

How To

**Make Your
Employees
Proud to
Wear Your
Brand**



How to Make Your Employees Proud to Wear Your Brand

Your employees are your brand ambassadors.

They are the ones who interact with customers and clients on a daily basis. Think of them as the face of your company.

It's important that they feel proud to represent your brand—like they are part of something larger than themselves.



Custom apparel will show your team that you are invested in their success.

It will also make them feel more comfortable and confident when they are representing your brand.

Offering your employees quality branded apparel is a great way to show your employees that you love your company and that you want them to be excited to represent it.

When your employees feel pride in your brand, they will work harder and be more motivated to do their best for your company.

Custom apparel is an affordable way to show your employees that you are rooting for them.

Before you order cheap t-shirts online, you should know that not all custom apparel is created equal.

Remember, your apparel reflects your brand.

It's important to work with a reputable custom apparel partner that prioritizes quality above all else.

Instead of choosing the cheapest option, look for a company that uses high-quality materials and printing techniques.

This way, your employees will be proud to wear your brand—and you can feel comfortable with how your brand is represented.

A well-crafted piece of custom apparel tells a story. It's an opportunity to show off your company's values and personality.

Your apparel should be an extension of your brand. Think of it as an advertisement, just like a billboard you see on the street.

How you can use custom apparel to make your employees proud to wear your brand

Here are our top 25 tips:

1. Give your employees a voice in the design process.

Instead of just choosing a design you think they will like, let them have a say in the process.

This way, they will feel more connected to the final product and they will be proud to wear it.

Your employees are the best source of feedback when it comes to your custom apparel. Make sure you're getting their input so you can make changes if necessary.

For example, you could send out an annual survey to get feedback on the quality of your company's apparel.

2. Use high-quality materials and printing techniques.

The manufacturing process is just as important as the design itself. Choose a company that sources the best fabrics, inks, and materials for their customers. (Hint: We're one of them.)

After all, cracking, fading, and peeling are not cute—especially if the wear and tear begins to show after a couple of washes.

3. Focus on comfort and breathability.

The last thing you want is for your employees to be uncomfortable in their custom apparel. When choosing fabrics and materials, always keep comfort in mind.

Polyester, for example, is a great option because it's lightweight and breathable. It's also easier to care for—which means your employees will be able to wear their custom apparel more often.

4. Go above and beyond with the details.

From specialty screen printing to embroidery, there are a million ways to make your custom apparel unique. Little details go a long way in making your employees feel special—and they'll appreciate the extra effort you put into their uniforms.



5. Choose versatile styles that your team can wear both in and out of the office.

Your custom apparel should be able to take your employees from the office to after-work happy hours. Look for styles that are versatile and can be dressed up or down.

6. Avoid trends—focus on timeless pieces that will stand the test of time.

Fashion trends come and go, but a classic design will never go out of style. You want your employees to be excited to wear your brand today—and 10 years from now.

7. Offer a variety of sizing options to ensure a comfortable fit for everyone.

No one wants to feel left out because their size isn't available. Offering a variety of sizing options will make your employees feel included—and they'll be more likely to wear their custom apparel with pride.

8. Encourage employees to wear their custom apparel outside of work hours.

One of the best ways to show off your brand is to encourage employees to wear their custom apparel in their everyday lives. The more they wear it, the more exposure your brand will get.

But how do you show your team that it's cool to rep your logo outside of work? Lead by example. Become a brand ambassador yourself and watch your team follow suit.

9. Foster a sense of community with team-building activities centered around custom apparel.

Custom apparel is a great opportunity to bring your team together. Whether you're hosting a design contest or going on a company-wide trip, team-building activities will help your employees bond—and they'll be proud to represent your brand.

10. Sponsor a local charity or cause close to your employees' hearts.

Sponsoring a local charity or cause is a great way to show your employees that you care about more than just profits. You could even produce a co-branded t-shirt that supports a campaign for a specific cause.

11. Use custom apparel as an employee recognition tool.

Show your team how much you value their hard work by using custom apparel as an employee recognition tool.

For example, you could give out custom t-shirts to employees who go above and beyond their job duties, or you could use custom apparel to show your appreciation for years of service.

12. Get creative with your packaging and presentation.

Custom apparel is a great marketing tool—but only if it's presented in a professional way. Get creative with your packaging to make sure your custom apparel makes a good impression.

We offer a variety of services to take your brand to the next level, such as:

- Private labeling
- Custom neck label design
- Free folding and polybagging with all orders



13. Make it easy for employees to purchase additional items.

You could set up an e-commerce store for your brand so employees can purchase additional items, or you could include a catalog with each item.

Either way, make it easy for your team to get their hands on more of your custom apparel.

You could also offer your employees a discount for purchasing multiple items. They'll be more likely to wear your brand if they know they're getting a good deal.

