



More Custom Headwear With Less Hassle

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**BUSINESS OPPORTUNITIES
ARE LIKE BUSES. THERE'S
ALWAYS ANOTHER ONE
COMING.**

Richard Branson

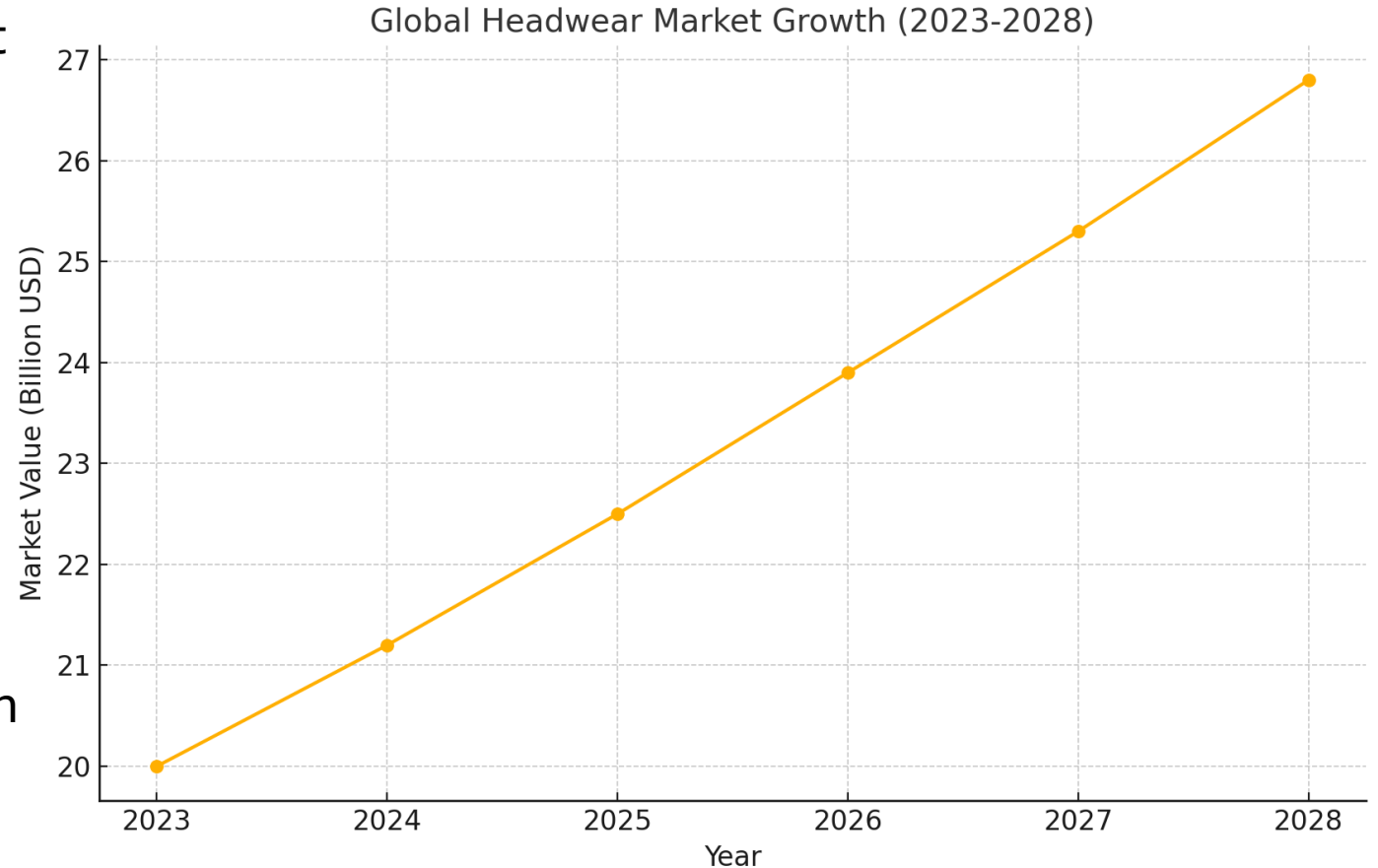
HEADWEAR ON DEMAND OVERVIEW

- Headwear growth and opportunity
- Decoration that *increases* value
- Understand just how easy it is to change from a variety of decoration types and utilize trending headwear styles that cater to a variety of markets



HEADWEAR ON DEMAND - OPPORTUNITY

- **2023** - The GLOBAL headwear market is *valued at \$20 Billion*.
- **By 2028** – Expected to grow 6%
- Headwear is **12%** of the Promotional Products Market and *the fastest growing*.
- Look around you, what do you see? Casual & athleisure fashion paired with promotional merch.



3,000+ Avg. Impressions for Headwear

Retail – 3,640

Team – 4,000

Giveaway – 1,300

Lifestyle – 3,380

Did you know that headwear generates some of the *lowest cost per impression* (CPI) in branded merch?

