



# **Elevate Operational Efficiency and Strengthen Your Brand with a Custom Company Store**





***“Imagine a streamlined solution...”***

Ordering company apparel every few months can feel like an endless cycle of catalog sifting, employees asking for exceptions, and constant order tracking. Between the time spent trying to collect employee sizes, which often involves a protracted cycle of sending emails, waiting for responses, and tracking the provided information, it's a headache you don't need.

Imagine a streamlined solution – one that simplifies size management, speeds up the ordering process, and keeps you on budget while freeing up valuable time and impressing your boss.

Custom company stores offer a convenient and efficient platform for businesses to select, order, and manage their uniforms and gear, empowering them to project a consistent, professional brand image while simplifying inventory management and order fulfillment processes. What once took days or weeks of your time now takes minutes, enabling your business to quickly pivot and answer your employee and customer needs.





## Benefits of a Company Apparel Store for Employees

Establishing a company apparel store with custom-branded merchandise is a powerful strategy to amplify your brand's visibility. It brings uniformity and professionalism to your workforce and effectively transforms your employees into mobile ambassadors for your brand. Wearing your gear, your employees naturally promote your business in every interaction, both within and outside the workplace.

Embracing the power of a personalized company store offers several benefits that make it worth the initial investment in time. A custom company apparel store is not just a commercial outlet but an opportunity to build employee engagement and a catalyst for developing stronger relationships between the company and your team.





## **BENEFIT 1**

# **Generates a Positive Connection with Employees**

Custom company apparel does more than just dress your team in a unified style - it also serves as a tool to foster a deeper connection among employees. When staff members wear uniforms or gear adorned with the company logo, they are often instilled with a sense of pride and belonging. The camaraderie this creates can boost morale and contribute to a collaborative and cohesive team environment.

Additionally, personalized company stores allow employees to feel included in the brand's narrative. Providing a platform where employees can choose their uniforms or gear based on their personal preferences and sizes makes them feel valued and considered. It's a sign that the company is investing in their comfort and satisfaction, which can further enhance their connection to the brand and your business.

Finally, when employees wear their logo apparel outside of work, it creates a sense of identity and allows them to become brand ambassadors. This connection strengthens their association with the company and subtly extends your brand's reach within the community.

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## BENEFIT 2

# Maintains a Consistent Brand Image

Maintaining a consistent brand image is vital for keeping customers engaged and connected with your company's values, style, and message. A custom company apparel store can play a pivotal role by ensuring all uniforms, gear, and promotional items adhere strictly to your brand guidelines, offering a consistent and professional representation of your company to employees and customers alike.

A uniform or piece of gear is more than just an item of clothing or accessory. It is a tangible extension of your brand. From the colors and logos to the quality of the materials, every detail contributes to the overall impression of your company. Custom company apparel stores provide complete control over every aspect of your branded uniforms, swag, and apparel, ensuring they align perfectly with your brand guidelines.

Whether your team interacts with customers, participates in industry events, or represents the company in the wider community, their appearance should consistently reflect your brand identity. This visual coherence not only reinforces your brand in the minds of your existing customers but also helps attract potential customers who resonate with your brand's aesthetics and values.

Maintaining an online store for your company's apparel and gear makes it easy to update and adapt as your brand evolves. With a few clicks, you can introduce new items, phase out old designs, or update the look to stay in line with any changes to your brand identity. From embracing on-trend colors and fashion designs to integrating sustainable materials, a custom company apparel store keeps your uniform and apparel programs agile enough to continue leading the way whenever your industry changes direction.



### BENEFIT 3

## Offers the Freedom of Personal Choice

When you allow employees to choose what they wear, you take the uniformity out of uniforms. By providing a variety of styles, colors, sizes, and custom options, employees can select apparel that suits their personal preferences and comfort while maintaining brand consistency.

This flexibility in choice enhances employee satisfaction. When employees have a say in what they wear, they are more likely to feel comfortable and confident, contributing positively to their work performance and productivity. Moreover, allowing personal choice respects diversity among your workforce and acknowledges individual needs and tastes.

