

VALUE-ADDED SERVICES

Club Colors delivers value-added services designed to reduce administrative burden, protect institutional brands, and create more efficient, scalable merchandise programs.

Our approach goes beyond transactional ordering. By combining technology, in-house services, and strategic program management, we help institutions simplify procurement, control brand usage, and extract greater value from every program—without increasing complexity.

Core Value-Added Capabilities:

- Technology-Enabled Ordering & Governance
- BrandShops, PopShops, and PunchOut integrations that streamline ordering, enforce brand standards, and support decentralized buyers
- Cost Avoidance & Efficiency Gains
- Waived setup fees, reduced error rates, negotiated supplier pricing, and on-demand production that minimizes excess inventory
- In-House Creative & Program Support
- Standard graphic support included, with access to an in-house design team for advanced creative needs at discounted rates
- Program Visibility & Reporting
- BrandIQ reporting that provides spend transparency, savings insights, and program-level accountability
- Scalable Support for Campus Initiatives
- Orientation programs, employee and student gifting, advancement initiatives, seasonal campaigns, and special events

These services are designed to help institutions do more with less—simplifying processes while improving outcomes across procurement, marketing, and campus operations.

BRAND OPERATIONS

Decoration & Customization

- Screen Print
- Embroidery
- Heat Seal
- Rush Services

Branded Environments & Events

- Trade Show Displays
- Event Branding & Activations
- Spatial Branding

Kitting & Fulfillment

- Custom Packaging
- Employee & Client Gifting
- Quick Ship
- Direct 2 Home

Sustainable & Certified Production

- M&R / Tajima Shop
- Energy-Efficient Production Facilities
- Eco-Friendly Inks & Materials
- UPS Carbon Neutral Shipper
- Certified Decoration Partner for Under Armour, The North Face, Vineyard Vines



TECHNOLOGY

- **PERFORMANCE**
- **SECURITY**
- **DESIGN**
- **ANALYTICS**
- **INTEGRATION**
- **RESPONSIVE**
- **ENGAGE**
- **APP STORE**
- **LIVE INVENTORY**
- **USER TIERS**
- **LOGO DATABASE**
- **AUTOMATED ORDERS**
- **PUNCHOUT CONNECTIONS**
- **ORDER NOTIFICATIONS**
- **STORE CREDIT**
- **BRAND BUCKS**
- **UNIFORMING**
- **RECOGNITION/ ANNIVERSARY**
- **WELCOME KITS**
- **REDEMPTION**



THE MAVEN APP

Your Branded Merchandise Command Center

A faster, smarter way to manage your branded merchandise programs — all in one place.

✓ **Request & Receive Quotes On-the-Go**

Submit quote requests and review proposals from your phone — no email threads required.

✓ **View & Approve Art Proofs Instantly**

Approve designs or request changes in real-time, keeping your projects moving.

✓ **Live Order & Shipment Tracking**

Get a clear view of where every order stands — production to delivery, in one dashboard.

✓ **Real-Time Chat with Your Team**

Message your Brand Advisor and support team directly in the app for quick updates and fast decisions.

✓ **Centralized Client Portal**

See all your PopShops, BrandShops, and orders across your organization — live and in one place.

✓ **Push Notifications That Matter**

Be the first to know when quotes are ready, approvals are needed, or shipments are en route.

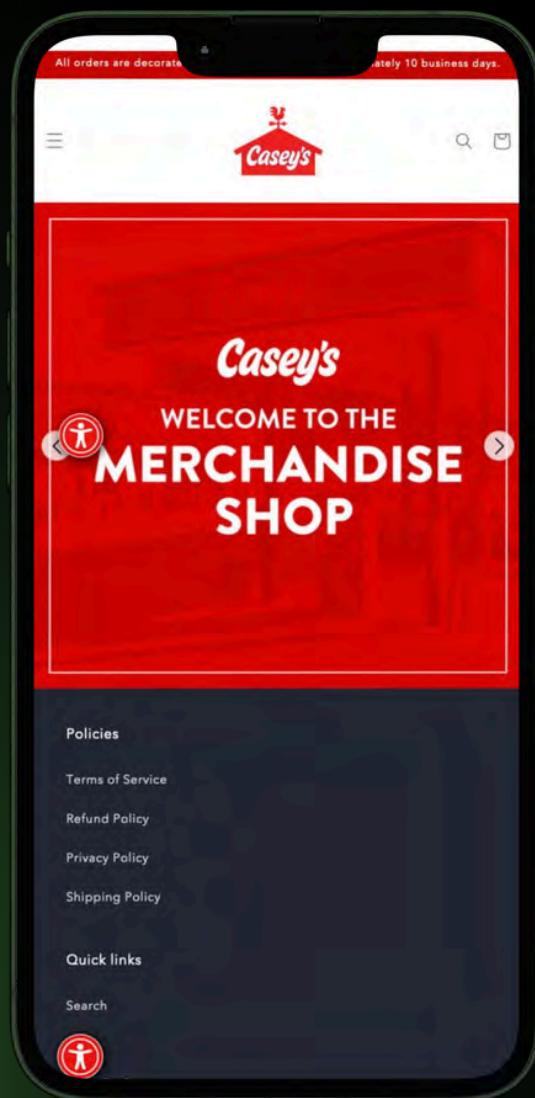
Built for Speed. Designed for Transparency.



