

Title:

A Guide to using T-Shirts for marketing

Word Count:

409

Summary:

Article providing information on the use of promotional T-Shirts as a marketing method for businesses.

Keywords:

tshirt,t-shirt,t
shirt,printing,printers,online,design,corportae,clothing,workwear

Article Body:

Promotional T-shirts have been a part of business promotion and marketing of brands for a long time. Promotional T Shirts can be given to clients, to prospective customers, and also to your employees to give them the added feeling of belonging to a brand. You do not need be a world famous brand to benefit from promotional T-shirts. Even new businesses have used T Shirts to create awareness of their product, brand or business.

giving Promotional T Shirts to your employees is a great way for brand endorsement. You can design T Shirts with your company brand and marketing message for your employees and if you are hosting a conference, exhibition or promotional event, make it mandatory for your employees to wear promotional T Shirts. It is a very inexpensive method to make your staff stand out from the crowd and you present an orderly unity among your employees, the same way in which a uniform serves.

Some businesssesthink that it is too expensive to buy a t-shirt online but they are often incorrect. Purchasing t shirts online is a fast and easy process and the choice of online shops is very much better than you expect it to be with some allowing you to undertake the entire design process and payment online. Corporate branding on T-Shirts can significantly improve the brand awareness of a business in a very short period of time and aside from the obvious marketing advantages branded T-Shirts and other clothing can enhance the perception of customers to your business. Considering the relatively low cost of purchase and printing T shirts against the length of time a good quality T Shirt can last makes branded T shirts one of the most cost effective methods of marketing for many businesses.

It is widely believed that DTG tshirt printing is more environmentally than

screen printing. DTG uses water-based inks to print directly onto clothing, this means that there are no excess inks used in the actual printing and the only waste that occurs is from the occasional print head cleaning - it's worth noting that head cleaning does not involve any external materials only ink. Then as long as waste ink is disposed of correctly, printing tshirts using the DTG method should have virtually no environmental impact. Screen printing however has excess inks from parts of the stencil not printed to the tshirt and when screens are cleaned these excess inks are usually washed down the drain.