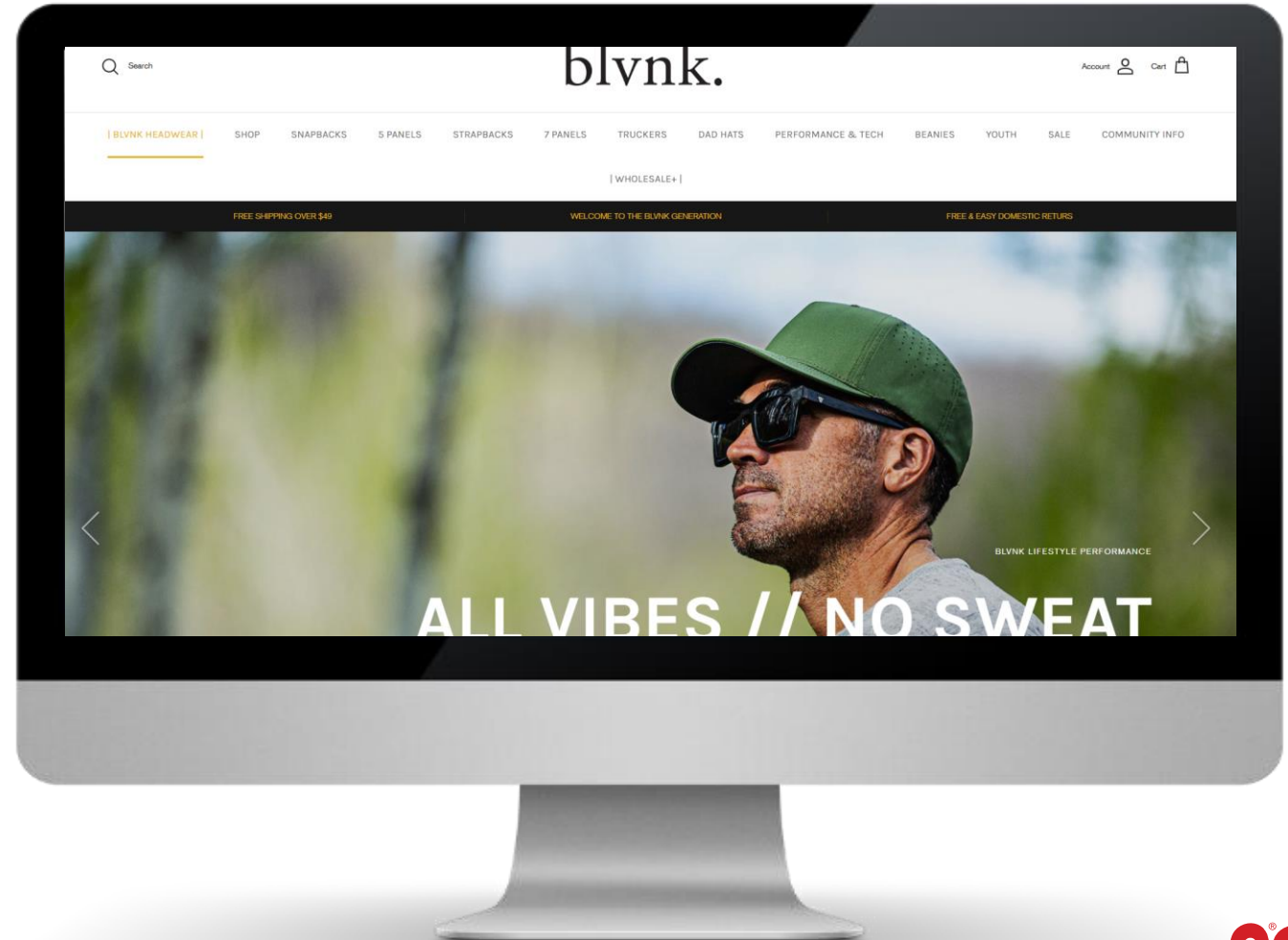
It also *outlasts many forms of advertising* due to the repeat wear and high visibility.

