



There's outstanding profit opportunity for spirt and fan wear in many markets. In this comprehensive guide, you'll find some fresh and unique ideas for creating the most popular fan wear trends. Incorporate these garments and materials into your lineup to wow customers this season!

WILDCATS WILDCATS WILDCATS WILDCATS

S&S Activewear: Item #3534 & #6934 CAD-CUT® Glitter Flake Royal & White

Get retro and sporty with this throwback baseball garment, featuring dual striped sleeves to complete the vintage style. Elevate this look with CAD-CUT® Glitter Flake™ for a two-tone, classic team name design.



S&S Activewear: Item #6937 CAD-CUT® UltraWeed™ Royal & White

Another great option for a retro look is this classic striped sleeve T-shirt. Recreate the game day jersey and show off your team spirit! Pair with CAD-CUT® UltraWeed™ for a lightweight feel and soft hand on this throwback T.

TREND: RETRO

Retro is a trend that is continually evolving and re-inventing itself. Call back to popular fashions and attitudes of the past that are back in style! With this trend, you'll find inspiration from the 70s – 90s with garments including stripes, color blocking, and unique looks that are sure to stand out.



S&S Activewear: Item #8644 CAD-CUT® Premium Plus™ Orange & White

Color blocking is a common retro trend. The color blocking on this hoodie sets you up for the perfect design locations. Increase the value of this garment by decorating the main front as well as the sleeve placements. CAD-CUT® Premium Plus™ is the perfect choice on this performance hoodie because of it's extremely soft feel and low temperature application.



S&S Activewear: Item #SP15
CAD-COLOR® Soft Foam Printable Vinyl

Knit beanies are a great go-to for apparel decoration. Comfortable, trendy, and the perfect fall accessory, this retro poof top beanie features a CAD-COLOR® Soft Foam design for a look that is always in style Soft Foam brings team logos to life with full color and added dimension with a lightweight, suede-like finish.

TREND: TIE DYE

The Tie-Dye trend has shifted over the years. While traditional techniques of bright colors remain popular, today you'll notice more tonal, muted, or even faded colors on garments. Incorporating multiple colors is still common with tie-dye, but there is also a surge for fewer colors to create tonal looks. Add this popular trend in all elements to create distinctive looks that resonate with your customers.

S&S Activewear: Item #200CY Goof Proof® Screen Print Transfer

Featuring a dark, tonal color pattern, these shorts take Tie-Dye to the next level! The softness of CAD-CUT® Soft Flock perfectly pairs with the relaxed fit and fleece fabric. Get creative with placement and offer a stylish way to decorate spirt wear!



S&S Activewear: Item #PRM50STTD CAD-CUT® Soft Flock Orange & White

Here's a classic Tie-Dye look paired with a screen-printed transfer from Transfer Express™. Goof Proof® is an excellent choice for T-shirts because it's durable, lightweight, and applies in seconds! Take a simple design and add a big wow factor by applying to a Tie-Dye T-shirt, creating the perfect garment for fans to show off their spirit!



S&S Activewear: Item #SC100 CAD-PRINTZ® Texture-TWILL®

Apparel decoration means head to toe, so don't forget the socks! The top striping gives off solid retro vibes. Incorporating CAD-PRINTZ® Texture-TWILL® allows you to achieve exceptional full color detail while mimicking the look of classic embroidery, without a single stitch!

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Complete a trendy Tie-Dye set with these ultra-comfortable matching hoodie and pants combo! The floral pattern adds a unique twist on the classic trend. UltraColor™ Soft feels amazing on these items and allows you to decorate in unique places to really customize the overall look. Try wrap placements on the legs instead of the traditional down the leg print.





DESIGN TIP: GANG SHEET

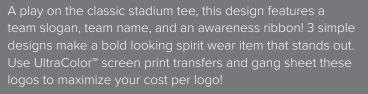
Using UltraColor allows for us to not only gang a sheet with multiple logos (alike or different) but it also allows us to use a variety of colors without the added costs. We're able to decorate multiple garments with different logos using 2 colors, 3 colors and full color logos. Wow factor for your customers and a great margin for yourself.



Another take on the ever-popular fall accessory, this beanie features a tonal take on the Tie-Dye trend. The unique pattern makes this the ideal spirit wear item for adding custom team logos. Any fan can show off their support all season long with an UltraColor™ full color screen printed transfer.