Personal choice extends to how and when they order. Online stores are accessible around the clock, providing your team with the flexibility to browse and order conveniently on their schedules. They also allow for personal account settings and the ability to save previous orders, making it straightforward and hassle-free to repeat custom orders.

The freedom of personal choice can also benefit customers or clients who want to express their loyalty or affinity for your brand by purchasing your branded gear or swag. They can choose from various items and styles that resonate with them, broadening your brand's reach and appeal.

A custom company apparel store merges the best of both worlds — the cohesiveness of a uniform brand image and the individuality of personal choice. This balance can significantly enhance employee satisfaction and customer engagement with your brand.





## BENEFIT 4

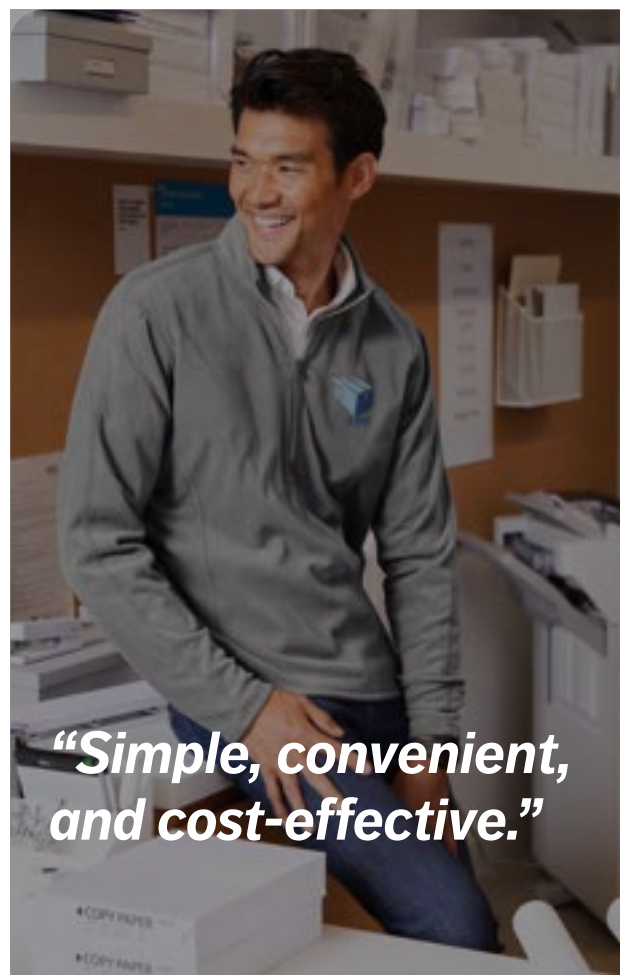
# Simplified Ordering

A company store eliminates the hassle of organizing large group orders while offering the convenience of accessing non-stock inventory on demand. Rather than limit your workforce to ordering from a limited set of in-stock items — such as t-shirts, caps, and manager's polos — you can expand the company store to include limited-time-only items to meet seasonal demands or promotional giveaways.

For example, say your company gives away seasonal branded pullovers or hoodies to the team as an annual holiday gift. Rather than having someone deal with the hassle of tracking down sizes for everybody in the office, a custom company store helps to simplify the process. Each team member goes online, requests their size, and once everybody has submitted their request or their order date passes, the garments are produced and shipped. No need to send follow-up emails, corner people in the hallway, or chase them into the parking lot to get their sizes.

A custom company store offers convenient payment methods depending on whether the cost falls on the employee or employer. If everyone ordering is an employee, the purchase cost of the desired gear can be automatically deducted from their paycheck. If you want to provide a specific amount or credit, wallet funds can cover partial payment or the total amount. Finally, businesses can pay the entire amount so their employees pay no cost.

Whether a seasonal gift or limited release, a company store allows you to expand the apparel and branded swag you offer without increasing on-hand inventory. The items are added to your system so each manager or employee can order what they want or need. You get the volume pricing of the entire system while having no inventory or cost obligation.



***“Simple, convenient,  
and cost-effective.”***



## BENEFIT 5

# Control Costs with Set Spending Limits

Online company stores can set spending limits for individual users, departments, or teams. This way, you can allocate specific budgets to different groups based on their needs and resources.

