

DESIGN CATALOG

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New 2020

New 2020

New 2020

New 2020



3 Grey Square

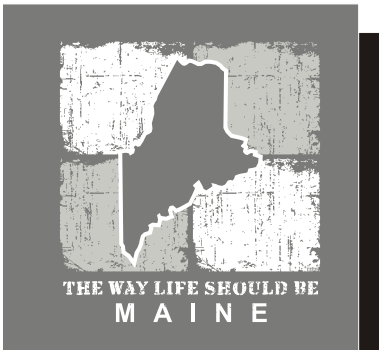
Silhouette Border

Split Bubble Text

Circle w State Faded

New 2020

New 2020

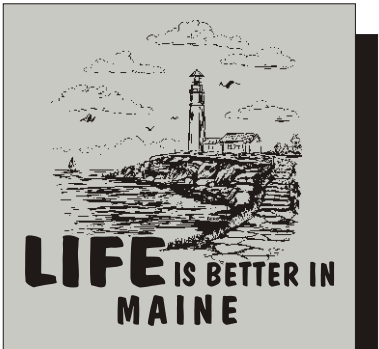


Plaid State w Moose

Plaid Moose Ect

Dist 4 Box e Moose

Dist 4 Box w State



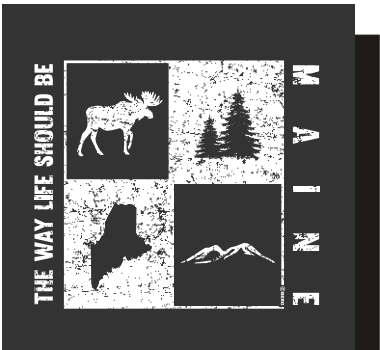
Our neck of the woods

Life is Better

Life is Better Coastal

Dist Rectangle Box

New 2020



Dist 4 Box

3 box Scene

Welcome to the Boonies

Dist Welcome To



Bear Scene

Deer Scene

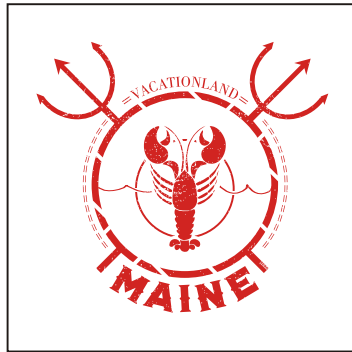
Moose Scene



Grey Scene



Animal & Trees Montage



Lobster & Forks



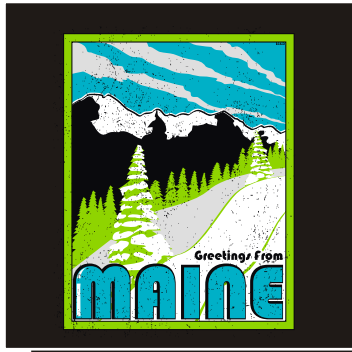
Mountains & Bars



Mountain Shield Faded



Dylans Diamond



Greetings Card



Clouds W/ Silhouette



Bronco Font



Live Laugh Love Swirls



Schitt Cerrrek Survivor



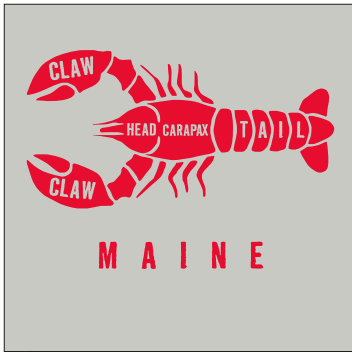
2 Color Girly



Best Place Evah



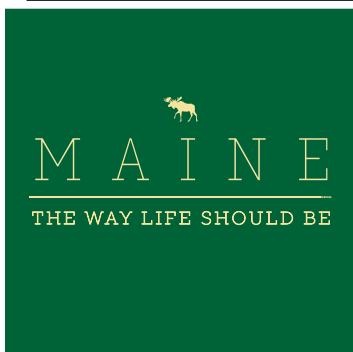
Chillin n Grillin



Lobster Parts



Best Claws



Thin Slab



State w Est & Moose



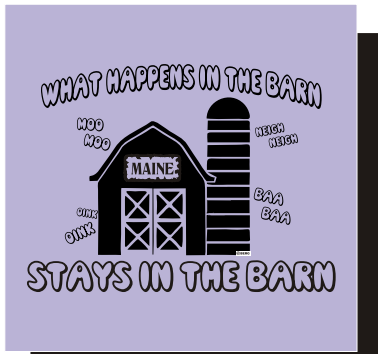
Local Flavah



Design Name



Monkey Spanking Team



What happens in the Barn



Camping is IN TENTS



Hanging Around



Road Sign



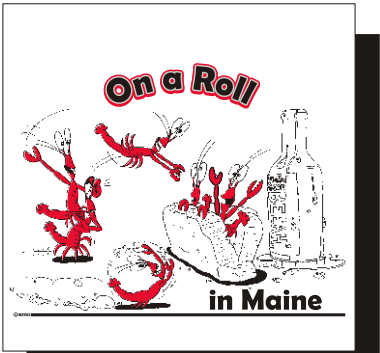
Locals are Crazy



Good to The Bone



What happens in the camper



On a Roll



Live Free & Ride



Got Snow



Fast Food



Captain Mainah'



