



Cappy▶hour

Webinar Series

Wednesday April 15, 11:00am CDT

HEADWEAR 101 and **VIRTUAL SELLING TECHNIQUES**

COMPANY OVERVIEW

- Headquartered in Northwest Arkansas.
- 300,000 square feet of distribution space across AR, TX and CA.
- Global manufacturing facilities in China, Bangladesh, Vietnam and Sri Lanka.



100% FOCUSED ON HEADWEAR.

WE ARE THE HEADWEAR EXPERTS.

GLOBAL FOOTPRINT



UNITED STATES OF AMERICA

Rancho Cucamonga

Bentonville

Dallas

Hanoi

BANGLADESH

Dhaka

Chittagong

SRI LANKA

Columbo

Danang

VIETNAM

Beijing

Ho Chi Minh City

CHINA

Shanghai

Socially Compliant Across Five Countries

Disney Certified Overseas Factory

Seven Stage Quality Assurance Program

Compliant with C-TPAT
(Customs Trade Partnership Against
Terrorism)

Adheres to USA Regulatory Compliance

Three Fully Stocked Distribution Centers
in USA

the Value of **HEADWEAR**



PROMO CAPS
ARE KEPT FOR



33% OF MEN
WEAR THEIR CAP
WEEKLY OR MORE



EACH CAP CREATES



C.P.I. OF
A \$10 CAP



69% OF CONSUMERS
OWN A PROMO CAP



85% REMEMBER
THE ADVERTISER
WHO GAVE THE CAP





CAPS 101

CAPS 101

DECISION TREE: BASEBALL CAPS

STYLE/ATTRACTIVENESS & DESIGN

Headwear is most often an ancillary purchase, an impulse buy. Therefore, a customer's attention must be caught in some way to initiate the decision making process. This must be done visually to begin with, and continue with examination of the product's decoration, fabric, and finish.



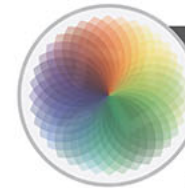
PRICE/VALUE RELATIONSHIP

Once the style and design of the product has been assessed as desirable or not, the consumer assesses the value of the cap using purchase history and the adjacent product prices as anchors.



FIT

Fit is a key determinant for purchase. Consumers will pay substantially more for a 'good fit' vs. an 'okay fit', and will not even consider caps that they think are too big, too small, too deep, or too shallow. Callouts to fit, adjustment, and comfort can aid in the decision making process.



COLOR/ PATTERN

The color or pattern of the cap is a stylistic and utilitarian consideration and narrows a shopper's choice based on need and personal preference.

BRAND & QUALITY

After Style, Price, and Fit considerations, the customer considers brand value for credibility and quality.



UTILITY

The need is considered at varying levels of the decision tree, but generally behind Style, Fit and Color, especially for impulse purchases.

FINAL CONSIDERATIONS

Considerations like sustainability, performance attributes, and sun protection ratings may break a tie when considering multiple products but are not usually sought out.



CAPS 101

ANATOMY OF A HAT



CAPS 101

CAP SHAPE

Standard Variations

5 Panel

One front panel has a seam that stops before sloping down the forehead.



6 Panel

Two front panels with a vertical center seam.

Crown Profiles



Pro High



Pro Mid



Mid to Low



Low



Pro Round

Structured & Unstructured

Structured

Buckram lines the inside of the front panel(s), making it look smooth and sturdy. Great for mid and high crown profiles.



Unstructured

No buckram under the front panel(s) creates a more relaxed fit.

CAPS 101

MOST POPULAR CLOSURES



Plastic Snap & Soft Snap



Double Plastic Snap & Double Soft Snap



Hook/Loop Tape



Tuck Strap with Slide



Gives the look and feel of a fitted cap, with a flexible sweatband for added comfort and versatility.



All the same benefits as ProFlex®, except with an adjustable closure.

PROFLEX® SIZING

XS/S	S/M	M/L	L/XL	XL/XXL
51 - 54cm	54 - 57cm	56 - 59cm	58 - 61cm	60 - 63cm
6 ³ / ₈ - 6 ³ / ₄	6 ³ / ₄ - 7 ¹ / ₈	7 - 7 ³ / ₈	7 ¹ / ₄ - 7 ⁵ / ₈	7 ¹ / ₂ - 8

ADJ. SIZING

YOUTH	MEN
6 - 12 years	13+ years
6 ³ / ₈ - 7	6 ⁷ / ₈ - 7 ¹ / ₂



Smaller circumference, shortened crown & smaller visor to ensure a great fit.

KEY MARKETS FOR HEADWEAR

EDUCATION

Retail apparel in higher education is a \$10B industry. Look at clubs, boosters, private schools, & trade schools.

CONSTRUCTION

Look far beyond commercial contractors. Electricians, Landscapers, Painters, Plumbers, Roofers, and more all love branded headwear.

AUTOMOTIVE

America is still obsessed with cars. Consider dealerships, body shops, car shows, & manufacturers as potential clients.



SERVICES

Banks, Credit Unions, Insurance Agents, Wealth Management all love keeping and offering headwear to clients.

ENTERTAINMENT

Big orders come from festivals, venues, amusement parks, and fairs. Consider Casinos and Resorts as perfect targets for both employee and retail programs.

AGRICULTURE

Outdoor jobs almost require headwear. Farms & ranches, equipment sales & co-ops, vineyards, farmer's markets, craft fairs... the list of agri-business opportunities is endless.

BEVERAGE

Tea rooms & coffee shops, smoothie bars, tap rooms, bars & clubs, breweries, distilleries, wineries, distributors, and manufacturers of specialty drinks are all interested in headwear to grow awareness for their products and services.



VIRTUAL SELLING TECHNIQUES

PRESENT VIRTUAL DESIGNS OVER ZOOM



PN-100

- Khaki
- Low Crown
- Moisture Wicking Polyesters
- Lightly Structured
- Pre-Curve
- Hook/Loop Tape
- UPF Rated 50+

SR0000000.0.0

0000000

FRONT CENTER	000000.0
BACK CENTER	000000.0



 **OUTDOOR CAP.**

SUBLIMATED PATCH (3.5"W X 1.5"H)

 **ORANGE EDGE**



 **SUBLIMATION
MERROWED**

EMBROIDERY COLORS

 **ISACORD 1876**



DUE TO THE INCONSISTENCY OF COLOR CALIBRATION ON VARIOUS DISPLAYS, COLORS MAY VARY SLIGHTLY ON YOUR SCREEN FROM THE PHYSICAL PRODUCT.

the Value of **HEADWEAR**



PROMO CAPS
ARE KEPT FOR

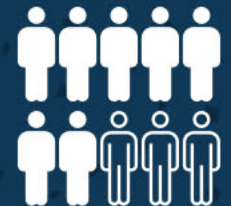


MONTHS

EACH CAP CREATES



69% OF CONSUMERS
OWN A PROMO CAP



33% OF MEN
WEAR THEIR CAP
WEEKLY OR MORE



C.P.I. OF
A \$10 CAP



85% REMEMBER
THE ADVERTISER
WHO GAVE THE CAP



SOCIAL MEDIA

ZOOMCUSTOM
FOR READY-TO-USE
SOCIAL MEDIA POSTS

60 UNIQUE COLORS
OF OC771



REDLBL





HEADWEAR TRENDS

Cappy ▶ hour

Webinar Series

Join Us For Our Next Session
April 29th at 11am CST

Products & Programs

