



RACEBRED

## The Secret to Buying the Right Apparel is having the Ability to Ask the Right Questions

Let's face it, buying branded apparel for your company is more difficult than buying clothing for yourself. You know what you like, you know your own size, and you only need one item anyway so if you make the wrong decision it won't be too serious.....Choosing the right apparel for your company is more complex, and there are many more aspects to consider.

Here are several questions that our clients frequently ask.

1. I know we need branded apparel, but I don't know what items we should have. Even when we decide on this, there are so many styles available that I don't know how to choose between all the options. How do I get started?

### Answer

The best way to start is to make an appointment to discuss your requirements with us. We'll help you to work through the process quickly and easily, so that you get the best apparel to suit your needs.

2. This won't be just my decision, and I'd like to show the other decision-makers some idea of what is available so that I can get their feedback as well. Do you have a brochure?

### Answer

Yes, but not just one brochure! We offer several great ranges, and each range has its own brochure(s). So before we send you a brochure, we'll try to find out more about your specific requirements so that we can send you the right one(s).

3. We're a bit pushed for time, so why don't we skip the appointment to discuss our requirements, and we'll choose straight from the brochure(s)?

### Answer

If you are confident that you know what you need and want, that's fine. But if you are trying to put together a range of apparel, or are using branded apparel for the first time, then we strongly recommend that you ask us for help at the start. You can rely on our expertise to help you make the best choices, and avoid mistakes.

4. How far ahead do we need to start this process? We really need an apparel range for our conference next week.

### Answer

Racebred is faster than most, and we'll always try to meet your deadline. BUT you're more likely to get exactly what you want, with minimum stress, if you allow a reasonable amount of lead time – especially if it's for a specific event. Just let us know

when the event is scheduled, and we'll diarise to contact you in time to plan and deliver on schedule.

As an approximate guide, allow a turn-around of :

- 6-8 weeks for Racebred custom-made jackets;
- 2 weeks for stock jackets and other apparel;
- 4 weeks for printed products (pens, compendiums, desk items, etc.) And if you have a fixed deadline, then allow longer to cover contingencies (stock shortages, slow couriers, logo set-ups, etc.).

If your deadline is tighter than these turn-around times, contact us anyway – if it's do-able, we'll do it!

5. We really have no idea of what we want. Do you have a showroom that we can visit and browse in?

**Answer**

Yes, we do and you're very welcome to visit us. To get the best service, contact us first to make an appointment. That way we can make sure that there's someone here to look after you, and that the showroom is not already booked.

Our showroom is located at Racebred, 107 Mays Road, Penrose, Auckland. (If you turn into Mays Road from Church Street, we are on the left side of the road immediately before you drive over the railway line.)

6. We'd like to see samples of the garments before we order.

**Answer**

We can send you samples free of charge, and ask that you return them promptly and in good condition to us.

7. We've chosen the styles we want, but are unsure what sizes to order. Can you advise us?

**Answer**

Sizes can vary between brands, and some garments are available in different fits. (For example, a standard fit polo shirt will be larger than a fitted polo shirt.) We can advise on sizing, and can also lend you samples to try on for sizing. (Most of the brochures include sizing charts, but these generally refer to the measurement of the garment, not the person.)

8. Is there a minimum order quantity, or a surcharge for small orders? We prefer to order as required, rather than have to order more than we need right now.

**Answer**

Unless the item is custom-made (for example, the Racebred custom-made jackets), then there is no minimum order requirement or surcharge for small orders. You can order 1 unit if that is what you want. Just bear in mind that if the item is

screenprinted, pad printed, or laser engraved, then the print price will vary according to the quantity being printed. (If the item is embroidered, then the price won't vary with quantity.)

9. If we want to order the same item again in the future, will it still be available?

**Answer**

Most of our suppliers keep the same items in their ranges as long as they are popular. While items are discontinued from time to time, they are usually kept in a range for at least 2 years.

10. Is stock always available?

**Answer**

No, this can't be guaranteed. Our suppliers carry a lot of stock, but sometimes stock of one item can be plentiful one day and completely gone the next day. There is usually another shipment on its way, but sometimes there are stock shortages. When this affects your order, we'll let you know so that you can decide whether to wait for the next shipment, or we can look for alternative items for you.

11. We want our company logo embroidered on our apparel. Can you do this?

**Answer**

Yes. We have our own embroidery machines in-house. This means that you'll get a "one stop shop" service. It also means that we have complete control over delivery schedules. Once we've set up your logo, it remains in our computer file permanently, so that it's here when you next need it.

12. What will it cost to have our logo set up for embroidery and what do you need?

**Answer**

The cost depends on the number of stitches in your logo. We can quote you on this before we set up. We will need emailed artwork (jpeg format is fine) or printed artwork (for example, letterhead or business card), and the colours required. Your artwork can be any size, and we can change elements of the layout if you wish.

13. Can I see a sample of the new logo before you embroider our order?

**Answer**

Yes. We'll embroider a sample of the new logo onto a piece of fabric and send it to you for your approval before we embroider your order. This is included in the set-up charge.

14. I've noticed that embroidery can look different on different fabrics. Why is this?

**Answer**

Embroidery looks best of all on fabric that doesn't stretch too much while it's being embroidered. This means that it will look better on, say, jacketing fabrics than on tee shirts. When we embroider the sample of your new logo, we try to embroider it onto the type of fabric that applies to your order so that you can see how it is likely to look.

15. Will I have to pay the embroidery set-up charge every time I order?

**Answer**

No. The set-up charge is once-only provided your logo is unchanged. However, if you want to change your logo (size, number of colours, layout), then a new set-up charge will apply.

16. When I place a repeat order, will you have all the details of the previous order on file?

**Answer**

Yes. Racebred has an excellent computerised production system which permanently stores all the details for your orders. If you want to repeat an order you placed for shirts in July 2001, we'll be able to tell you how many you ordered, what sizes, quantity, colours, logos, price etc.

17. I can't wait to get started! What do I do next?

**Answer**

Contact us! You'll find our small team friendly, helpful, and expert at helping you to achieve exactly what you want.