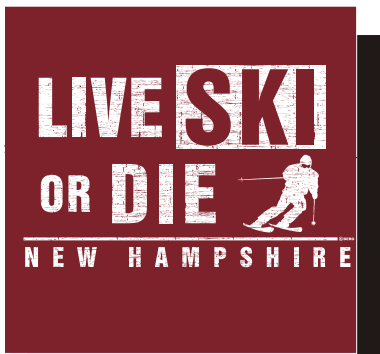
KC & Ride



KC & Stay Wicked



KC & Be a Pissah



Live Ski or Die



Slogan Line





Flower Oval



Criss Cross Distress



Kiss Me Im Irish



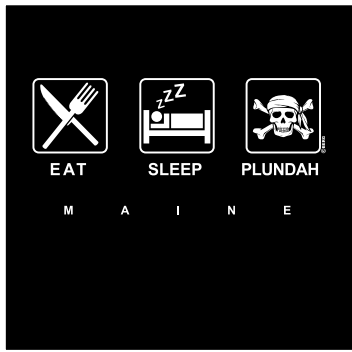
Girls with guns



2 lines est banner



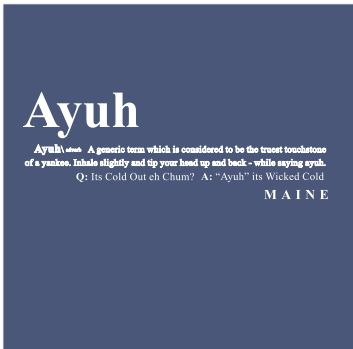
License Palte



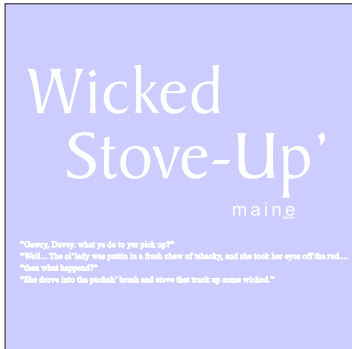
Eat Sleep Plundah



No Hacks



Ayuh



Wicked Stove-Up



Cool Story Babe



Ride Me



Rainy Distress Zip



3 last names



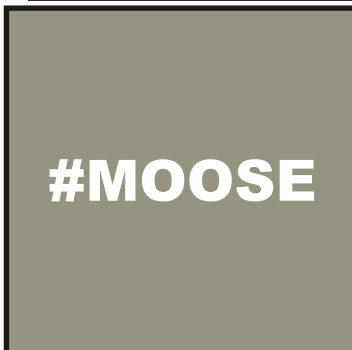
Diamond Bar



HashTag



HashTag



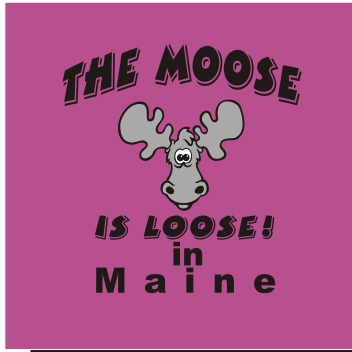
HashTag



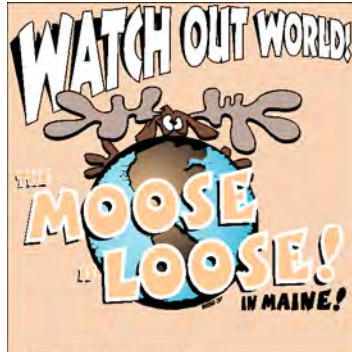
HashTag



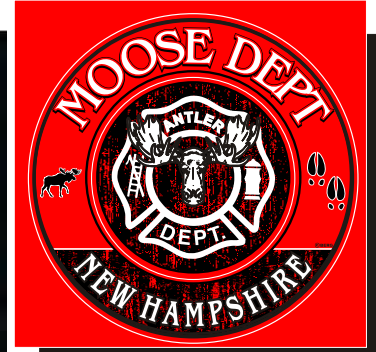
The Moose is Loose (Youth)



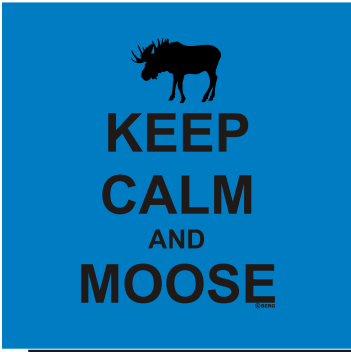
The Moose is Loose (Youth)