For example, a sales team that often interacts with clients might require more branded clothing or promotional items compared to an IT team that only operates internally.

These predetermined spending limits also eliminate the risk of unauthorized purchases or overspending, as all orders must comply with the set budget constraints. Users can freely choose from the available items within their allowance, providing the freedom of personal choice while preserving financial control.

Regular reporting features further enhance cost control by providing transparency in spending. Managers can review these reports to identify trends or issues, adjust spending limits as needed, and make informed decisions regarding their uniform budget.

A spending limit strategy helps enforce fairness across different teams, ensuring everyone gets their share of the resources without exceeding the company's budget.







## **BENEFIT 6**

# **Centralized Fulfillment So You Order Just What You Need**

Traditionally, ordering custom uniforms or gear involved purchasing minimum quantities, which could easily lead to businesses procuring more products than required. Unwanted inventory takes up valuable storage space and drains financial resources that could be better used elsewhere. Excess inventory also makes it harder to embrace a uniform or brand change.

With a centralized, managed inventory fulfillment model, your business no longer needs to worry about uniform procurement and storage. You can order the exact number of items needed, regardless of whether for a team of five or five hundred. This flexibility benefits smaller companies, startups, or individual departments within larger corporations that don't have the storage or warehousing space required to manage on-site inventory successfully.

Managed fulfillment aligns with sustainable business practices by reducing overproduction and waste. It ensures resources are used to create needed items that will be used, contributing to an eco-friendlier approach to uniform and gear management.

Centralized fulfillment simplifies logistics and reduces the carbon footprint associated with shipping. Rather than multiple suppliers sending shipments from different locations, a centralized system means all items come from one place, reducing transportation emissions and packaging waste.



## BENEFIT 7

# Access to a Network of Industry Experts

Working with our team at Righteous gives your business access to a team of industry experts who can provide valuable insights, advice, and services to ensure your branded apparel and gear effectively represent your company while meeting quality, budget, and timeline requirements.

The expertise offered by our Righteously talented team can provide invaluable assistance:

- Design and branding specialists. These experts can help translate your brand identity into stylish, eye-catching apparel designs. They ensure the colors, logo, and overall aesthetic align perfectly with your brand guidelines.
  - Product and material experts. These professionals can advise on the best materials and product types for your needs, considering factors like durability, comfort, functionality, and sustainability.
  - Ordering and fulfillment specialists. Our specialists can guide you through the ordering process, answer questions about delivery timelines, and assist with any issues that may develop. They can also help you set up ordering protocols and spending limits to streamline your procurement process to control costs more efficiently.
  - Customer service representatives. A dedicated customer service team provides support, addresses concerns, and offers solutions throughout your relationship working with us.
- By providing access to our team of specialists, we ensure you receive comprehensive support at every step of the process, from initial design conceptualization to final delivery.





# How Can You Get Started?

Righteous can provide a full-service apparel store for your company, including everything from product selection and design to warehousing and shipping. It's easy to get started offering professional branded gear for your employees.

First, we'll work closely with you to understand your goals and objectives for the company store, ensuring it aligns with your brand and the unique needs of your teams.

Together, we'll help you choose the right products, apparel, and branding preferences that reflect your company's identity and resonate with your employees.

Our team will handle the technical aspects of setting up your online portal, including adding product images and mockups with your logo. We'll also make sure it's easy to navigate.

Once the portal is ready, your teams can use it immediately. We'll provide training and support to ensure a seamless transition.

Depending on the scope of your company store, we typically have them up and running within two weeks after product selections.

As your teams shop, we'll inform you about your store's performance. We'll monitor trends, analyze data, and provide you access to a customer portal where you'll have the option to review reports on sales and employee preferences.





# Righteous is Ready to Help

At Righteous, we believe everyone in your company deserves to feel good about what they're wearing. With options to create custom uniforms that fit your brand, setting up a one-stop apparel store for your team couldn't be easier.

Ready to make this happen? Let's team up! We're here to help you create a custom online company store for your business. Our experts are here to help you pick the right products, design your web store, and get everything up and running quickly.

So, let's get started. We're righteously ready to help you create an online company store your team will love!

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