



UNIFORM SALES GUIDE

From imprint locations to popular fonts to heat-press methods, knowing the ins and outs of uniforms for upcoming sports seasons will help you score big.



BASKETBALL UNIFORMS

TIME FRAME: Upcoming season runs October - April

IMPRINT ITEMS: Jerseys (front and back), shorts, shoes

JERSEY FABRIC: Polyester

HEAT-TRANSFER MATERIAL: Thermo-FILM®

FONT: Pro Block

ADD-ON SALES: When a customer orders front numbers for a jersey, ask if they'd like numbers on the shorts as well. Also ask if the league requires player names on the back of players' uniforms.



LACROSSE UNIFORMS

TIME FRAME: Season runs February - June

IMPRINT ITEMS: Jerseys (front and back), shorts

JERSEY FABRIC: 100-denier nylon tricot mesh with two-ply poly dazzle shoulder/yoke

HEAT-TRANSFER MATERIAL: Thermo-FILM to inhibit dye migration

FONT: Pro Block or Varsity

ADD-ON SALES: Add logos or numbers to helmets, gloves and shoes. You can also create fan gear.



SOCCER UNIFORMS

TIME FRAME: Spring season runs February - May

IMPRINT ITEMS: Jerseys (front and back, and chest), shorts, bags

JERSEY & SHORTS FABRIC: Polyester

HEAT-TRANSFER MATERIAL: Thermo-FILM & White

FONT: Pro Block and Varsity

ADD-ON SALES: Add logos or numbers to cleats and goalie gloves. In addition to decorating the players' uniforms, offer to decorate the warm-up, spirit and fan apparel.

ASI® helps you outsource promotional product orders for water bottles, rally towels, sports flags and more so you can earn more on your sales. To learn more, contact Steve Cattau at (215) 953-3131 and mention Stahl's'.