MOOSE IS LOOSE



Moose Dept 14



Keep Calm & Moose



Keep Calm & Boil



Keep Calm & Tap



Loon Bar Redone from 2011 to 2014



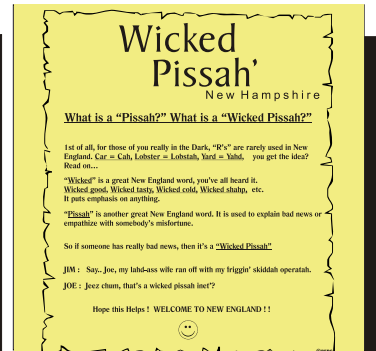
Track Paw BEAR



Track Paw MOOSE



CLAW WARS



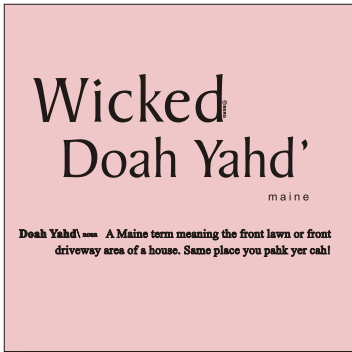
Pissah Story



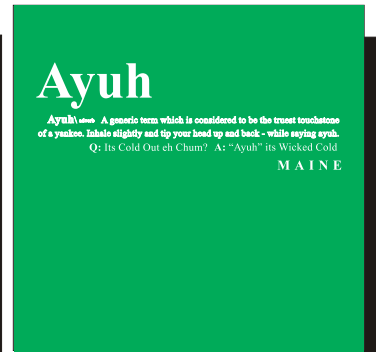
Wicked Lobstah



Wicked Suppah



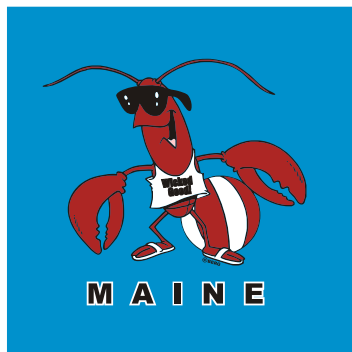
Wicked Doah Yahd



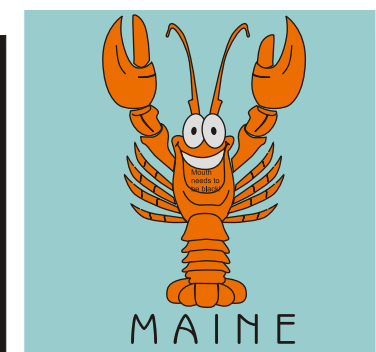
Ayuh



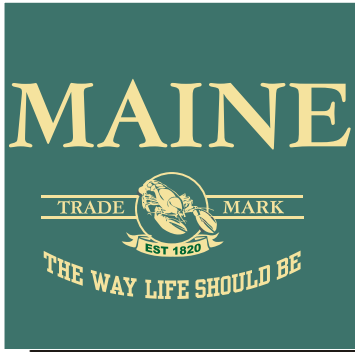
Beach Chair Oval



Lobster n Beach Ball



Lobster w Black Mouth



TRADEMARK



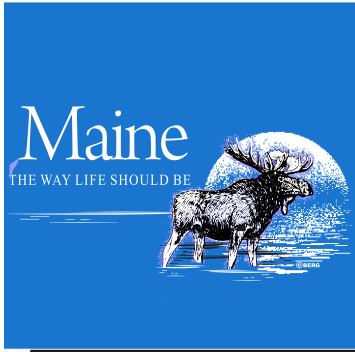
RELAX ENJOY



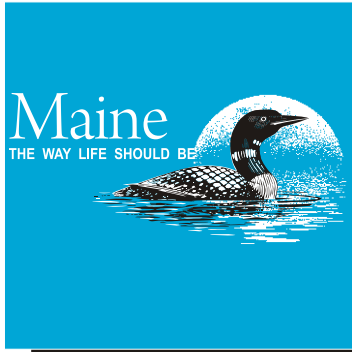
SWAMP DONKEY



I LOVE MAINE



MOOSE MOON



LOON MOON



Rainy Distressed



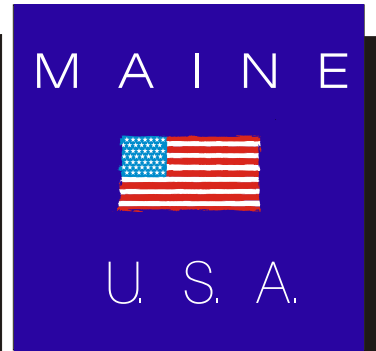
Super Spud



Welcome to MAINE EH



WICKED PISSAH U



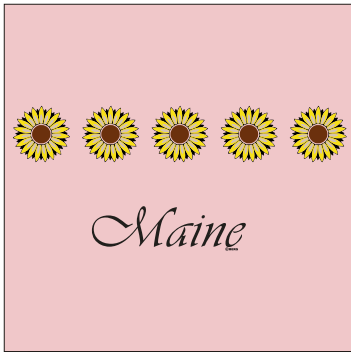
MAINE FLAG USA



MAINE TRIBAL FLOWER



BUTTERFLY



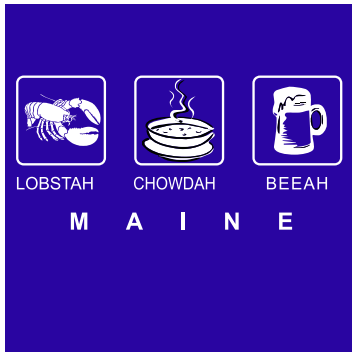
Multi SUNFLOWER



LADY PISSAH



EAT SLEEP FISH



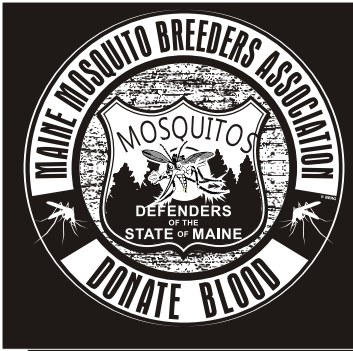
Lobstah Chowdah Beer # BOX



Hike O Path



Dickens Cider



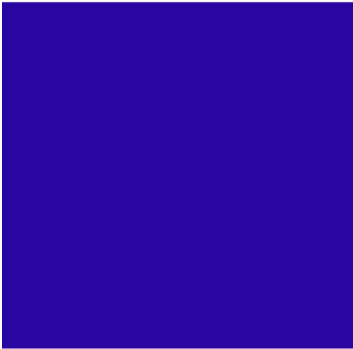
Defenders Mosquito



I LOVE MAINE STATE



LOBSTAH LUVAH



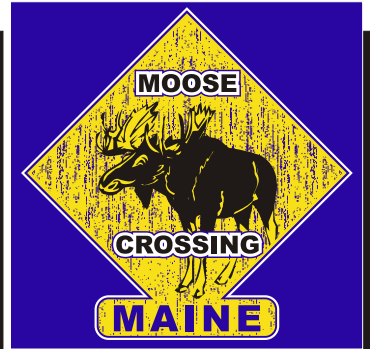
MOOSE OVAL BLACK



KEEP ON TRUCKIN



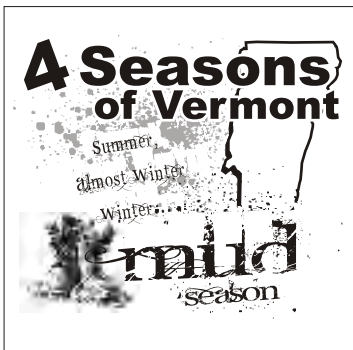
MOOSE FESTIVAL



MOOSE CROSSING DISTRESSED



MAINE ARCH PL



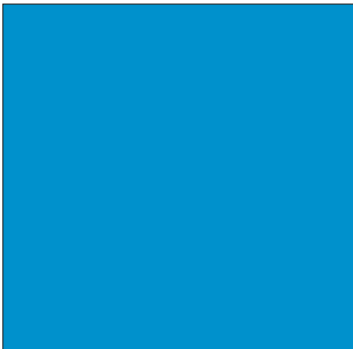
4 SEASONS OF VERMONT



MAINE



THE DRINKING WILL CONTINUE



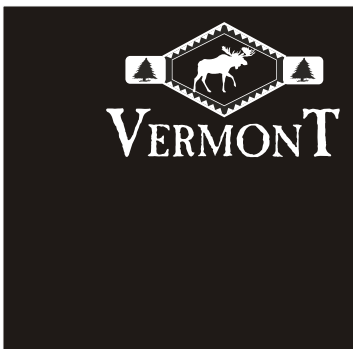
I Need Glasses



MOSQUITOVILLE



UPSCHITS CREEK



Diamond Distressed PL





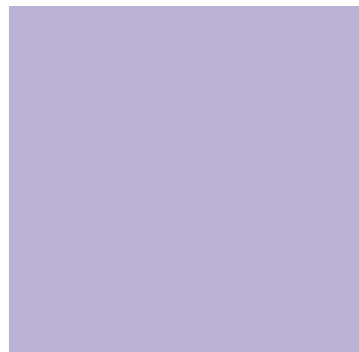
VERMONT ARCH



VT State Cow Tipping Team hands



Leaf Peeper





MAINE ARCH



NEW HAMPSHIRE ARCH



VERMONT ARCH



Distressed Maine



Wicked Pissah



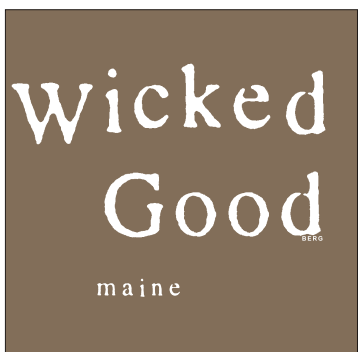
Little Pissah (youth only)



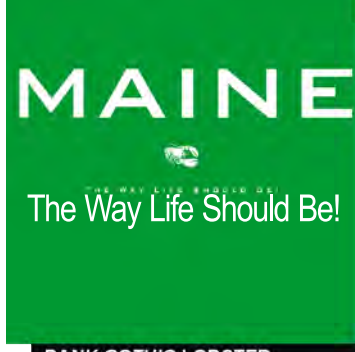
Distress Seal



Authentic Maine



Wicked Good



BANK GOTHIC LOBSTER



ESTABLISHED MID-CHEST BAR - ME, NH, VT



MAINE DISTRESSED USA



Wicked Good Moose



Wicked Good Lobster



Moose Deer Bear (3) - ME, NH, VT



Arched Maine PL



Maine Moose W/Tail - PL



ALPHABET



SIZE MATTERS



MOOSE DISTRESSED



ME LICENSE PLATE



License Plate, VT



LFOD LICENSE PLATE



Ol Man License plate



Pocket Logo

LIVE FREE OR DIE - PL - NH



Pocket Logo

Available on Dark Shirts With White Ink

MOOSE CIRCLE SQUIGGLE PL



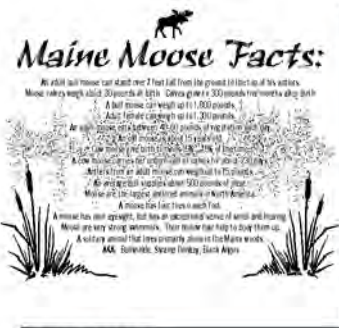
Pocket Logo

Available on Dark Shirts With White Ink

MOOSE ON LINE DISTRESSED PL



MOOSE OVAL BLACK

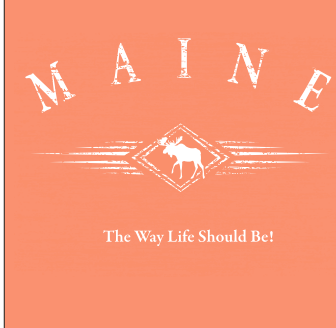


MOOSE FACTS

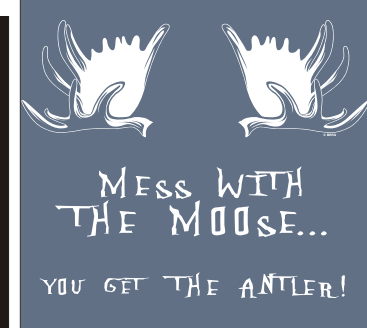


Pocket Logo

BEAR PL



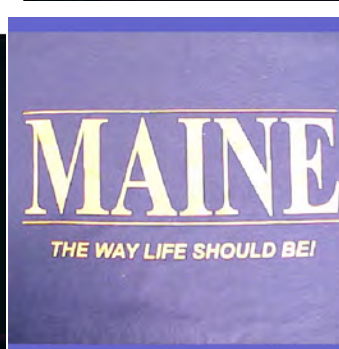
5 Diamond Moose



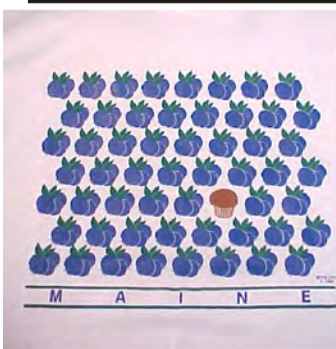
Mess with the Moose



GOT LOBSTER?



