

register your apparel program with us

## YOUR BENEFITS

- ✓ **PRICE**
  - Guaranteed for one year from the start date of your program\*
- ✓ **MERCHANDISE**
  - Product experts to suggest program ready styles to make your program a success
  - The best product assortment in the industry
- ✓ **SUPPORT**
  - Marketing support to present with quality storyboards and virtuals
- ✓ **INVENTORY**
  - **primeplus** styles are the foundation of any complete professional outfitting program
  - Visibility to allow for better inventory planning
- ✓ **NOTIFICATION**
  - Advance notice prior to style phase out
  - Program style performance reporting and consultation minimum of once per year proactive communication at time of program renewals

## our commitment



### PROGRAM WIN!



### Program Registration & Confirmation

Dedicated specialist creates profile – verifies active style status – verifies inventory – and provides confirmation



### On-Going Tracking

To keep your program on track



Scan Here  
to learn more about  
**primeplus** products.

## alphabroder apparel program defined

An alphabroder customer registers an end-user program with one or more apparel pieces from our Private, Exclusive, and Retail brands. Registered programs must include at least one style that will sell \$1,000 or more annually.

NORTH END



DEVON & JONES®

CORE 365

H HARRITON

 ULTRACLUB®



 Marmot

 Columbia

 DRI-DUCK

NAUTICA



For more information or to register a program, please speak with your alphabroder sales representative.

\* Price guarantee limited to Private, Exclusive, and Retail brands listed above. Trade brands not included due to mill pricing fluctuation.