



Links & Leisure

Design Basics

In order to create the best vintage apparel possible for you club, please consider a few of the following before submitting your design request.

- 1) Look at the outer most color of the design, it needs to contrast the shirt color. Ex. A design with a navy border will NOT look good on a navy shirt or hoodie.
- 2) Don't expect vibrant colors in our prints, all of our prints are "muted" or "faded" due to our printing processes and style.
- 3) If you are considering hoodies for your shop, try to stay away from our circular designs and please consider our horizontal or script designs.
- 4) Depending on your club's name, please choose a design that lends well to your club specific details, we will do our best to make the design work for you but sometimes it's just not a good fit.
- 5) We do NOT print on the back of our tees or hoodies. Period.
- 6) We do NOT print on the sleeves or napes of our tees or hoodies. Period
- 7) When considering one of our 1-color designs, it will be important to consider the ink color and garment color. We recommend using a dark ink and light garment color if there is a human character in the design. Ex-A dark navy ink on a light blue tee looks great and much like the vintage tees from the 60s and 70s
- 8) This is your opportunity to really create something fun and cool for your members, which we know they'll love, so please....enjoy it!
- 9) Still have questions? Feel free to reach out to us here info@linksandleisure.com



Selling Basics

We know that each and every golf shop operates differently and by no means would we ever look to change that or standardize the merchandising process but here are just a few T-shirt selling tips that we would suggest for your consideration.

- 1) Keep the number of t-shirts on hangers to a minimum, we'd recommend small stacks or 6-10 "sprinkled" throughout the golf shop.
- 2) Don't put all pieces on the floor at once, consumers like to feel as though they "found" a great product, not necessarily hit in the face with one.
- 3) A t-shirt is a perfect impulse buy so positioning nearest the counter or check out may prove to be very successful.
- 4) Positioning a shirt on display behind the counter too has proven very effective, and requires customers to ask for a specific size. This practice may save you a ton of t-shirt folding as well.
- 5) Last but not least, we truly believe that if you are not yet a firm believer in the validity of offering t-shirts in your golf shop, our position is and has always been that the t-shirt is the absolute best product any golf shop could carry for numerous reasons but here's the only one that matters....

..."you buy golf balls when you run out, you buy a glove when you get a hole in one and you buy a cool t-shirt when you see it." *-Links & Leisure*