



Symphonix

PRINT | PROMO | APPAREL | COMPANY STORES



A SEASON
— OF —
THANKS



2024 **FALL** LOOKBOOK

WELCOME TO OUR FALL 2024 LOOK BOOK!

Dive into our Fall Look Book to discover the latest apparel, promo, and tech items for the upcoming season. We've highlighted our top picks for soft shell jackets, long sleeve polos and cozy vests and hoodies. Whether you're embracing the crisp outdoor air or seeking indoor comfort, our selections are designed to elevate and revive your Company Store. You'll find great back-to-school items as well as some essential tailgating and camping gear.

Check out our safety section for high visibility and ANSI-rated apparel and gear to outfit your team for the jobsite. Read on to hear about the benefits of sourcing abroad, a few tips on choosing t-shirts for your brand and our ultimate guide to gift-giving for the upcoming season.



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GREAT IDEAS TO GROW BRANDS

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APPAREL

EDDIE BAUER® LADIES
STRETCH SOFT SHELL JACKET



PORT AUTHORITY® MEN'S
CORE SOFT SHELL JACKET

NIKE LONG SLEEVE DRI-FIT STRETCH TECH POLO

Dri-FIT moisture management technology and stretch fabric for improved mobility.



CARHARTT® WATCH CAP 2.0



VEGA PERFORMANCE TECH QUARTER ZIP / HALF ZIP

Breathable, moisture wicking, snag resistant outerwear with UV protection.



THE NORTH FACE® 100% RECYCLED MOUNTAIN BEANIE

CARHARTT® MIDWEIGHT HOODED SWEATSHIRT



HOLLOWAY® REPREVE® ECO VEST

Recycled poly quilting with water-repellent finish.



CARHARTT® WOMEN'S CLARKSBURG FULL-ZIP HOODIE



PROMO



MERCHANT & CRAFT REVIVE
2-IN-1 WAIST PACK BACKPACK

Made from recycled materials, this bag features a removable front zippered pocket that doubles as a waist pack.



BACK TO SCHOOL



ARCTIC ZONE® REPREVE® RECYCLED LUNCH COOLER



HYDRO FLASK INSULATED FOOD JAR - 20OZ



TRAVIS & WELLS® LENNOX LAPTOP BACKPACK



W&P BENTO BOX



TAILGATING



FIELD & CO.® PICNIC BLANKET



GAME DAY EVENT CHAIR



TAKE A HIKE COOLER BACKPACK



DELUXE SPECTATOR COOLER CHAIR

2-in-1 tailgate accessory with bottle opener and detachable shoulder strap for ultimate portability.

COZY COMFORTS



CUISINART OUTDOORS® PETITE TABLETOP FIRE BOWL



HERITAGE SUPPLY™ CAMPFIRE STICKS



16 OZ. STEEL CAMPFIRE MUG





**COB POP-UP
LANTERN WITH
WIRELESS CHARGER**



**AUDITION WIRELESS KARAOKE
SPEAKER WITH MICROPHONE**
A portable party with color
LED lights and voice effects.

TECH

ANKER® SOUNDCORE LIFE A25I TRUE WIRELESS EARBUDS

Soundcore app featuring 20+ equalizer presets for complete control over your listening experience.



EMBER TEMPERATURE CONTROL SMART MUG 10 OZ

Select your perfect drink temperature and keep it there with the Ember app.



RENEW EXTREME RECHARGEABLE ZOOM FLASHLIGHT



ZIPPO® HEATBANK™ HAND WARMER & POWERBANK



High-Visibility Safety Apparel (HVSA)

High-visibility apparel plays a crucial role in ensuring the safety of individuals working in low-light conditions or high-traffic areas. Recognizing the importance of this visibility, the American National Standards Institute (ANSI) and the International Safety Equipment Association (ISEA) have established standards for reflective materials used in safety apparel. These standards ensure that the materials meet specific requirements for brightness, durability, and coverage. High-vis apparel and protective accessories can also be branded as uniforms, showing your organization's commitment to employee safety.

Here is a brief overview of the ANSI standards for High-Visibility Safety Apparel, as well as a selection of related safety equipment.

