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Full-Color Fleece:

5 Ways To Excite Clients With Creative Solutions

Take your client's fleece to the next level by decorating soft & cozy garments with **full-color dye sublimation** and **colorful drawcords**. When you partner with ASI supplier **Blue Generation**, you can customize more apparel aspects than you previously thought possible. Discover new ways to delight clients by recommending these **unique decoration details**.

#1: Colorful Drawcords: From Solid to Sublimated



When it comes to selecting colors for fleece apparel, **drawcords** are often an afterthought as most end-buyers assume they are stuck with the same color or standard white only. That's not the case when you partner with ASI supplier **Blue Generation**. Delight clients by letting them know they can choose from **20 colorful drawcords** and **custom sublimated drawcords** to match their unique branding or marketing initiative. This special customization option won't only build **strong customer relationships** and present your distributorship in a strong light, but it will also result in more impactful promotions with a **higher perceived value**.



Sublimation Sales Tip: Be sure to suggest these customization options to clients with multiple colors in their branding, such as **sports teams, school districts or colleges**. These end-buyers in particular will be ecstatic to know they can **carry all their colors** through fleece apparel instead of solely relying on imprints to get the job done.







Blue Generation Recommends



Custom Drawcord Pullover Hoodie (BG9301PD)

With 20 colorful drawcord options, custom drawcords add an extra touch of personality and flair!



Custom Sublimated Drawcord Pullover Hoodie (BG9301PD)

From ordinary to extraordinary, Blue Generation offers vibrant full-color sublimation prints that allow you to create truly unique designs, setting your client's brand apart.



Custom Drawcord Pullover Hoodie (BG9301PD) & Custom Drawcord Zip Front Hoodie (BG9302ZD)

With double fleece-lined hoods and front pouch pockets, there are tons of ways to impress clients beyond colorful drawcords with these soft and cozy styles.

#2: Sublimation Inside Hoods

Everyone loves surprises, including **surprising imprint locations** on fleece and triblend! While clients expect locations like the front center or upper chest, they'll be thrilled to hear they can deck out the **inside of hoods** with **full-color decoration** too – that is, if you order from **Blue Generation**. Not every distributor will be able to offer this **uncommon customization** option,

which will set your distributorship apart as one that is always seeking out **new and unique innovation** to expand your client's brands.





Sublimation Sales Tip: Recommend clients decorate the inside of hoods with **contrasting colors** that will pop against the color of their fleece. This technique **will attract the most attention** to their branding, resulting in the **strongest ROI** and **brand awareness** possible.

Blue Generation Recommends



"Your Logo Here" Adult Triblend Zip Front Hoodie (BG7308H)

Let clients know that every time someone sees these triblend hoodies with decorated hoods they'll stop the wearer to ask, "Where did you get that?", resulting in excellent word-of-mouth advertising.



"Your Logo Here" Adult Fleece Pullover Hoodie (BG9301PD)

Whether hoods are worn up or down, the inside hood location is guaranteed to deliver more impressions as branding can be seen from both the front and behind.



"Your Logo Here" Adult Fleece Zip Front Hoodie (BG9302ZD)

No artwork is too complicated or colorful to be added to the inside of hoods, thanks to impressive sublimation printing.

#3: Sublimated Front Pockets



Our next creative branding location is a serious **untapped opportunity** – that is, until now. Despite hoodie front pouches and shirt pockets having such a **large imprint area** that's seen **front-and-center** by consumers, most suppliers don't offer these locations as an imprint location. Thankfully, **Blue Generation** does. A sublimated front pouch pocket or shirt chest pocket is not only a **new and unique location** that will **attract attention**, it's also a fun **conversation starter** that will keep people talking about your client's brand.

Sublimation Sales Tip: Colorful prints and patterns are a great design choice for front pockets. If your clients don't have a predesigned pattern they want to use, recommend a **step-and-repeat design** using their **logo** and **brand name** to ramp up their brand awareness.

Blue Generation Recommends



Sublimated Pocketed Adult Premium Fleece Hoodie (BG9301PD)

Coordinate drawcord colors with that of the front pouch pocket for a cohesive, wow-worthy look that clients will love.



Sublimated Pocketed Adult Crew Neck Triblend Tee

(BG7306H)

Totally on-trend and sure to get people talking, this tri-blend tee is an absolute must-sell.



Adult Triblend Pullover Hoodie With Sublimated Pocket (BG7309H)

Soft and stylish, these hoodies will feel just as good on as their sublimated front pouch pockets will look.

#4: Sublimated Custom Collars



Do your clients prefer fleece without hoods, such as **premium microfleece vests, pullovers** and **zip fronts**? Let them know they can **customize the inside of collars** too! This is an especially lucrative

branding opportunity. No matter what shirt recipients have on, they can throw their vests with branding inside the collars over top where **logos will be seen all day long**. Custom collars can turn any outfit into a **walking billboard** for your client's brand.

Sublimation Sales Tip: Vests make great additions to any **corporate apparel program**. They're just the thing for throwing on overtop at home or inside a chilly office and can be worn for most of the year for 365 days of **continuous custom-collar branding**.

Blue Generation Recommends



Mens Micro Fleece Full Zip Jacket (BG9951H)

Ladies Micro Fleece Full Zip Jacket (BG6951H)

Custom sublimated collars add a fun pop of branding style that will get noticed every time these jackets are worn.





Adult Micro Fleece Zip Front Vest (BG9953H)

Available in a wide range of colors and sizes, this vest will be a winning choice for your client's next promotional activity.





Micro Fleece Zip Pullover Jacket (BG9952H)

Made with mid-weight microfleece and featuring a custom branded collar, this pullover is sure to exceed client expectations.

#5: Score Add-On Sales With Sublimated Pillows



Did you know **Blue Generation** offers **custom sublimated pillows** too? It's true! Be sure to ask your clients if they'd like to invest in these **soft and cozy advertising vehicles** too. Perfect for placing in **waiting rooms, receptionist areas** and **tradeshow booths**, there's no shortage of ways these fun and colorful pillows can be used.

Back



Front

Sublimated Pillow - Single Side Print (BG9300PF)

With a full-coverage sublimated front and a solid color back, this pillow will communicate brand messaging in soft satiny fashion.

Back



Front

Sublimated Pillow - Double Side Print (BG9300PB)

Double the sublimation for double the impact! Make each pillow even more impressive by decorating both sides in full color.

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To learn more, visit **BlueGeneration.com**
or call **(888) 336-4687**.

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