

FINDING VALUE IN T-SHIRTS

Custom printed t-shirts remain a time-tested, value-proven method of promoting your business or organization. No matter the state of the economy, the state of the world, your location, vocation, or religious beliefs, virtually *everyone* owns and wears (albeit sometimes too frequently) a favorite t-shirt. T-shirts, just like anything, can range from inexpensive to very expensive; but what most people don't realize is that you don't have to spend a lot of money to get a high quality t-shirt that gets your message across. In the world of t-shirts, there are, generally speaking, the "basics" (e.g., Hanes, Jerzees, Gildan, Fruit of the Loom) and the "premiums" (Hanes Beefy T, American Apparel, Next Level). The difference in cost between these 2 levels may only be a few dollars per shirt; and these few dollars could be the difference between a shirt that people love and want to wear all the time, or a shirt that finds its way to the bottom of a drawer, awaiting its inevitable trip to the Goodwill bin. What makes a t-shirt "expensive" is the amount of labor and creativity that goes into decorating it. What most people don't realize, and what we try to let our customers know, is that a shirt doesn't have to be printed in full color, or even multiple colors, to have a positive impact. If you go to any retail outlet and check out the "Graphic Tees" section, most are printed in 1 or 2 colors on a nice soft shirt, maybe with a distressed fashionable design. With some innovative design work, and a good combination of color, any premium shirt can be printed with an eye-catching, single color and be just as, if not more effective, than a boring design printed in 5 or 6 colors on a basic t-shirt. And it could be the difference between your shirt (with your organization's name on it) becoming someone's favorite or winding up on the bottom, while simultaneously saving you money in setup and print costs.

Adpro Imprints is a full-service marketing company with locations in Monmouth County. We offer in-house t-shirt printing & embroidery, vinyl sign and vehicle lettering, offset printing, graphic design, and countless other promotional products. Feel free to visit one of our retail locations in Ocean at 1206 Rt. 35 South and Farmingdale at 5103 Rt. 33/34, or visit us online at www.adproimprints.com for more info. [732.493.8582](tel:7324938582).