LET US HELP YOU KEEP YOUR TEAM SAFE



REFLECTIVE TAPE AND STICKERS

RADIANS CLASS 1 SAFETY VEST

CORNERSTONE® CLASS 2 MESH BACK SAFETY VEST

CORNERSTONE® CLASS 3 WATERPROOF BOMBER JACKET



REINFORCED LEATHER WORK GLOVES

SAFE

GARMENT TYPES	PERFORMANCE CLASS	
<p>Type O (Off-Road) For off-road, indoors or controlled environments, parking lots, festivals, oil & gas, warehouses/factories.</p>	<p>Class 1 Minimum amount of high-visibility materials needed to differentiate the wearer from non-complex work environments.</p>	
<p>Type R (Roadway) For environments with moving traffic or equipment traffic. Roadway, construction, transportation, traffic-control zones, DOT, airport ramp workers.</p>	<p>Class 2 Additional amount of high-visibility materials allow for better definition of the human form.</p>	
<p>Type P (Public Safety) For environments with moving traffic or equipment traffic, emergency/incident response, police, fire, EMS only.</p>	<p>Class 3 Greatest amount of high-visibility materials to allow for best definition of the human form in both complex backgrounds and through a full range of movement.</p>	
<p>Supplemental Items Mesh pants, shorts, rain pants, and bib pants.</p>	<p>Class E Garments that do not qualify as Class 1-3 when worn alone, but when a Class E item is worn with a Class 2 or Class 3 garment, the overall classification of the ensemble is Class 3.</p>	

AVAILABLE IN CLASS 2 & 3



UV Direct to Film is a new durable, cost-effective decoration method perfect for branding hard goods in full-color.



ESSENTIAL SAFETY GLASSES



CHIN STRAP HARD HAT



FULL BRIM HARD HAT



CAP STYLE HARD HAT

PORT AUTHORITY® ENHANCED VISIBILITY CAP



CORNERSTONE® ENHANCED VISIBILITY BEANIE

GLOBAL SOURCING

Why Source Abroad?

Sourcing abroad presents a huge variety of advantages for organizations seeking to improve their product offerings. One of the primary benefits is the level of customization available. Overseas suppliers are often more flexible and willing to accommodate specific design and production requirements, allowing for unique and personalized products that stand out in the market. Additionally, overseas factories have the capability to handle much higher quantities, making them ideal for large-scale orders.

While it is true that sourcing from abroad can take longer, with some shipments arriving in about a month and others taking up to five or six months, the wait is often justified by the benefits received. This extended timeline can be mitigated by working with reliable partners who offer express shipping options to improve delivery timelines. **We partner with PPAI approved vendors** ensuring that those who we work with are up to code on social, environmental, and testing standards.



Requirements: Custom bag to match brand color, very high volume
Qty Needed: 8,000-21,000
Turnaround: 5-6 months

CASE STUDIES



Requirements: Low budget, high volume, quick turnaround, drop shipped to 400 locations
Qty Needed: 6,000
Turnaround: 4 weeks

Cost Savings You Can Trust

Another compelling reason to source abroad is the significant cost savings. Overseas factories frequently offer lower production costs, which can result in considerable savings that are passed on to the consumer. Leveraging our partner's volume and established relationships with supplier factories ensures that we secure the best deals. Furthermore, our dedicated account managers streamline the process, ensuring timely and efficient delivery of goods.

Having local employees on the ground strengthens quality control processes, compliance, and ensures on-time delivery. We also utilize third-party testing laboratories to verify product quality, ensuring adherence to the highest standards.

Minimum Order Quantities

We understand the financial commitment associated with large orders, so we offer minimum order quantities that are feasible for various scale projects:

- Standard Stock Products: Minimum orders as low as \$2,500
- Custom Creations: Minimum orders starting at \$5,000

Custom Products and Designs

The customization potential is vast when sourcing abroad. Not only can unique products and designs be created to meet specific market needs, but they also allow your brand to maintain its distinctiveness. By sourcing internationally, you gain access to a wide array of materials, techniques, and cutting-edge innovations that can elevate your product and brand image.

