Thank you for your Webstore inquiry; we are excited to begin working with you. Since our Webstore division was created in 2006, we have worked with over 200 programs and produced more than 25,000 unique orders for individual customers throughout North America. **More importantly, our Webstores have helped to raise tens of thousands of dollars for athletic programs and institutions across the country.** Please continue to read on for specific information as to what we can provide you and your program.

- **No Setup Fees:**
  - Setting up a Webstore is **FREE**. There are absolutely no charges for our design work – the only incurred costs can be for creating screens for printing or developing new embroidery files.
- **In-House Design and Production:**
  - We, at Graph-Tex, have 3 full-time graphic design artists and 40 full-time production employees. This allows us to develop art, create your custom online store, produce orders and ship to individual customers in a timely fashion.

- **Vendor Relationships:**
  - Having been in the apparel industry since 1984, we have developed positive and strong relationships with nearly 300 vendors across the globe and this allows us to fulfill any of your team's needs.
  - Some of our vendors include: Nike, Under Armour, Champion, Warrior, Brine, Maverik, Badger, Feel the Power, Gildan, Hanes, Jerzees, Sport-Tek, Port Authority, New Era, UltraClub, Anvil, Code V Fruit of the Loom, Holloway, The Game, Richardson, STX, Gait/DeBeer, Cascade, New Balance, Russell, Adidas, Alleson, Fit-2-Win, Graph-Tex Custom Products, and many more!

Now that you have learned more about our in-house processes, please read more to understand how specifically our Webstore division works:

- **Profit Sharing:**
  - **Our Webstores are fundraisers and this is an important aspect for many customers.** You can decide how much money you want to make off each item for fundraising purposes. Some customers choose to add no money for their profits while others use the Webstore as their main source of fundraising for the season. The decision is yours. We will give you your Team Price and then you can decide how much to mark each item up by.

- **Delivery/Shipping:**
  - Each individual order placed can be drop-shipped to the customer's home, office, PO Box, ect. We ship via UPS and the USPS with international and express shipping available.
  - We also offer a Pick-Up option for local customers. Our office is in Cortland, NY and we welcome people who live nearby to save on the shipping.
  - Shipping charges range from $4.99 to $15.99. We offer free shipping on orders over $249.99.

- **Webstore Timeline:**

- Weeks 1-2: Work with customer to pick products, create and develop designs and build the online store.
- Weeks 2-4: Webstore is open. We collect orders until the Webstore close date.
- Weeks 4-7: We compile, produce and drop-ship orders to each individual customer within 4 weeks from the Webstore close date.
- Week 8: Profit check is cut and sent to YOU.

* Don't have 8 weeks to work with? Check out our new Webstore Express program below.

- **Webstore Requirements:**
  - **YOU MUST MARKET THE SITE!**
    - **<u>In order for any Webstore to be processed, there must be a minimum of 20 orders placed.</u>** If the Webstore does not meet the 20 required orders, we will not process any orders.
    - We provide you with a **<u>Webstore Splash Page</u>** which gives all of the information about the site and can be easily emailed or printed to help advertise the Webstore.
    - **<u>We also provide in-house marketing assistance</u>** and may require new customers to provide us with an email list of at least 100 addresses to help assure that your Webstore will be a success.

- **Webstore *Recommendations* (these are just our recommendations, each store is custom tailored to you):**
  - Recommended Number of Products:
    - **<u>We recommend 6 ITEMS to be sold on a webstore. The most we allow for new customers is 9 ITEMS total.</u>**
    - NOTE: Each color and fit option counts as a separate item. i.e. a cotton T-Shirt in Men's and Women's sizes counts as 2 separate items.
  - Our Best Sellers:
    - Below is a list of our best selling items. We have included informal pricing to give you an idea of your cost as well as the cost we recommend you sell the product on your site.

Item Name – Your Price → Webstore Price (difference is your profit)

1. Cotton T-Shirt - $8 → $12
2. Cotton Long Sleeve T-Shirt - $10 → $15
3. Nike/Under Armour Performance T-Shirt - $18 → $25
4. Nike/Under Armour Performance Long Sleeve T-Shirt - $21.50 → 27.50
5. Nike/Under Armour Performance Training Short - $21.50 → $25

6. Nike/Under Armour High End Hoody - $45 → $55
7. Nike/Under Armour Low End Hoody - $33 → $40
8. Nike/Under Armour High End Sweatpant - $38 → 45
9. Nike/Under Armour Low End Sweatpant - $32 → $38
10. Generic 9oz. Hoody - $19 → $30
11. Generic 9oz. Sweatpant - $17 → $25
12. Champion 12oz Hoody - $33 → $40
13. Champion 12oz Sweatpant - $30 → $35
14. Custom Sublimated Short - $40 → $45
15. Custom Tricot Mesh Short - $25 → 30
16. Generic MicroMesh or Tricot Mesh Short - $15 → $20
17. Generic Performance T-Shirt - $13 → $20
18. Generic Performance Short - $13 → $20
19. Generic Hat - $9 → $15
20. Generic Performance Polo - $23 → $30
21. Generic Cotton Polo - $17 → $25

- ***Webstore Express Program**
  - Webstore Express is our easy, quick, and hassle free alternative to the traditional custom webstore.
    - Your express webstore will consist of 6 items. <u>The brands and colors of these products will be selected by us here at Graph-Tex based on products that are readily available.</u> Below is the typical list of items to be featured on an express webstore. (items are subject to change with product availability)
      - Sweatshirt
      - Sweatpants
      - Performance Shirt
      - Long Sleeve T-Shirt
      - Short Sleeve T-Shirt
      - Shorts

- You will choose from 1 of 3 preset logo styles for your products and this logo will be adapted to your team name, sport, colors, etc. Personalization options (names, numbers, etc.) will not be available to express Webstore.
- The fundraising aspect of the webstore express program will run in the same way it would with a fully custom webstore.
- **Webstore Express Timeline:**
    - Week 1: Select design, determine fundraising mark-ups, and market the store
    - Week 2: Webstore will be open for 1 week
    - Weeks 3-4: We compile, produce and drop-ship orders to each individual customer
    - Week 5: Profit check is cut and sent to YOU

- **Webstore Not for You?**
    - Try a Sell-Sheet. These work well for smaller programs. We create the sell sheet, you collect the orders. Once received, we ship orders out in a 3 week turnaround time.
    - We, at Graph-Tex, can meet and exceed all of your fundraising, screen printing, embroidery and promotional needs. Webstores are an important portion of our business, but we can offer you much more.

- **Other Important Info for You:**
    - Attached you will find a mock Splash Page and a mock Sell Sheet for you to take a look at**.** Also, we invite you to visit **http://www.shopgraph-tex.com** to take a look at our sample store. Feel free to place an order just to see how our ordering process works. Please be assured that your credit card will not be charged and your order will not be processed.

- **The Next Step:**
    - If you would like to move forward with us please let me know and I will provide you with a Webstore Builder where you can describe the items that you would like to offer.

Contact us to start setting up your Webstore today!

Send an e-mail gtsales@graph-tex.com or call our offices at 1-800-417-7791