DIGITAL EXPERIENCES

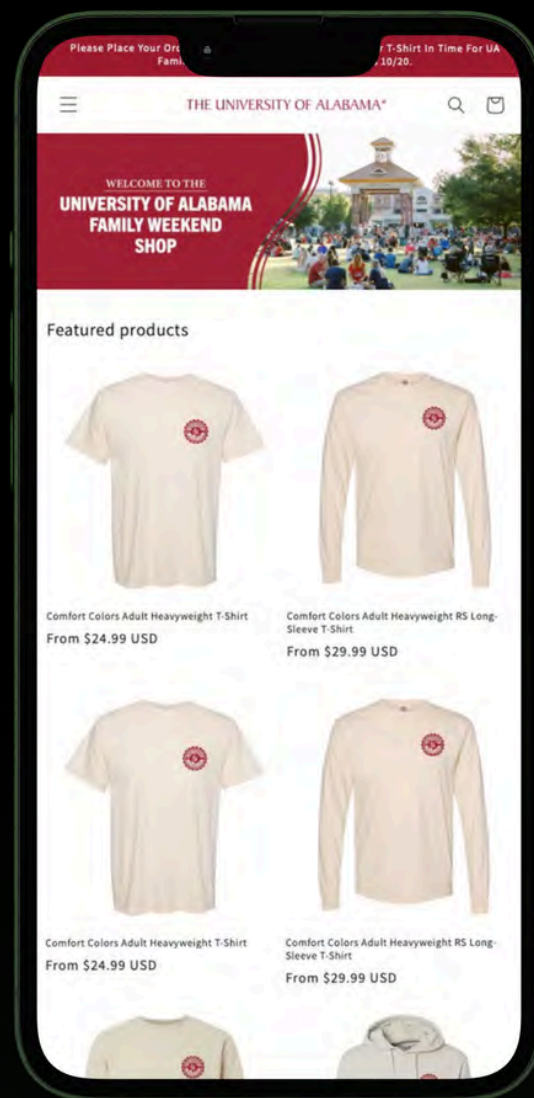
Custom Shopping Solutions for Every Audience

BRANDSHOPS



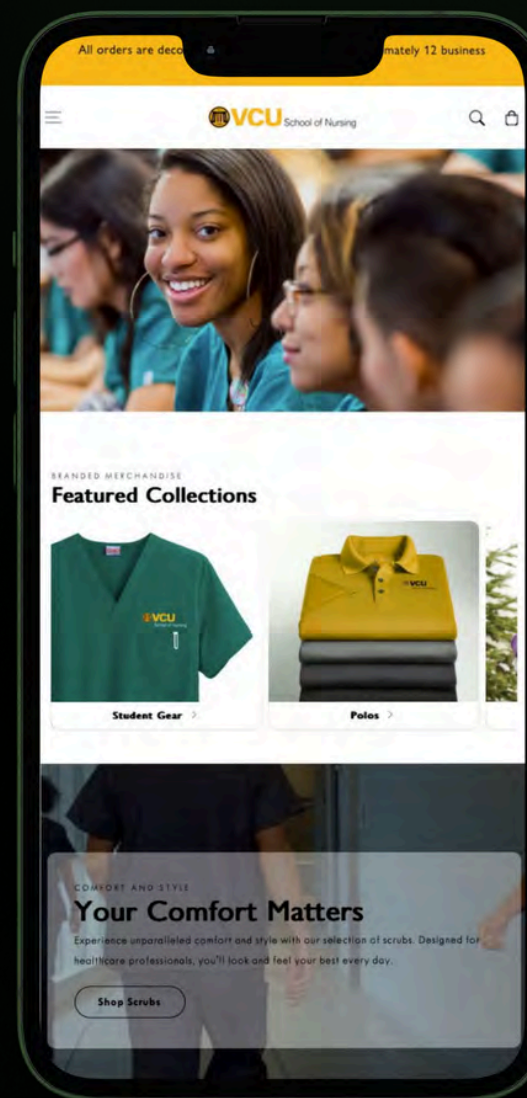
Company Store:
(Uniform & Bulk Purchases)
Casey's

POPSHOPS



Retail:
Alabama Family Weekend

HEALTHWEAR



Uniform:
VCU Nursing

POPFORMS

An online order collection tool that gathers order details without immediate processing, allowing for better forecasting, bulk ordering, or customized fulfillment.

POS

A streamlined solution for selling merchandise at live events, trade shows, or pop-ups, ensuring fast and easy transactions.

PUNCHOUT

A direct integration with purchasing systems, allowing individuals to buy branded merchandise through your procurement platform.

DesignLab is Club Colors' creative engine, serving as our internal marketing hub. We deliver fresh ideas and innovative solutions to support our team and clients, ensuring every brand vision is executed with creativity and precision.

Advantages:

- In-house access to creative specialists with a wide range of premium marketing and design skills
- Value add to elevate your presented solution and help land the deal.
- Tell the story behind the “why” and put your proposal into perspective.
- Put purpose over product and help sell the overall vision.
- Technology solutions that provide a centralized premium shopping experience for our clients.

Premium Quality:

Designlab is a premium service that produces premium solutions giving you access to an experienced marketing team

Expertise:

Our team spends a lot of time researching trends, attending industry shows, improving skills, and discussing with supplier partners the best materials to present to ensure profitability.

Cross Industry Knowledge:

Gain access to deeper and broader experience pools that are gained from supporting various businesses.

Accountability:

Utilizing DesignLab ensures quality, innovative ideas, and thought out work processes that increase the value of marketing projects.



MARKETING



GRAPHIC DESIGN



SPATIAL BRANDING



MERCHANDISING



E-COMMERCE

BRANDIQ

Club Colors believes in a data driven approach to ensuring we are meeting the SLAs we promise to our clients. At all stages of the client experience, we have KPIs in place to validate that we are meeting expectations.

Our standard BRANDIQ reports are reviewed during our QBRs and measure the following areas:

- Sales
- YOY Trends
- Sales by Function
- Product Categories
- Sales Channel
- Program Savings
- Rebate Status
- Inventory Status
- Service Levels
- Speed to Market
- Error Rates
- Customer Service