MAINE THE WAY LIFE SHOULD BE



MULTI BLUEBERRIES



MOOSE MOON SILO



GUT DEER? ME, NH, VT



GUT MOOSE? ME, NH, VT



Gut Fish



Got Snow?



Spike moose shield



White Swirly



Vertical PL



Take a Hike



Big Moose Country



Loon in water



3 MOOSE BAR



MAINE WILDERNESS



Wicked Moose logger



text moose-aging



Butterfly Flower



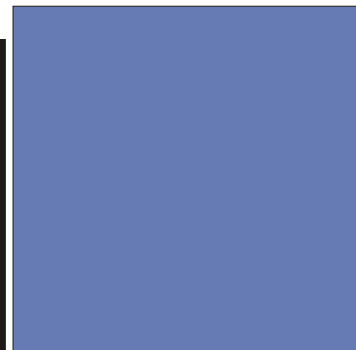
Peace Love Moose



White Beer?



Peace Love map grid



Dragonfly Flower



Live Free Or Die Ol Man Flag



Live Free Or Die EAGLE FLAG



POTBELLIES





GOT LOBSTER?



BEATING AND FLOGGINGS



Stud Puffin



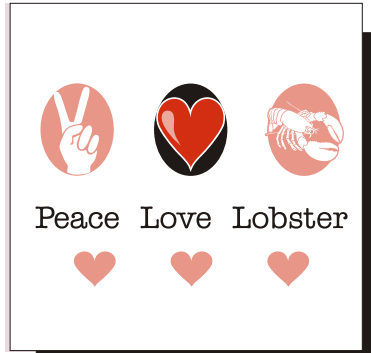
Stud Puffin



MAINE LIGHTHOUSE FULL CHEST



I'M WITH CRABBY - ME, NH, VT



Peace Love Lobster



THE BLUE LOBSTER



LOBSTER FULL



Surrender The Booty



BACK OFF LANDLUBBER



THE BEST PLACE ON EARTH



Pocket Logo

THE WAY LIFE SHOULD BE - LOBSTER BOAT



MULTI LOBSTER



2 COLOR LIGHTHOUSE



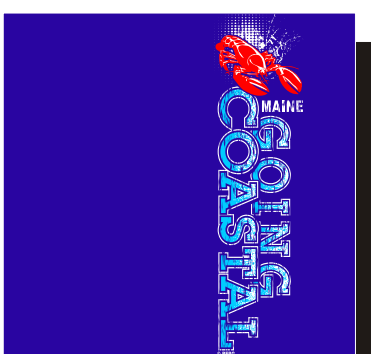
3 BEACH CHAIRS



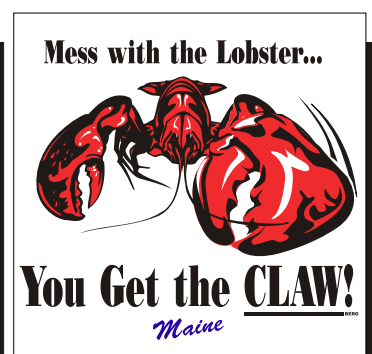
Party like a Lob Star!



Lobster Circle n Lt House



GOING COASTAL MAINE



MESS WITH THE LOBSTER



Children Designs

CARTOON LOBSTER



Children Designs

CARTOON MOOSE



Children Designs

IM A KEEPAAH



Pocket Logo

Children Designs

WM VERMONT PL



MOOSE AMERICANUS - YOUTH



Children Designs

MOOSE HOLDING VT



Pocket Logo

LOBSTER PL



FARM ANIMALS ME



HAPPY MOOSE CIRCLE



MOOSE TRACKS #2



I'm With The Mainah'

IM WITH THE MAINAH



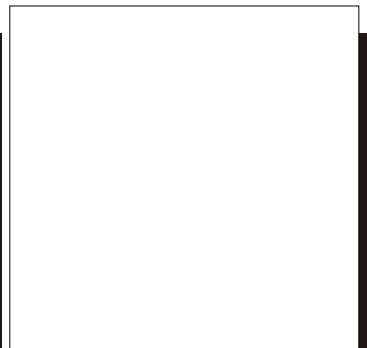
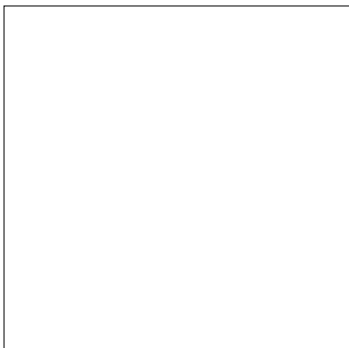
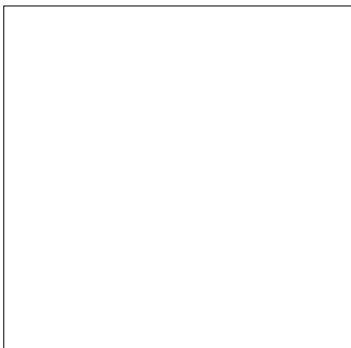
SURRENDER THE LOBSTER



LOVES ME

Little Pissah' new hampshire

Little Pissah (youth only)



**PADDLE
FASTER!**
I hear banjo music!

PADDLE FASTER

*I can only please
one person per day.*
**Today is
NOT YOUR DAY!**
*Tomorrow doesn't
look good either.*

TODAY IS NOT YOUR DAY

**HUNTERS
CODE:**

Early To Bed
Early To Rise
Hunt Like Hell
Make Up Lies!



HUNTERS CODES

Jesus said:
"Go Fishing..."
He said nothing about fishes or mending the torn.

JESUS SAID...



PETA

- 10 ways to tell
you're in
MAINE
- 1 There are only two seasons: Fall (with
Autumn, Winter, Spring, and Summer)
 - 2 Everybody gets only three pieces of fall pepper
and biscuits
 - 3 It's dangerous a compass doesn't work nearby
 - 4 Everyone is able to eat in a old world when the Queen's
baptism, even if they haven't done anything good.
 - 5 Everyone does have money, on their knees, but
not on their side
 - 6 The opening day of deer season is considered a
legal holiday
 - 7 People don't wash their when it gets way up in
the air
 - 8 A wild night involves a lake in the ice
 - 9 The Police Chief, the Chief, the Manager, and
the Dog Catcher are the same person
 - 10 The 1st and the 10th are the same person

Ten Ways To Tell Your In Maine

AND YOU THOUGHT
IT CAME FROM TREES!



VERMONT

COWS + MAPLE SYRUP



NOTHING RUNS LIKE A MOOSE

Maine

NOTHING RUNS LIKE A MOOSE-ME, NH, VT

*The Lord Giveth...
and the Government taketh away!*

THE LORD GIVETH

**HOMELAND
SECURITY**



Maine Style!

HOMELAND SECURITY

If a woman speaks
in the forests of Maine
where no man can hear,

is she still nagging?

IF A WOMAN SPEAKS...

If a man speaks
in the forests of Maine
where no woman can hear,

is he still wrong?

IF A MAN SPEAKS...



