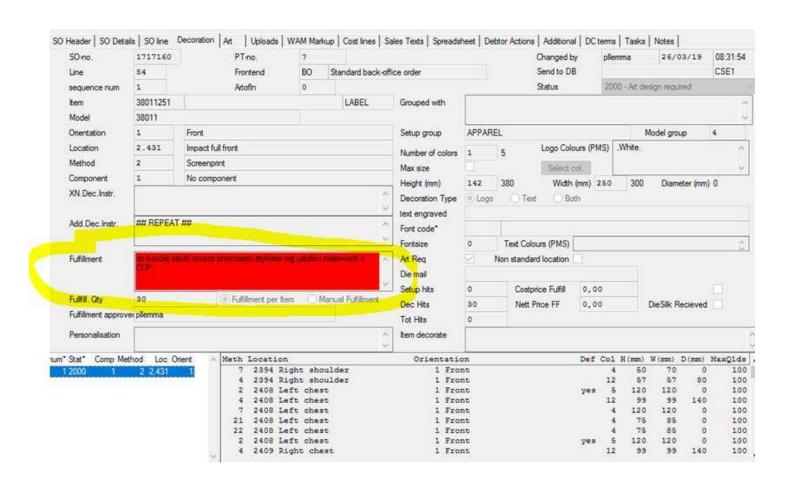
- Required instruction for non-standard packing:

 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€

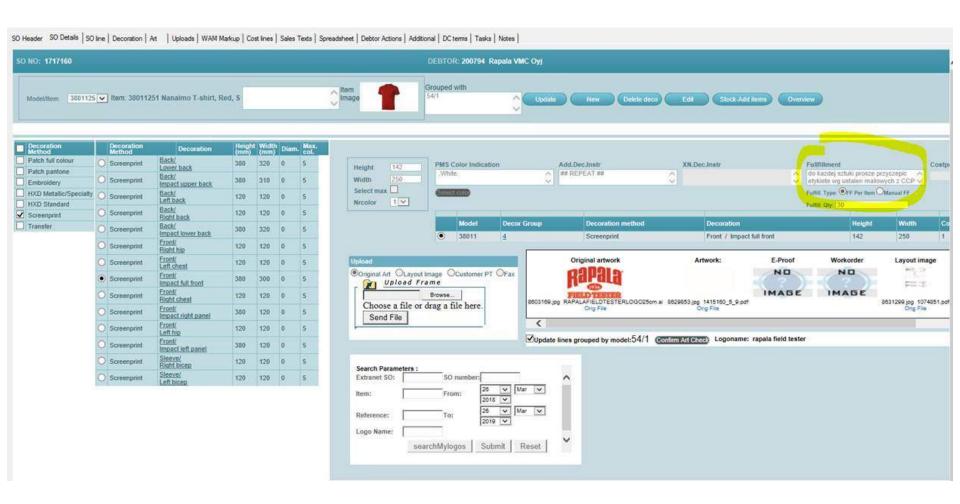




FULFILLMENT - SO DETAILS



FULFILLMENT - DECORATION







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











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/