TREND: THEMED SPIRIT WEAR

Spirit wear is a popular trend year after year. Capitalize on this easy market opportunity by creating basic apparel that can be worn by any fan. Whether it's a family member, friend, or significant other, every player has someone cheering them on! Fans want to look good and show off their team pride! Add creative designs featuring team names & logos, specific sports, popular slogans, and so much more!





S&S Activewear: Item #6947 UltraColor™ Soft



Here's another example of a simple garment embellished with a great design. This classic, long sleeve athletic T-shirt is printed with UltraColor™ Soft logos to create a large, full front customization. Easily stand out with comfortable apparel and unique designs that any spirt wear customer will love.

S&S Activewear: Item #6930 UltraColor™ Soft

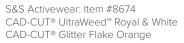
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TREND: FLEECE AND OUTERWEAR

Fleece attire continues to take the fashion world by storm. Fleece isn't just a sweatshirt or something to throw over a T-shirt – it's an entire look. Oversized or crop, this fabric is a must have throughout the year. The comfort, warmth, and feel of fleece make it an excellent choice for decorating fall fan wear.

This ultra-stylish varsity hoodie features mélange fleece

for a heathered fabric and coloring effect. Another great opportunity to mix media for a specialty finish, use two of our most popular heat transfer vinyl options: CAD-CUT® UltraWeed™ and CAD-CUT® Glitter Flake. Bring any team logo to life with a fashionable glitter effect, combined with the silky matte finish of UltraWeed™. Fan wear has never been more fashionable with this on trend, quality decorated apparel.





A comfortable pair of sweat pants is great for joggers or loungers! Perfect for both men and women, these pants are soft, light weight, and stylish. Elevate for fan wear by adding a bold team print down the leg. These pants will get noticed and feel amazing with CAD-CUT® Soft Foam's dimensional texture and plush quality.

> S&S Activewear: Item #SP03 CAD-CUT® Soft Foam Orange







Crew neck sweatshirts and quarter-zips have made their claim on the sports apparel market; they're two athletic garments that are always in style. Get creative with this simple garment by using mixed media types to embellish the overall look. Combine the texture and feel of CAD-CUT® Soft Flock with the metallic sheen of CAD-CUT® Fashion Film® Electric. This unique two-tone decoration method will set you apart from the competition and win you customers!

The Rugby-Striped Knit Scarf is available in multiple color combinations so you can decorate for every team! Simply add a logo to this trendy fall fashion accessory. UltraColor™ Soft full color screen printed transfers are easy to apply, cost-effective, and offer a vibrant finish for any fan's favorite team.





This quilted woven Sherpa is the ultimate fleece garment! Soft, fuzzy, and extremely comfortable, with a jersey lined muff pocket, any fan can keep warm during the big game! CAD-COLOR® Soft Foam is an excellent choice to accent this garment and tailor to any fanbase. Add vibrant, full color finishes with smooth, velvet-like texture that all fans will love.

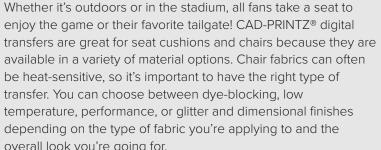




TREND: TAILGATING

Tailgating is synonymous with fall sports, and there are so many opportunities to create custom apparel for this pastime. You can decorate hats, sweatshirts, and any outwear, but think ALL things tailgating! Coolers, koozies, blankets, seat cushions, drink wear, and bags are easy add-on sales and ideal accessories to make fans stand out in the crowd.





A staple at any tailgate are coolers and bags. Clear bags have become very popular due to updated stadium attendance policies, and every tailgater needs to keep their drinks cold! These are two easy to decorate non-apparel accessories using CAD-PRINTZ® full color graphics. You can heat apply to any fabric bags or use a vinyl sticker for any hard surfaces. One team logo can be applied to multiple accessories to create the perfect tailgate package for your customers. Increase sales and order volume!