POOR SPORTSMAN



Wicked Haulers



JOHN MOOSE



Pocket Logo

P.O.W. NOT FORGOTTEN

R

RESTRICTED

**UNDER 17 REQUIRES PARENT OR ADULT
GUARDIAN LOOKING OVER SHOULDER**



www.dilligaf.com

DILLIGAF

**ALCOHOL
TOBACCO
& FIREARMS**

Sounds like a good Convenience Store!
(Who's bringing the chips?)

ATF



BITE ME!

RESTRICTED

**UNDER 17 REQUIRES PARENT OR ADULT
GUARDIAN LOOKING OVER SHOULDER**

**WHEN GUNS ARE OUTLAWED
I WILL BECOME AN OUTLAW**

WHEN GUNS ARE OUTLAWED...



Don't tread on me

My Husband Is A

CPA

Certified Pain In The Ass!

CPA

**"Blaming Guns
for Killing**

"Support The Right
to Bear Arms"



"Support the
2nd Amendment"

is like

**Blaming Pencils for
Spelling Mistakys!"**

Blaming Guns



JOHN BEER

JOHN BEER

**"Ted Kennedy's car
has Killed more
people than my Gun!"**



"Support the Right to Keep & Bear Arms,
Support the 2nd Amendment of the U.S. Constitution"

Ted Kennedy

Black Flies Don't Bite.
THEY SUCK!
MAINE

BLACKFLIES SUCK



Pocket Logo

ME REGISTERED POACHER PL

I'll Tell
You Why I
Came Home
Half Drunk,
I Ran Out Of
MONEY!

HOME HALF DRUNK

GUN CONTROL...

...MEANS USING BOTH HANDS!



"Support the Right to Keep & Bear Arms,
Support the 2nd Amendment of the U.S. Constitution"

MAINE

Gun Control Means...

Maine
**Coyote
MANAGEMENT TEAM**



COYOTE MNGMT TEAM

Hug A Logger!



"You'll never go back to Trees!!"

HUG A LOGGER

**I SUFFER
FROM
CRS**

(Can't Remember Shit!)

CRS

"Support Your...



...Local Hooker!"

SUPPORT YOUR LOCAL HOOKER

INFIDEL
كافر

I'd Rather have
LOBSTERS...
than have
CRABS!

M A I N E

Lobster n Crabs

**IF YOU
CAN READ THIS...
THE BITCH
FELL OFF!**

IF YOU CAN READ THIS

R **RESTRICTED**
UNDER 17 REQUIRES PARENT OR ADULT
GUARDIAN LOOKING OVER SHOULDER

R **RESTRICTED**
UNDER 17 REQUIRES PARENT OR ADULT
GUARDIAN LOOKING OVER SHOULDER

SAVE THE DEER
Join The
COYOTE CLUB
"OFFICIAL MEMBER"

You too may support the Coyote Club cause. Simply shoot 3 coyotes and donate \$25 for ammo and you too can be an official member!

SAVE THE DEER

Right to Bear Arms
2nd Amendment
A well regulated militia, being necessary to the security of a free State, the right of the People to keep and bear arms shall not be infringed.

RIGHT TO BEAR ARMS

JOHN DID 'R

JOHN DID 'R

GOVERNMENT
ADVISORY
PROUD GUN OWNER

PROUD GUN OWNER

FIGHT CRIME...
SHOOT BACK!

FIGHT BACK SHOOT CRIME

VEGETARIAN
AN OLD INDIAN WORD FOR POOR HUNTER

VEGETARIAN

Fishing
THE WAY TO A MAN'S HEART IS THRU HIS FLY!

THRU HIS FLY

Yes...
All of Gods wonderful, beautiful creatures have a special place on earth...
right beside the
mashed potatoes and gravy!

ALL OF GODS CREATURES

I'M A GUN OWNER
NOT A VICTIM

Not A Victim

NEVER MIND THE DOG...
BEWARE OF OWNER!

Beware Of The Owner

got ammo?
MAINE

Got Ammo?

IT'S A MAINE THING...
WE DON'T CALL 911

We Don't Dial 911

The Original
HOMELAND SECURITY
Fighting Terrorism Since 1492

Homeland Security

BE LOW ME

BE LOW ME

HACKS

Hack^{/noun} An overpaid person who is a professional at doing a job or service of little or no importance.
Hackerama^{/noun} A nesting ground of hacks, where they breed and hibernate, a place they naturally flock to, like swallows to Capistrano, Calls often heard: "Gimme a brew!" "How's da family?" "Mistah Speakea?" "Kiss in the mail." "Have a good weekend!" (usually said on wednesdays).

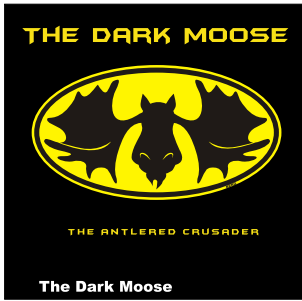
THE PROBLEM WITH SOCIALISM IS THAT EVENTUALLY YOU RUN OUT OF OTHER PEOPLE'S MONEY

Cool Story Babe
Now Fetch My Fishing Gear!