14. Make sure your branded apparel is accessible to everyone, regardless of budget.

Some employees might not be able to afford to purchase your custom apparel outright. That's why we recommend offering each employee at least one t-shirt throughout their time with your company. Custom apparel is a great welcome gift for new employees.

15. Encourage employees to share photos of themselves wearing their custom apparel on social media.

Social media is an excellent way to show off your brand—and it's free.

Encourage employees to share photos of themselves wearing their custom apparel on social media, and be sure to use hashtags so people can find your brand easily.

You could also create a branded hashtag for employees to use when posting about company events or outings. (A branded hashtag is exactly what it sounds like—a hashtag that is 100% unique to your brand.)

16. Celebrate milestones and achievements with special edition custom apparel.

You could create a limited-edition t-shirt for employees who have been with the company for five years or more, or you could design a shirt for employees who reach a certain sales target.



17. Keep your designs fresh and up-to-date.

When in doubt, go the minimalistic route. A few basic colors and a clean design will never go out of style.

Your employees will be proud to wear your brand if your designs are fresh and up-to-date. You should also consider offering a variety of design options so employees can choose the shirt that best represents their personal style.

After all, some people like black, and others like pink. Design is very subjective.

18. Make sure your custom apparel tells a story that aligns with your brand values.

Channel your brand values into your custom apparel designs. If you're all about community, design a shirt that celebrates diversity.

If you're environmentally conscious, make decisions that are better for the planet. (Ex. Screen printing with water-based inks) Your employees will be proud to wear your brand if it tells a story that they can relate to.

19. Pay attention to the little things—they make a big difference.

The quality of your custom apparel says a lot about your brand. Pay attention to the details, like the type of fabric you use and the fit of your shirts.

20. Regularly assess whether your branded apparel is achieving its intended purpose.

Your custom apparel should be serving a specific purpose—whether that's building brand awareness or promoting company culture. Regularly assess whether your branded apparel is actually achieving the goal you set for it.

If it's not, make changes until you find a design that works.

21. Have fun with your custom apparel designs.

Try incorporating humor into your design, or use bright colors and patterns. The possibilities are endless—so have fun and let your creativity shine through.

22. Show your employees that you're proud of them—and let them know it.

You could send out custom branded thank-you cards, or create a special award for employees who go above and beyond. Whatever you do, make sure your employees know that you're proud of them—it'll make them proud to wear your brand.

23. Let your employees know that they can be themselves—and still be part of the team.

Make sure your team knows that you accept and embrace diversity. You could host a company-wide event celebrating different cultures, or create a custom apparel design that celebrates people from all walks of life.

Whatever you do, strive to create a culture of inclusion at your company.

24. Make “Casual Friday” a thing of the past.

Your employees will be proud to wear your brand if they can do it every day—not just on “Casual Friday.” So, make custom branded apparel a part of your everyday dress code.

25. Hold your brand to a high standard—and expect your employees to do the same.

Your team deserves the best, so give it to them. Offer them custom apparel that uses the best fabrics and inks in the world.

And expect your employees to hold themselves to a high standard as well—ask them to wear your brand with pride and respect. Your employees will be proud to wear your brand if they know that you value it.

Celebrate your successes, and especially your team’s wins. Your employees will rep your company nonstop if they feel like they’re part of a winning team.

How Scrappy Apparel will make your team proud

We are true custom apparel partners. Whether you need 100 shirts or 10,000, we'll maintain the amazing quality you expect (and that your team deserves).

We'll do it all with a smile—because we genuinely care about your success. We're proud of the work we do, and we want to help you make your team proud, too.

Here are just a few reasons why you should choose us to be your custom apparel partners:

1. We are a fully online alternative to your local print shop.

We are an enterprise-level custom apparel company that provides the same personalized service you'd expect from the print shop down the street. But we're fully online—which means you can order your custom apparel without ever leaving your desk.

2. We'll be your partner—not just a printer.

Our customer service is unmatched. We'll answer all your questions and resolve every concern you bring to our attention.

3. We offer luxury-level quality—without the luxury price tag.

We'll make your “work shirt” everybody's favorite t-shirt.

4. We're passionate about your success, and we'll do whatever it takes to help you achieve it.

We'll go above and beyond to make sure you're happy with your custom apparel.

5. We offer free shipping to the USA on all orders.

Yup, you read that right.

6. Our quotes are 100% free and 100% transparent.

Because hidden fees are *the worst*.

7. We offer a variety of printing and embellishment techniques for your custom apparel.

When you work with us, you can create the perfect look for your brand. Your custom apparel will be *truly custom*.

**Let's give your company the
luxurious branded swag it
deserves.**

Contact us today to request your free quote.

Grab Your FREE Quote