Custom USB charging device molded to look like CyberTank Portable Power Station



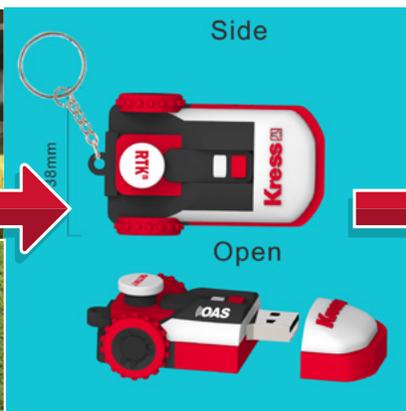
Reference Images:
Vendor used images from client to begin the design process



3D Model Rendering:
Vendor provides high quality renderings before production



Finished Product:
Once proofs are approved, vendor manufactures and ships



Custom USB drive molded to look like Kress Robotic Lawn Mower

In summary, while sourcing abroad may have its challenges, the benefits of cost savings, high customization potential, and reliability significantly outweigh the drawbacks, making it a viable option for companies looking to optimize their production strategies.

LET US HELP YOU WITH YOUR
NEXT CUSTOM ORDER



NOT JUST BEEFY TEES

CHOOSING THE RIGHT T-SHIRT FOR YOUR BRAND

With literally thousands of t-shirt options available, how do you pick the best for your brand?



So Much to Consider

So you need some t-shirts for your company? Here are some things to think about:

- Budget
 - Is the budget limited, or are you ready to splurge?
- Purpose
 - Corporate Wear - Around the office
 - Event Giveaway - Major marketing effort? Refer to budget.
 - In the Field - Retail/customer facing, gotta look nice!
 - Safety - High-visibility
 - One time use event - Contributing to the landfill, are we?
- Shirt construction
 - Basic Design - Crew neck, v-neck, scoop neck
 - Sleeve Lengths - Short sleeve, long sleeve, three quarter sleeve, sleeveless
 - Fit Types - Regular fit, slim fit, loose fit, tall tee
 - Styles - Henley, raglan, pocket t-shirt
- Fabric Types - Cotton, polyester, blends
- Imprint Method - Which methods work best with which materials?
- Softness - Comfortable and re-wearable? Does it matter?
- Made in USA - Domestic materials and/or production
- Eco Friendly - Are you considering your sustainability goals?



ARE YOU OVERWHELMED YET?

The Paradox of Choice

More options, more confusion! Choosing between a large variety of options can be detrimental to a decision making process. More choices can result in dissatisfaction and regret with decisions.

This is why it helps to have a true partner to guide you through the process. Symphonix can be that guide. We'll provide some tips to narrow things down, but the best way to get help is to contact us and get the conversation started. We'll ask the right questions to find the best t-shirt for your brand!



LET'S TALK SHIRTS!

Cheap T-shirts Are Not Always The Best

We often hear from new clients that their previous printing experience was disappointing. The t-shirts they received from their last vendor were of poor quality, and after just a few washes, they shrunk and faded.

Choosing the right t-shirt for your brand, logo, or company emblem is essential for making a lasting impression. It's worth taking the time to research and select the best type of t-shirt that fits your needs and ensures your brand shines.

Understanding Materials

The fabric of a t-shirt plays a pivotal role in its overall feel, durability, and suitability for different printing methods. Understanding the characteristics of various t-shirt fabrics is crucial for making informed choices.

100% COTTON



Cotton is the most popular and commonly used t-shirt fabric. Known for its breathability and softness, it provides comfort and a classic feel.

FEATURES:

- Comfortable
- Breathable
- Hypo-allergenic
- Non-clingy
- Natural

PREFERRED PRINT METHODS:

- ✓ Screen Printing
- ✓ Direct to Garment
- ✓ Direct to Film Transfer
- ✗ Dye Sublimation



COTTON/SYNTHETIC BLENDS



Cotton/Poly blends, Tri-blends, CVC (Chief Value Cotton) blends

Cotton/synthetic blends aim to offer the best of both worlds: the comfort and breathability of cotton with the durability and wrinkle resistance of polyester.

FEATURES:

- Soft
- Comfortable
- Lighter weight
- More durable
- Better drape

PREFERRED PRINT METHODS:

- ✓ Screen Printing
- ✗ Direct to Garment
- ✓ Direct to Film Transfer
- ✗ Dye Sublimation



100% POLYESTER



Polyester, often used in performance or athletic wear, is known for its durability, resistance to shrinking and wrinkling, and quick-drying properties.

