

# Decoration on Demand Apparel

## What can a custom decoration on demand program do for you?

Taylor Communications' custom Decoration on Demand (DOD) program for branded apparel frees up your inventory space and keeps your image current with an easy-to-use ordering system, no order minimums, competitive pricing and quick turn times.

Branded apparel is one of the best ways to help your employees and customers spread brand awareness by acting as a walking, talking brand billboard.

## Benefits of DOD:

- Eliminate inventory
- Change merchandise immediately
- Protect your brand image
- Consistent production times
- Flexible styles and decoration techniques
- Full range of apparel
- Order as little as one item (depending on decoration technique)

## Why Choose Taylor Communications?

- Ranked #11 on Promo Marketing Magazine's Top 50 Distributors in America
- Access to a full range of apparel products including brand names like Nike, Addidas, Cutter & Buck and many more
- 100% virtual inventory
- Quality assurance
- Highly configurable technology platforms ensure ease of use



## Branded Apparel ROI

- More than 87% of consumers can recall the advertiser who gave them an apparel item.
- 57% of U.S. consumers feel more favorably about a company after receiving a promotional product.
- 25% of U.S. consumers own logoed headwear, yielding 3,136 impressions per hat over its lifetime.
- Among consumers under the age of 35, 76% are likely to keep a branded item.
- T-shirts are the second-most preferred branded item U.S. consumers want to receive.
- Logoed bags leave more impressions than any other promotional item - more than 5,700 per bag.

*All stats taken from The Advertising Specialty Institute's 2014 Ad Impressions Study.*