STYLES TO CONSIDER – TRENDING

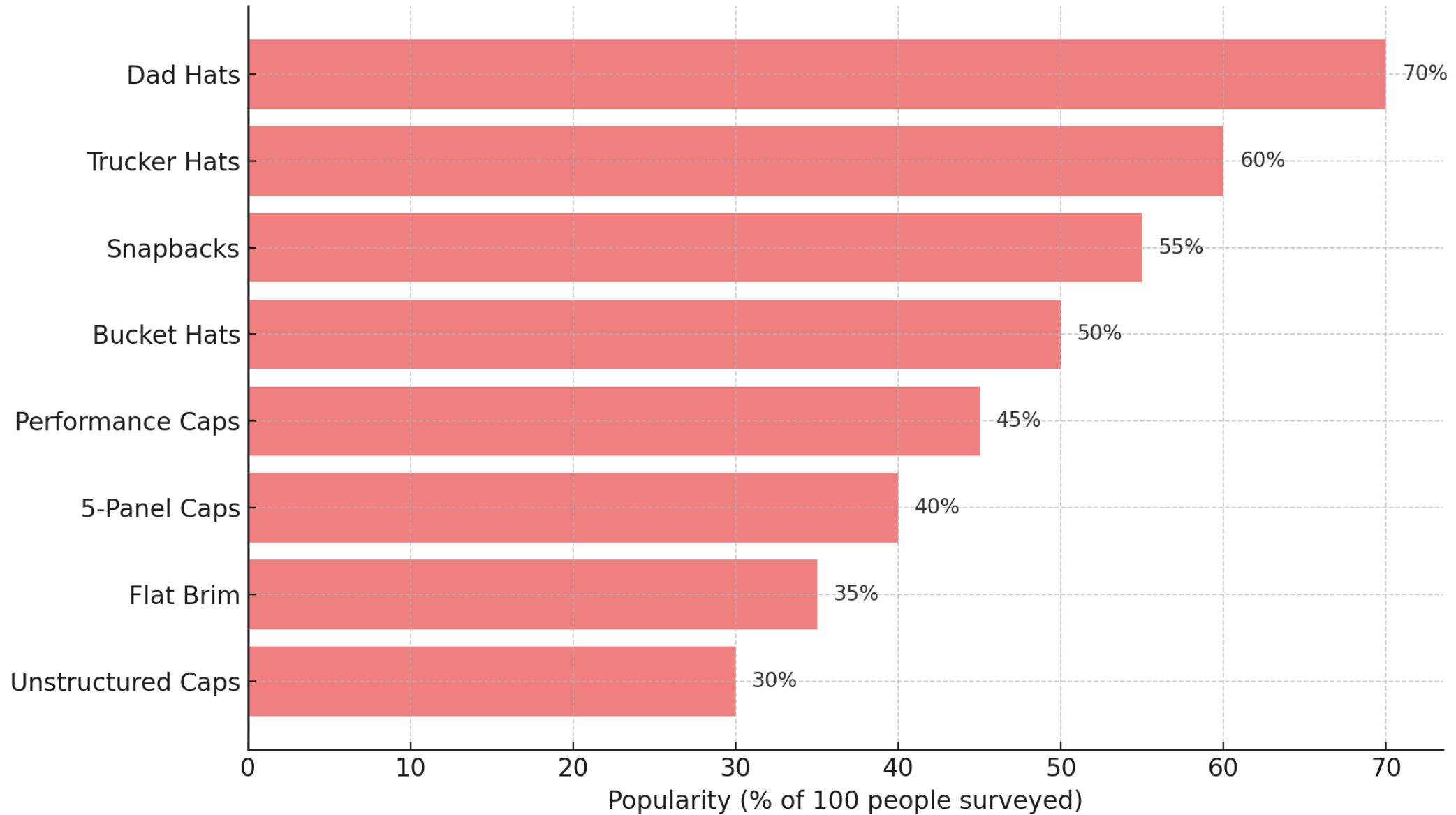


Know YOUR Brand. Learn THEIR Brand.

1. Trucker: Mesh-back, high crown
2. Rope Hats: Retro Golf Style
3. Performance Snapbacks
4. 5-Panel Unstructured
5. Garment -Washed Dad Caps
6. Bucket Hats
7. Flat Brim
8. Tactical/Outdoor Caps
9. Pom or Cuffed Beanies
10. Visors



Hat Style Popularity Based on Survey of 100 People



WHAT CAN I OFFER?

Embroidered Patches

- Puff Embroidery, Standard Embroidery, Sublimation + Embroidery

3D Emblems

- PVC, Liquid Metal, Textured or Domed

Leather, Faux Leather and Suede

- Skip the stitch and just heat apply

Screen Print, Direct-to-Film, Sublimation

- Plastisol, Water-based

Twill and Vinyl

- Glitter, Reflective, Textured, Metallic any special effect or standard media
- Faux sewn twill



THE HOW, SIMPLIFIED

What Matters

1. You need a reliable cap press.
2. Upper and lower heat is recommended.
3. Crown support for application
4. Adjustable pressure
5. Confirmed application settings





PRINT MORE, WITH LESS



Why Print with a Press:

1. No matter patch or emblem, use consistent temp
2. Application time 30-60 seconds
3. Each hat complete in 1-2 mins (locations pending)
4. Diversify your printing options AND maintain efficiency
5. Optimize workflow to reduce lead times and increase output
6. Reduce labor costs and training with minimal steps and advanced equipment
7. POD Opportunity
8. Sleek and Modern finishes to compete against retail (in-house decoration)
9. Reorders made easy – small and large opportunities
10. Two presses, double the output



**Share your feedback
on the session with us!**



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