FEATURES:

- Moisture-wicking
- Lightweight
- Odor resistant
- Wrinkle resistant
- Quick-drying

PREFERRED PRINT METHODS:

- ✓ Screen Printing
- ✗ Direct to Garment
- ✓ Direct to Film Transfer
- ✓ Dye Sublimation



Top T-shirt Brands

In the t-shirt business, selecting the right brand for your needs is as crucial as choosing the right style or fabric. While there is some overlap among categories, and pricing can vary due to competition, sales, and new product introductions, t-shirt brands generally fall into three main categories: budget/value, standard/moderate, and premium.

Budget/Value Brands

GOOD Budget brands like Gildan, Alstyle, Hanes, Fruit of The Loom, and Jerzees offer affordable options. However, it's essential to be aware that budget t-shirts often come with certain limitations. They may have a boxier fit and be made from 'carded open-ended' cotton, which is rougher and less desirable for print quality and comfort. Additionally, these shirts tend to be less durable over the long term.

Standard/Moderate Brands

BETTER Brands like American Apparel, Bella+Canvas, Next Level, Threadfast, and Alternative Apparel fall into the standard or moderate category. These brands typically offer semi-fitted t-shirts made from combed and ringspun cotton, which enhances print quality, softness, and overall comfort.

Premium Brands

BEST Premium brands include Champion, Columbia, Comfort Colors, Puma Sport, and some eco-friendly brands. T-shirts from these brands are often of higher quality, but the price sometimes reflects brand recognition as much as actual product quality. It's also important to note that premium brand t-shirts may feature logos in areas where you intend to print, which can be a consideration for your designs.

Pro Tip - Don't Contribute to Landfill

Cheaper t-shirts might save you money upfront, but they often wear out quickly, shrink, and fade after a few washes. Remember that branded apparel acts as a living advertisement for your brand, generating **more than 5,000 impressions over its lifetime**. The more comfortable, durable and desirable the shirt, the longer its lifespan.

Investing in high-quality, durable t-shirts for your brand is a smart and sustainable choice. We work with our extensive vendor network to find the best prices on quality apparel, making your brand look good and feel good while reducing environmental impact.

The average American discards

81.5 POUNDS

of clothing each year, much of which includes promotional items such as t-shirts.

This contributes to the

92,000,000 TONS

of global textile waste created annually.

Which is Best?

We recommend starting out with cotton. It has versatile, longstanding popularity compatible with most printing methods, and will likely attract the widest demographic.

Increasingly, cotton/poly blends and tri-blends have become favorites. Customers discover softness and durability from added synthetics that retain cotton's comfort. These blends provide a contemporary style as well.

We want you to feel the differences between 3 of our most popular branded t-shirt options.



Shirt Material:
Poly/Performance
Decoration Method:
DTF (Direct to Film Transfer)
Shirt Description:
Clique Spin Eco Performance Jersey Tee
Shirt Color:
Dark Navy

Shirt Material:
Cotton/Poly Blend
Decoration Method:
Screen Print (3-color)
Shirt Description:
Bella + Canvas Unisex Triblend T-Shirt
Shirt Color:
Triblend Royal

Shirt Material:
100% Cotton
Decoration Method:
DTG (Direct to Garment)
Shirt Description:
Threadfast Apparel Epic Unisex T-Shirt
Shirt Color:
Military Green

SCAN THE QR CODE AND
FILL OUT THE FORM TO
RECEIVE 3 FREE SHIRTS*



GET FREE SHIRTS!