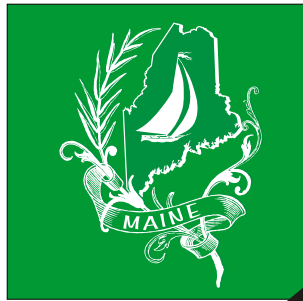
Brown Girl Swirl



Angry Moose



The Dark Moose



DISTRESS MOOSE - PL



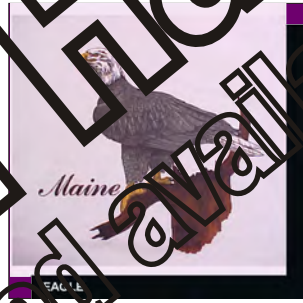
REAL WOMEN



Moose Tracks WLSB



map to S... darks

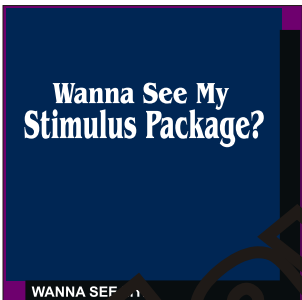


EAC LE



March 20 - Sept 23, 2011

Mosquito Festival



WANNA SEE



lobstah howdah Beah



Milk Cows Not Taxpayers



Diamond Lighthouse



Pink Iris



LOVE AT FIRST SIGHT



5 Diamond Lobster



Lobi Birch frame



lobstah say it Like a Mainah



Goin Coastal WAVE



ANIMAL TRACKS - ME,NH,VT



Lobstah Chowdah Beah



Peace Moose



moose shield



Goin Coastal Lighthouse



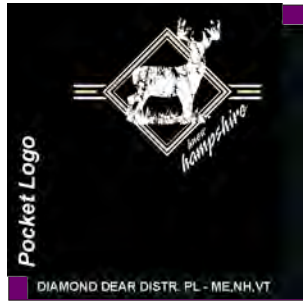
Moose Gone Wild! - ME,NH,VT



Pocket Logo
Mid-Size



Pocket Logo
DIAMOND LIGHTHOUSE DISTR. PL - ME



Pocket Logo
DIAMOND DEAR DISTR. PL - ME,NH,VT



Pocket Logo
DIAMOND MOOSE DISTR. PL - ME,NH,VT



Maine Lake oval PL



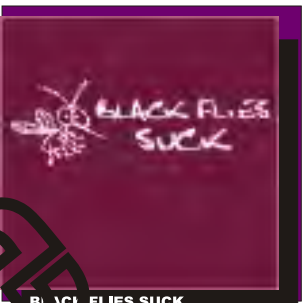
PRESIDENT LINE LIGHTHOUSE



MOOSE ANTLER



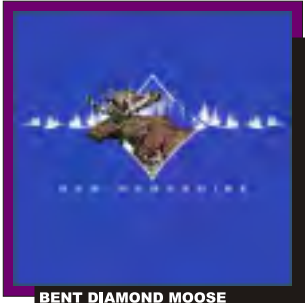
LOONATIC UNIVERSITY



BLACK FLIES SUCK



LOBSTER MID CHEST



BENT DIAMOND MOOSE



BEAR AND LOBSTER BOAT



BENT DIAMOND SUIFER COVER



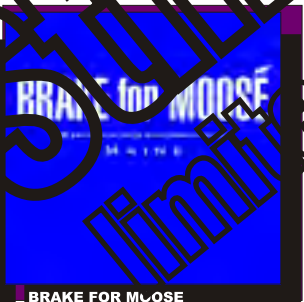
LOBSTER ROUNDED PL



BLACK FLY CROSSING



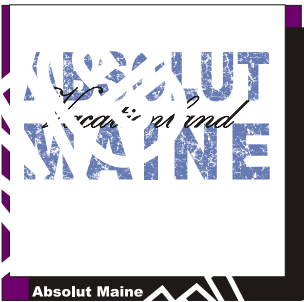
TRUCK MOOSE



BRAKE FOR MOOSE



CRUNCH MOOSE



Absolut Maine



SLOW MOOSE TRIANGLE



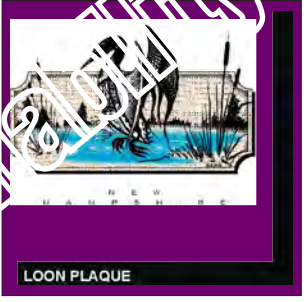
MOOSE LINES MOON



MR TRADE MARK



LOBSTER DEPT.



LOON PLAQUE



AYUH FULL



BEWARE OF ATTACKING MOSQUITO



TGIF THANK GOD IM FISHING



MOOSE log frame



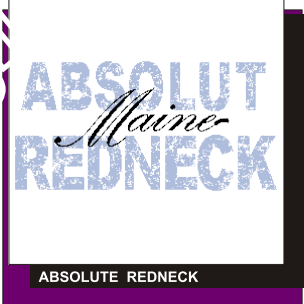
MOOSE PLAQUE



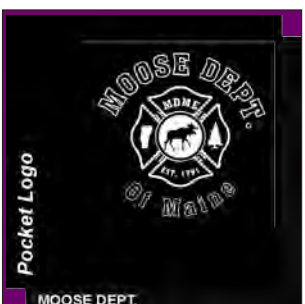
CHICKADEE PL



AYUH PL



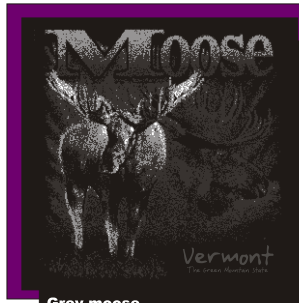
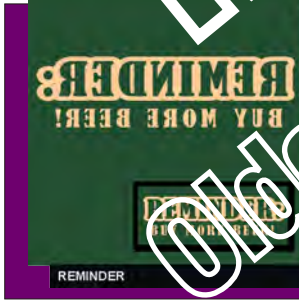
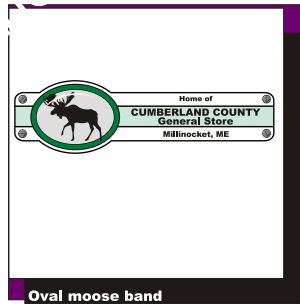
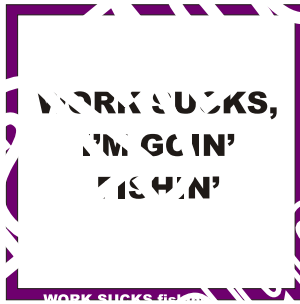
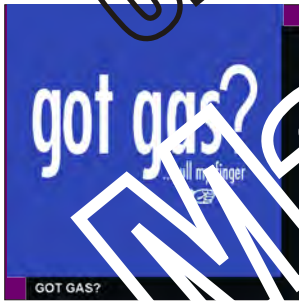
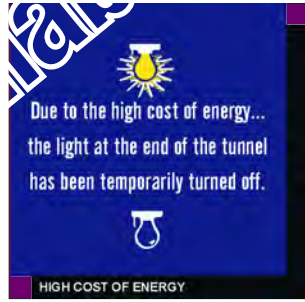
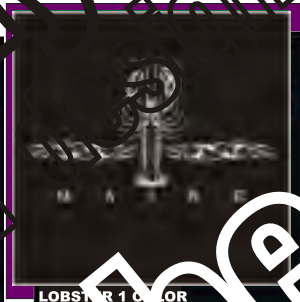
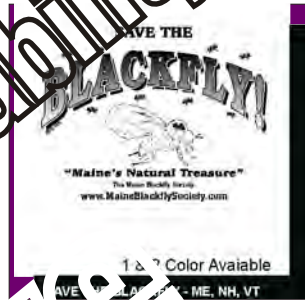
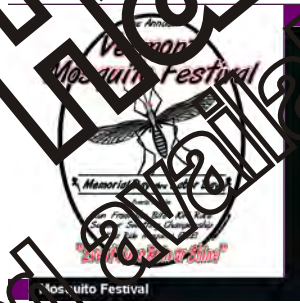
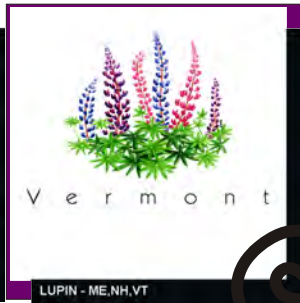
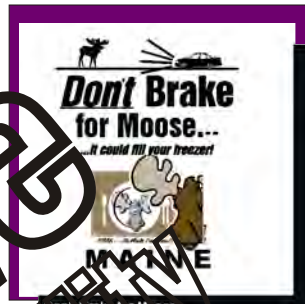
ABSOLUTE REDNECK

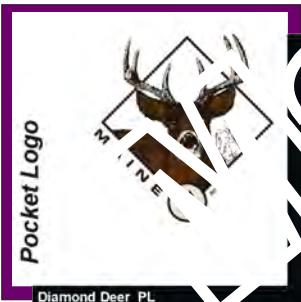
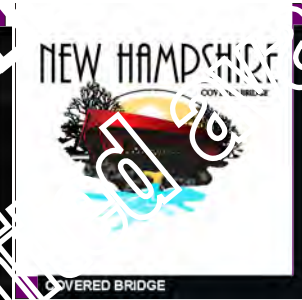
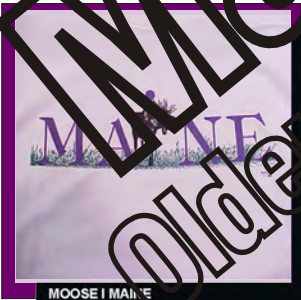
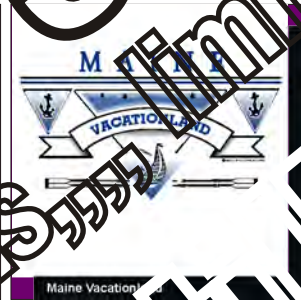


MOOSE DEPT.



LOBSTER PL 2 COLOR





Commonly Asked Questions:

About Berg Sportswear's Irregular T-Shirts and Sweatshirts

Q: Can I get them with states other than ME, NH, VT? YES on 1st Quality

All IR's are preprinted with ME, NH, or VT. If you really want them with other states or your Business name on them we can do the following: Make custom screens for your state or business. The shirts will be printed on **1st quality goods** and we will charge you the regular 1st quality price on stock designs.

