

EXAMPLES OF OUR WORK:

2016 ROSE BOWL APPAREL



DESIGN



SCREENPRINTING & EMBROIDERY



SHIPPING & DISTRIBUTION



[Big game, big results]

Overview:

Dynamite designs on a tight turnaround. 30,000 shirts in a short 3-week span. That was the case with Sigler's work on the 2016 Rose Bowl apparel for Game Fan Outfitters, a distributor based in Ankeny, Iowa.

Sigler has a long history of creating licensed apparel for colleges and universities. As soon as the matchup for the 2016 Rose Bowl was announced, Sigler hit the ground running.

Highlights

- Before the bowl games were announced, the Sigler team created designs for several possible scenarios and had them approved, ready and waiting.
- After Iowa and Stanford were selected, the Design Studio had 3 different designs available that met the stringent licensing rules for the Rose Bowl as well as both college athletic departments.
- Screenprinting applied the designs on 4 different styles of garments: regular T-shirts, ladies tees, raglans and sweatshirts.
- Sigler's Hand Bindery department added hang tags to each garment.
- Apparel inventory was ordered in advance to ensure that when the Bowl lineup was officially announced, everyone was ready to roll.



Results

Sigler shipped Rose Bowl shirts directly to Hy-Vee and Walgreens locations, fulfilling the mass orders that continued to come in. Sales were extremely brisk, resulting in multiple reorders of the Rose Bowl shirts. All told, Sigler produced a whopping 30,000 T-shirts in under a month, nearly doubling original expectations. All product was screenprinted, tagged, boxed and shipped in just a 3-week timeline.

The sheer volume of work and local impact made headlines in Central Iowa. In the days leading up to the game, Sigler was featured on WHO-TV.

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