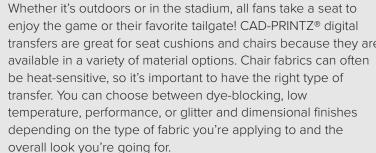
S&S Activewear: Item #8808 Cooler Bag & #7009 Stadium Bag

CAD-PRINTZ® Express Print®



S&S Activewear: Item #FT0006

CAD-PRINTZ® SuperTEK® Sublistop™





S&S Activewear: Item #RW47 CAD-CUT® Soft Flock Orange

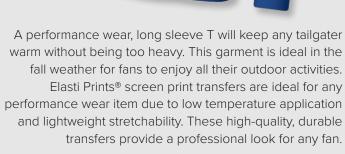
Blankets are on trend with any tailgate and so easy to decorate! Pair any material with a plush feel, like Soft Flock, Soft Foam, or Premium Plus™. Fans can keep warm while showing off their spirit in style!



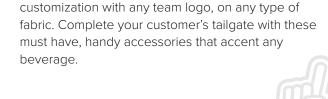


S&S Activewear: Item #3501

Flasti Prints®







Jersey knit foam bottle koozies are a trendy step up from your standard can cooler. Both types of koozies

S&S Activewear: Item #FT008 CAD-PRINTZ® Express Print®

TREND: FAMILY SPIRIT WEAR

Supporting your family and being a number #1 fan is an important trend! Spirit wear is the ideal market for families with children. Whether it's elementary, high school, or college, supporting youth sports with fan wear is the perfect way to show your pride. Capitalize on this trend by creating custom apparel tailored to the sporting families.



S&S Activewear: Item #CS3000 UltraColor™ Stretch with Blocker

Cinch bags are highly popular with the sports markets. Nearly every kid has one, so adding these to your custom non-apparel offering is a great way to increase profits and add-on sales! School or team names and graphics are easy to apply to bags with UltraColor™ Stretch with Blocker. These transfers have dye blocking characteristics to keep your logo colors vibrant and any apply to sensitive fabrics such as nylon. UltraColor™ Stretch is the best choice for pliable substrates such as bags, chairs, or anything that will have a lot of movement.



S&S Activewear: Item #229179

Goof Proof® Screen Print Transfer

Athletic fleece hoodies are one of the most popular fall garments. Vintage hoodies are in style and ideal for adding a distressed logo to complete the throwback look. Create the cool vibe that any teen or adult will love with by personalizing these amazingly soft hoodies with Goof Proof® screen print transfers. Goof Proof® is extremely durable, lightweight, applies in seconds, and highly economical – the best choice for decorating custom hoodies.

S&S Activewear: Item #2226 Bandana & #223846 Headband
CAD-CUT® Thermo-FILM® Orange & White
CAD-CUT® Premium Plus™ White

Accessories are a significant way to achieve add-on sales. Hats and beanies are the easy go-to but consider adding a bandana or headband to offer with your fan wear apparel. These are great for kids or pets and are easy and quick to use. CAD-CUT® Thermo-FILM is durable and features abrasion resistance to withstand any tough wear any tear; it will apply in seconds and is the best choice for pet bandanas or apparel. CAD-CUT® Premium Plus™ has the most stretch and rebound of any HTV on the market. This attribute makes Premium Plus™ the perfect material for applying to headbands or any stretchy garments.



It's never too early to start cheering for your favorite team! Don't leave anyone out on game day, a jersey style onesie or T-shirt is easy to decorate for the smallest family members. Even the littlest of fans can show big support! Pair Goof Proof® screen print transfers for a lightweight, soft feel that easily applies to any little fan's gear. Save cost and waste by gang sheeting multiple logos when ordering your transfers from STAHLS'® Transfer Express™.



Be creative with your garments! A buffalo plaid flannel is a smart choice to be adaptable and keep your market opportunities plentiful. Perfect for Dad or Grandpa, flannel feels great in the fall. Easily personalize a with a pocket placement to add perceived value your garment. Soft Flock is an awesome alternative to embroidery for left chest logos and features high-density fibers for a super soft, plush feel that adds texture to any item it's applied to. Consider Glitter Flake for some extra bling or Metallic for a shiny finish depending on which family member you're decorating for!

DESIGN TIP: GANG SHEET

By adding multiple designs to one sheet allows you to create multiple items without the added costs.

We were able to decorate 3 garments with different designs.

Wow factor for your customers and a great margin for yourself.





S&S Activewear: Item #F50 CAD-CUT® Soft Flock Orange