Min order 1 color = 36 pc. Min Order 2 Color = 48 pc. Min Order 3 Color = 60 pc. Min Order 4 Color = 72 Pc. Minimums are PER DESIGN

You will be charged for 1 "set-up" charge, (\$20.00) These shirts will be printed special just for you, so yes you can pick sizes and colors. XXL \$1.50 extra. Sorry cannot do assortments,

Q: What is the S.R.P.? Margins etc?

T-shirts SRP \$5.95 each or 3/\$15.00 Margin: 50% sell 1, 40% sell 3.
Sweatshirts SRP \$9.95 each or 3/\$25.00 Margin: 50% sell 1, 40% sell 3.
Hooded SRP \$14.95 each Margin: 43%

Q: What is your best selling design? A: All of them

There is no one best selling design. They all sell good as a group. Variety is the secret. Moose are the best selling designs. No moose in particular, just all moose as group. It's always good to have a few funny ones. New stuff always sells well because it's new. We also have some older designs that have been around quite some time, and they are steady sellers year after year. "Moose With Overpass", "Life In The Slow Lane", "Moose X-ing", "Multi Blueberry", "Today is Not Your Day" etc. Of All the designs we have the all time best seller is probably the one we call "WHITE MAINE".

Q: Can I choose my own designs? A: Sort of. You can describe the Type of "Assortment"

We carry many designs. It is very hard to have all designs in stock all the time. The most current and best selling designs are usually available. You can describe to us the type of assortment you would like; for instance: "I want a lot of wildlife and animal designs" or "we want a lot of funny designs" or "put in a few of the sayings" or "Go heavy on coastal and lobsters etc." If there is one particular design you really must have, we will do our best to get it in your assortment for you. It goes the other way too, if there are certain designs that you don't like or don't think will sell for you, just tell us NOT to put it in. For instance, "don't send me any fish designs"

Q: Can I chose my sizes? A: YES, call for details.

The designs are all ready printed and packed in lots of 1 dzn. When we print a certain design we print between 12 & 100 dozen per run. We assort small thru XXL and sometimes XXXL. We do our very best to scale the correct sizes and "guess" what the current trend is. More often then not L and XL are still the tried and true best sellers.

Q: Can I chose my colors? A: Call for details.

Same as sizes. The designs are all ready printed and packed in lots of 1 dzn. When we print a certain design we print between 12-100 dozen per run. We assort the best colors we can. Variety is the spice of life(and sales\$!). As long as you have a wide variety you will do fine. Don't be afraid of certain colors just because you don't like them. Think what the customer might like, you cannot predict what color they will like, you never know what will sell.

Q: Can I get an assortment with NO whites? A: YES. 08

Whites are now few n far between. Certain designs we only print on whites. Whites are easier for us to buy, handle, and print. If we did ALL colors we simply could not afford to buy, print, and sell a T-Shirt for \$3.00. When we 1st started the IR program many years ago all we printed was white! If you bought a box of 144 T's, you received 144 white T-Shirts. Then somewhere along the line we put in a few colors when we could. Then of course everybody wanted colors. Currently when we ship a box of T-Shirts it is about 85% Colors and 15% Whites. Coastal assortments tend to get more whites, whites do sell pretty good on the coast or near lakes. Another thing, MOST of the whites we are currently printing are 1st QUALITY! NO CUT TAG! 100% Cotton! Pre-Shrunk! Heavyweight! Whites all of sudden aren't so bad!

Commonly Asked Questions:

About Berg Sportswear's Irregular T-Shirts and Sweatshirts

Q: Can I get less then the 132 pc minimum? A: Maybe 08

We have minimums for several reasons. The price is based on VOLUME. We must be efficient and streamlined to wholesale Printed T-Shirts for \$3.00. Also we must protect our current customers. We have a great and loyal customer base that buys from us every year and they do a good volume. We don't want just anybody calling up and having the ability to buy just a few shirts at the same price that our regular customers pay. Also it is more efficient shipping. It costs about the same to ship 132 T's as it does to ship 72. IF you are a regular customer of ours we sometimes make exceptions. We just can't make a habit of it.

Q: How soon can you ship? 4-10 business days

Depends on time of year, how busy we are, availability etc. Sometimes same day..

Q: Can I get them with my business name on them? A: YES

We "NAME DROP" your business name on our current selection of IRREGULARS for \$1.00 per shirt. Absolute min is 72 pieces. Yes can do an assortment.

Q: Do you have childrens sizes? A: YES

Not as wide a selection as adults, but we carry a few

Q: What's Irregular about them? A: Very little

The white's have nothing wrong with them, Most are 1st QUALITY anyway. The other colors are still very good. We pull out the real bad ones as we print. We throw out 50-100 shirts per day. Sometimes they have a small dust mark, sometimes they are a large mislabeled a medium, sometimes the the dye color didn't meet specs, etc. You shouldn't find any with holes. If you do we slipped. You will find very few real bad ones. Out of 144 T's it is doubtful you will have 5-10 that you will notice. Remember the price, if you want all 1st quality with no flaws, we can print for \$5.50.

Q: Can I have an exclusive in my area? A: IT DEPENDS

We don't like to "crowd" an area or town with stores selling the same product. Chances are we already have a store in your area selling our product. However some of the bigger towns and tourist areas can support 2 or more stores selling the same product We take each account on a case by case basis.

Q: What is return policy? There are no returns.

There are no returns. We do make exceptions. If you are in VT and we sent you ME designs for instance, we will swap them for you. If you feel the assortment you get is just not what you wanted or expected, we will work something out. We just cannot have shirts returned on a regular basis for little or no reason. REMEMBER THE PRICE. If the case arises where there will be a return, we are not responsible for freight. Again \$3.00 is quite a price. We just can't let everybody send back whatever they chose. Every now and then we will make exceptions. We do have a certain select group of customers that are either on our "service Plan" or just plain and simply VIP accounts that have earned an elite status. They have done this in one of several ways. A) Large sales Volume. B) Many years of loyal business. C) They pay their bills promptly. If you are in this group we sometimes can swap a few. We do not give refunds, we will swap product for product at our discretion. If you have a problem with your order you must contact us within 14 calender days.

In Closing: Trust the assortments!

We have been doing this for over 25 years! We started the price at \$2.75 and 25 years later with improved designs, improved colors, and improved service, the T's are still only \$3.00. It is without a doubt the best Price/Value T-shirt program anywhere. Don't worry about the little details about what you can and can't chose. We are very experienced on what sells, designs, colors sizes etc. We want the shirts to sell for you! We are not out to "dump" a bunch of slow selling shirts. Our goal is to sell you a box of shirts, THEN have you call up a few weeks later and order more! We are not out for a one time sale. We want steady continued business from you year after year. Display the shirts, retail them at \$5.95 and watch them sell.

Guaranteed Sale (GS for short)

Guaranteed sale explained briefly and quickly:

We will swap product if:

- 1 You are one of our approved GS customers
- 2 The product is one of our approved GS products. We only have 3: (IR T's, Ir Swts, Stock emb hats.)
- 3 The product is in clean and re-sellable condition.
- 4 You have been selling it for our Suggested Retail Price.

We will not swap product if:

- You are NOT one of our approved GS accounts.
- It is not an approved GS product. See below.
- The product is not re-sellable. i.e.; Old and dusty, coffee and soda stains, etc.
- You have been attempting to sell it for more than the SRP.