**Limited quantity offer available while supplies last.*

GIFT-GIVING GUIDE

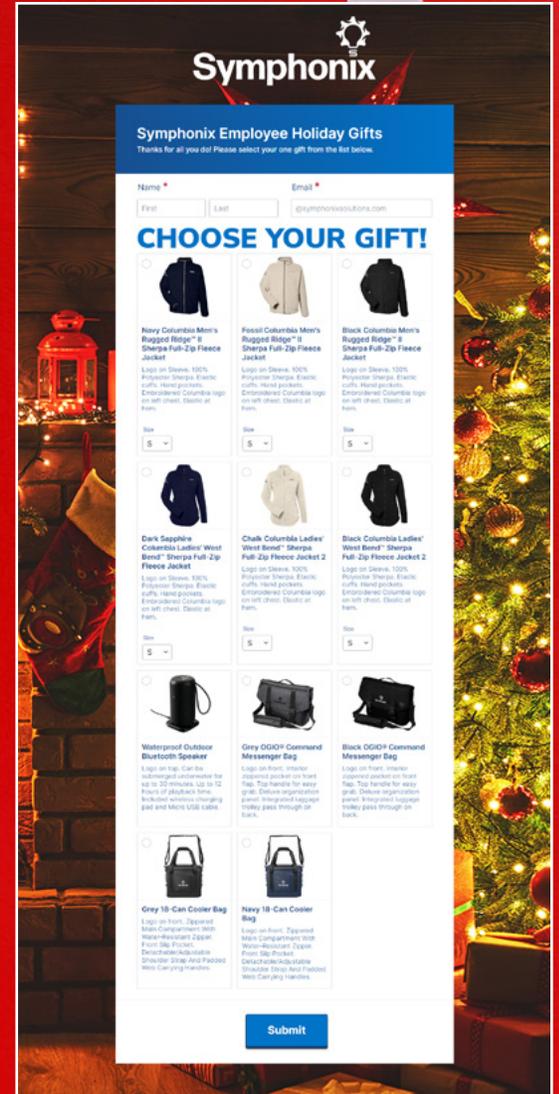
The season of giving is upon us! The key to business is relationships, and thoughtful gifts are a great way to maintain them. You can utilize gift giving to boost employee morale, and show clients and partners that they are appreciated. Additionally, sending branded gifts can reinforce brand loyalty, increase awareness of your company's mission, and set you apart from competitors. While the gifts themselves play a role; authenticity is key to ensure that it resonates with the recipient. Our established vendor relationships allow us to provide cost-effective solutions without compromising on the authenticity of your message. Embrace the season of giving with gifts that truly resonate with your recipients.

We Make Gift-Giving Easy

Everyone is preparing to give gifts this season. We allow you to select the perfect gifts and distribute them with ease. We will work closely with you to identify your:

- Target Audience
- Campaign Goals
- Desired Budget
- Custom Branding

Symphonix will take it from there.



GIVE THE GIFT OF CHOICE

Studies have shown that

70-80%

of employees prefer having a choice when it comes to receiving gifts from their company. This personalization helps ensure that the gift is meaningful and appreciated.

Tips for Gifting

- 1. Listen to Your Audience:** Pay attention to what your recipients like and what they talk about. Give them gifts they will truly enjoy.
- 2. Avoid Generic Gifts:** Steer clear of gifts that feel impersonal or transactional. Thoughtful, specific gifts show genuine appreciation and make a lasting impact.
- 3. Personalize Your Gifts:** Tailor your gifts to each recipient. Personal touches show you care about their individual preferences.
- 4. Choose the Right Moment:** Timing is everything. Beyond the holiday season, consider other special occasions like birthdays, work anniversaries, or other personal milestones.

Gift Ideas

\$25 AND UNDER



Newport Cotton
Zippered Tote



Rocketbook Mini
Notebook Set



Pinnacle 40 oz Vacuum
Insulated Eco-Friendly Travel
Tumbler

\$50 AND UNDER



Cuddle Comfort
Weighted Blanket



W&P You're a Gem
Cocktail Gift Set



iLive Portable Cordless
Massage Gun

\$100 AND UNDER



Hush Active Noise
Cancellation Bluetooth
Headphones



CORKCICLE® Series A
Studio Duffel



JBL Clip 5 Portable
Waterproof Speaker

\$200 AND UNDER



Ember Temperature
Control Smart Mug
10 oz



Wenger Pro II 15"
Computer Backpack



Dri Duck Escapade 32
Can Cooler Bag

NOT SEEING WHAT YOU'RE
LOOKING FOR? WANT MORE
IDEAS? WE'RE HERE TO HELP!





Your Full-Service Promotional Brand Marketing Partner

Committed To Making Your Job Easier

We solve your brand's promo, apparel, print, signage, and digital advertising challenges through our comprehensive in-house expertise, vendor network, and online store platforms.

Symphonix Solutions & Services

Our signature mix of creative design, fulfillment, and client-first service is the formula for bringing your brand to light with consistent, brand-compliant marketing and advertising.

- Online Company Stores
- Apparel & Uniforms
- Promotional Products
- Commercial Printing
- Creative Services
- Pick, Pack, & Ship
- Events & Tradeshows

For A Free Consultation



Scan: QR Code
 Call: 704.372.7888
 Email: lookbook@symphonixsolutions.com
symphonix.agency/fall



A FEW
SATISFIED
CLIENTS



WHAT CAN
WE DO TO
HELP YOU
SUCCEED?