# WHAT'S HAPPENING PROMOTIONS THE STATE OF TH

# T-SHIRT LOOK BOOK

SUMMER 2019 ISSUE



# **NAUTICAL**

# **TROPICAL & SUMMER**



19/3A COASTAL NAVIGATION

IMPRINT: Front 1 Color, Back 1 Color SHIRT: CC Navy



19/3C SET SAIL

IMPRINT: Front 1 Color, Back 1 Color SHIRT: CC White



#### 19/3B ANCHORS AWAY

IMPRINT: Front 1 Color, Back 1 Color SHIRT: CC Midnight



## 19/3D MINIMAL COMPASS

IMPRINT: Front 4 Color, Back 1 Color SHIRT: CC Bloosom



#### 19/3E PALMANADE

IMPRINT: Front 2 Color, Back 2 Color + Halftones SHIRT: CC White



#### 19/3G MODERN PARADISE

IMPRINT: Front 2 Color, Back 2 SHIRT: CC Charcoal



#### 19/3F SUMMER SHADES

IMPRINT: Front 1 Color, Back 1 SHIRT: CC Pea Pod



#### 19/3H SURF SHACK

IMPRINT: Front 2 Color, Back 3 Color SHIRT: CC White

# **USA & STATE FLAGS**

# **NEON VAPORWAVE**



#### 19/3I AMERICAN VARSITY

IMPRINT: Front 1 Color, Back 3 Color SHIRT: CC Navy



#### 19/3K ARLINGTON LINES

IMPRINT: Front 2 Color, Back 1 Color SHIRT: CC White



### 19/3J LAND OF THE PALM

IMPRINT: Front 2 Color, Back 2 Color SHIRT: CC White



#### 19/3L AMERICAN BLOCK

IMPRINT: Front 1 Color, Back 1 Color SHIRT: CC Midnight



### 19/3M NEON BEACH

IMPRINT: Front 2 Color, Back 4 Color SHIRT: CC Charcoal



#### 19/30 MODERN FLUX

IMPRINT: Front 3 Color, Back 1 Color SHIRT: CC Charcoal



#### **19/3N LIVING THE 80'S**

IMPRINT: Front 1 Color, Back 3 Color SHIRT: CC Pea Pod



#### 19/3P TRON MOON

IMPRINT: Front 2 Color, Back 4 Color SHIRT: CC Charcoal

## **TYPOGRAPHY**

## T-SHIRT MATERIALS GUIDE

Your guide to t-shirt fabrics at WHP. Please note all prices are approximate and are priced for a 1/1 at 288 pieces.

➤ BETTER

## **19/3Q VHS TAPE**

IMPRINT: Front 5 Color, Back 1 Color SHIRT: CC Chambray



19/3S 90'S KID

IMPRINT: Front 2 Color, Back 3 Color SHIRT: CC White



#### 19/3R MODERN DOT

IMPRINT: Front 1 Color, Back 3 Color SHIRT: CC Blossom



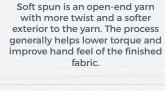
#### 19/3T LASER SUNSET

IMPRINT: Front 2 Color + Halftones SHIRT: CC Midnight

#### **OPEN-END COTTON SOFT SPUN COTTON**

Open end yarns have less twist but a more uniform, abrasionresistant surface and are produced much faster. OE yarn fabrics generally have a cleaner appearance, but are less soft than ring spun fabrics.

GOOD





PORT & COMPANY® **CORE COTTON TEES** 

PORT & COMPANY® **CORE BLEND TEES** 

**GILDAN® ULTRA COTTON TEES** 



THE CONCERT TEES™

PORT & COMPANY® **ESSENTIAL TEES** 

GILDAN® SOFTSTYLE® TEES

If you're interested in a style not shown here, don't worry! WHP can produce non-standard specialty styles, too.

Interested in pricing? Having the below information ready for your rep will speed up the ordering process. All of these factors impact pricing as well, so keep that in mind!

break you met.

#### **RING SPUN COTTON**

Yarn made by continuously twisting and thinning a rope of cotton fibers. The twisting makes the short hairs of cotton stand out, resulting in a stronger yarn with a significantly softer hand.

A process by which the short fibers of a yarn are removed and the remaining longer fibers are arranged in parallel order for a high-quality yarn with excellent strength, fineness and uniformity.

COMBED RING SPUN COTTON

BEST



PORT & COMPANY®

PORT & COMPANY® RING SPUN COTTON TEES

PORT & COMPANY® PIGMENT-DYED TEES

**HANES**® NANO-T° COTTON TEES

BELLA + CANVAS®

**COMFORT COLORS® HEAVYWEIGHT TEES** 



**FAN FAVORITE TEES** 

**UNISEX JERSEY TEES** 



**VERY IMPORTANT TEES®** 

**DISTRICT MADE®** PERFECT WEIGHT® TEES

DISTRICT MADE® PERFECT BLEND® TEES

> **NEXT LEVEL®** TRIBLEND TEES

BELLA + CANVAS® UNISEX TRIBLEND TEES

AMERICAN APPAREL® **FINE JERSEY TEES** 

#### **FACTORS THAT AFFECT PRICING**



#### The more shirts you order, the lower the cost of each shirt. The piece price goes down at quantity breaks of 24, 48, 96, 144, 288, 576 and 1000. You can order between quantities and the cost per shirt will be based on the last (lower) quantity

**QUANTITY** 



#### **MATERIAL**

The softest shirts are often blends of cotton with other fabrics, but even softer lightweight cotton shirts require more processing to the yarn to achieve that texture. The more work that goes into spinning the fabric, the higher the base price of the shirt.



#### STYLE

will be more expensive in comparison, even if it has less fabric. The more unique the style or fit is, or the more well known the brand, the more the price is likely to increase.



#### WHITE VS COLOR

White shirts cost less to produce because they don't need to be dyed to a pre-specified color. There are also fewer adjustments to the artwork to ensure the colors/design will appear as intended when the ink is applied to the shirt.



#### **IMPRINT LOCATIONS**

Each additional imprint location will increase the cost of the shirt, as the shirts must go through the production line for every location and every color in said location. Anything which results in more time spent printing will affect the cost.



#### **IMPRINT COLORS**

When screen printing, each color in the design is separated out onto its own screen. Each screen/color is applied to the shirt in a separate print run, so increase the number of colors will increase the production time and the cost of the shirt.