Guaranteed Sale (GS for short) is a very "gray" area. I will do my best to explain in the article below.

Your store must be approved for our GS program. Only certain accounts and products are approved for GS.

Guaranteed sale means we will swap product for product, or give you a credit on your account. It does not mean we will refund your money.

GS is not to be confused with "consignment" we do not do consignment. You will be expected to keep your account relatively current and paid. We will give you as much "float" as possible; 30-60 days is not uncommon.

We only have 3 items that we will approve for guaranteed sale, they are: 1) **IR T-shirts** (stock designs only), 2) **Ir Sweatshirts** (Stock designs only) 3) **Embroidered Hats** (stock designs only).

You must let us help you pick the designs! It is hard to GS a group of designs that are not strong sellers for your area. For instance we will get calls for lighthouses in central and northern Maine; they sell sometimes, but not always. It's hard to GS a design in cases like this. If we put you on our GS program you must trust us to get you our best selling designs. We will of course let you have a good say in what you want in your store. We will never offend your customer. We do not use any shirts that have cuss words on them, or are considered controversial, without your approval. If a design or two slips thru that doesn't meet with your approval we will gladly exchange it. We do not pay for shipping! If we are good enough to exchange product for you, please be fair enough to pay the few dollars of freight involved.

You can not sell for more than our SRP! (Selling for less is OK) Our SRP's are as follows:

IR T-shirts: SRP **\$5.95** (your Cost \$3.00) margin = 50%
IR T-Shirts: SRP **3/\$15.00** (your Cost \$9.00) margin = 40%
IR Sweatshirts: SRP **\$9.95** (your cost \$5.00) margin = 50%
IR Sweatshirts: SRP **3/\$25.00** (your cost \$15.00) margin = 43%
Hats: SRP \$9.95 (your cost \$6.00) margine = 40%

You must take proper care of the products. Shirts with store related accidents will not be swapped. Coffee spills, water damage from leaky roofs and cellar floors, caked on dust, cat hair, mold and mildew, are not our responsibility.

"Hanger" marks on the shoulders, grease and dust marks on shoulders as a result of hanging, are also not acceptable returns. Also it is proven that shirts sell better off a "shelf type" of display (where they are folded) as opposed to "hanging" them. We do not recommend hanging t-shirts. Hanging displays hold less product than folded shelf displays. Stores that hang t-shirts usually do so because they think it's easier. It's usually done as result of complaints by employees who "don't want to fold shirts". The time to fold shirts is when it's slow, every store has it's slow times. Hanging might be a little easier, but you will not sell as much.

We will provide a 2 ft or 3 ft rack, IF the original purchase is in the \$600-\$1000 range. If you wish to start with a smaller order racks are \$60 each plus shipping. No we do not keep giving racks with every \$600-\$1000 purchase, ONE RACK PER CUSTOMER!!

You should make an honest effort to sell, push and promote the product. For instance: Keeping a few shirts on display, while keeping the rest out back, or in a box is the biggest sin I see. You must keep a full, well stocked display. Product will never sell sitting out back, or if there is a poor selection. Good price signage is also a must. The customer must know the price! They will not ask!! We will provide signs just ask.

If you here the words Guaranteed sale mentioned by a Berg employee the above rules will apply. These rules may sound strict, but we are very fair and generous in the services we offer. T-Shirts are a very difficult item to GS, but we do the best we can.



How To Sell More T-Shirts

By: Robert Berg
Berg Sportswear

Merchandise doesn't sell in the back room

The biggest crime I see is merchandise in the backroom, and a less than full display. No room? Find room, stuff will never sell setting out back in boxes.

Keep proper sizes and designs on display

Too many times I see a display that appears to be adequately stocked; only to find out it's all Small & Medium. Large and Extra Large are definitely, beyond the shadow of a doubt the best selling sizes. Make sure your display has plenty of both.

In Maine, New Hampshire, and Vermont any moose design sells well. Always make sure you have a moose design of some sort on display. Also the "plain Maine", "plain New Hampshire" and "plain Vermont" are very strong sellers, Always keep on display. If your store is near a lake, have the name of that lake on a shirt or hat somehow. "Lake People" buy a lot of shirts.

Always show and sell your best stuff first. Displaying older slower selling designs to get rid of them is a BIG mistake. Sell your good stuff first, THEN your older stuff.

Inventory

You can't sell what you don't have. If you purchase 144 T-shirts, when you get down to about 70 or 80, order more. Don't try to sell every last one before you re-order. The last 30 or 40 are always slow sellers. While you're waiting 6-8 weeks for those last few to sell, you could have sold another 70 -100 if you had kept fresh stock in. Let your inventory go down at the end of the season not in prime time. RE-ORDER! Town designs, order 48 re-order when at 20 or so.

Make sure the customer knows the price

Proper signage and pricing is a must. You must hit them right in the nose with the price. Never assume the customer knows the price. They are very shy to ask. If you have customers asking, "How much is this", you have a problem. Keep your signs simple and BOLD. If you have different price points make sure the customer understands them. Ideally each shirt should have it's own individual price tag.

Sizes

Very often the customer is looking for a size, not a design. Separate (and label with signs) your T's and Sweats by size whenever possible.

Margins

Don't be Greedy! Margins of 35% to 45% are plenty for most retail locations. It's nice to double, but is not always practical.

Hats. Keep hats at \$9.95 or less. It's hard to get more than \$10 for any hat unless you have an extreme high-end clientele or it is sports related or a championship of some sort.

Sweatshirts. (Embroidery) Try to keep \$19.95 or less. (Screenprint) try to keep at \$14.95 or \$15.95 \$23-\$26 for a sweat is a little high.

T-shirts. Same as hats. \$9.95 or less is the magic price.

Your employees and Staff

The owner (or Manager) of a store should **never** have to fold shirts. Train, force, beg, plead, whip, whatever it takes, have your crew fold (and Re-Stock) the shirts. Early mornings, late evenings pick slow times and put it on their "to do list". 24-hour stores should have shirts folded at night; there is PLENTY of free time. Some stores assign the shirts to 1 person. He or she is responsible for periodically folding and stocking the display.

I have over 20 years experience in retail merchandising. Big fancy large stores, down to little Mom and Pop stores, I have seen it all. If you want to sell more T-shirts, please give me a call, I will be glad to talk to you.

YOUR COST:
\$3.00
Each

Margin
50%
sell 1

Margin
40%
sell 3

T-Shirts

S.R.P. 3 for \$15.00

\$5.95
Each

Irregulars

For Service & Re-Orders Call BERG ACTIVEWEAR 1-800-242-2374

FREIGHT .14 each 2.4% T's Sell 1 = Fr 19.00 + 396.00 = 415.00 - 785.40 = 370.40/785.40 = 47.2%
FREIGHT .14 each 2.8% T's Sell 3 = Fr 19.00 + 396.00 = 415.00 - 660.00 = 245.00/660.00 = 37.1%

YOUR COST:
\$5.00
Each

Margin
50%
sell 1

Margin
40%
sell 3

Crewneck
Sweatshirts

S.R.P. 3 for \$25.00

\$9.95
Each

Irregulars

For Service & Re-Orders Call BERG ACTIVEWEAR 1-800-242-2374

FREIGHT .48 each 4.8% SWT's Sell 1 = Fr 23.00 + 240.00 = 263.00 - 477.60 = 214.60/477.60 = 44.9%
FREIGHT .48 each 5.8% SWT's Sell 3 = Fr 23.00 + 240.00 = 263.00 - 400.00 = 137.00/400.00 = 34.2%

