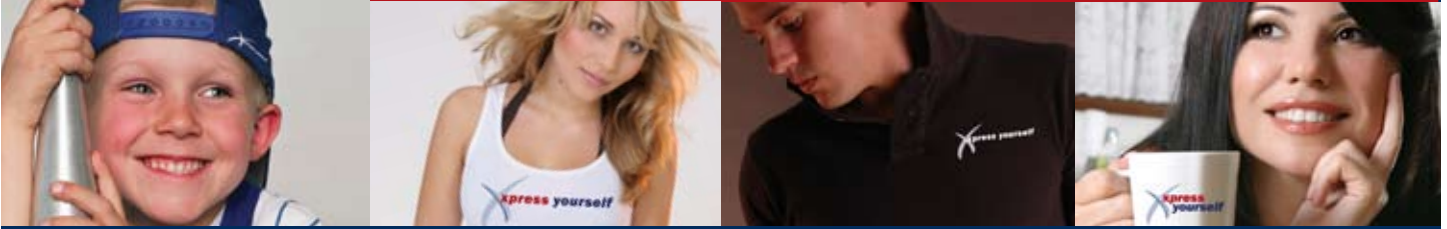


embroidery • screen printing • heat transfers • promotional items



## Create Your Identity<sup>®</sup> as a Business Owner

- Low Investment (*from 150K, including working capital*)
- Dynamic \$19 Billion Industry
- Part of the PostNet Franchise Family
- Area Franchise Opportunities

### What Is The PrintWear Xpress Concept?

PrintWear Xpress is a retail based concept that helps customers promote and xpress their business, group, team, cause, event or themselves. We do this by helping customers create customized and branded apparel through embroidery, screen printing and digital application methods. We also offer a full range of innovative advertising specialty products specific to their promotional needs. Today, the promotional products industry, including wearables, is a dynamic \$19 billion dollar business that continues to grow as the need for identity innovation increases.

### Who Are Our Customers And Why The Dynamic Growth In This Field?

The need to Xpress Yourself<sup>®</sup> has always been an American value, and PrintWear Xpress is well positioned to help customers fulfill that need.

- Business owners purchase branded and logo applied items that include everything from pens, calendars and drinkware to daily business casual wear.
- Small to middle market companies represent a very broad and deep customer base and must market their businesses to get noticed.
- Educational systems are always promoting their institutions, athletics and overall school pride.
- Even hospitals and medical centers have the need to enhance and promote their image.

### What Is The Business Model?

While there are a handful of brands that offer similar services in the marketplace, the wearables/promotional products industry is still highly fragmented. Only PrintWear Xpress combines a multifaceted approach to success in the field.

**Showroom:** Convenient and customer friendly with an interactive 'Idea Center'.

**Promotional Consultation:** Build world class promotional programs and relationships for your customers.

**Web Stores:** Interactive and customer focused internet presence offering customers the opportunity to review program ideas and products at their convenience.

**In-Store Production:** In-store equipment from industry leading vendors provides quick customer order turnaround, while allowing you to focus on growing and nurturing your customer base.

### What Is The Ideal Location?

Our 1,200 square foot retail stores are generally located in neighborhood strip centers that do not require an anchor tenant. The main purpose of our location selection is to find a convenient, visible site for our customer showroom and to drive brand exposure in the community.

### How Will You Help Me To Grow And Nurture My Business?

PrintWear Xpress is owned by Global Franchise Ventures which also franchises over 800 PostNet stores worldwide. The PrintWear Xpress infrastructure is based on the same support, technology, communication and training model that has been a critical component to the success of PostNet.

### Who Is The Ideal PrintWear Xpress Franchise Candidate?

We are seeking franchise candidates who are enthusiastic and driven to succeed in a dynamic promotional products business. The ideal candidate will preferably have a Sales or Marketing background. We are also considering multi-unit and area development opportunities for qualified candidates.

### Xpress Yourself and Contact Us!

888.241.0337 or [info@printwearxpress.com](mailto:info@printwearxpress.com)

To receive a Uniform Franchise Offering Circular, visit: [www.printwearxpress.com](http://www.printwearxpress.com) and fill out an online application.

