

# J.R ELITE DESIGNS CUSTOM APPAREL



J.R Elite Designs LLC is a custom screen printing and embroidery company based out of Macomb County, Michigan. We specialize in custom apparel and accessories for many different types of organizations and businesses. Our mission is to make the process of designing and ordering the apparel as easy as possible.

# ABOUT US

J.R Elite Designs is a screen printing and embroidery company based out of Macomb County, Michigan. J.R Elite was founded on the shoulders of Ryan Marshall and a long career in the performing arts as a musical performer, instructor, and director of many different world class ensembles nationwide.

During his career Ryan saw the importance of apparel to these types of organizations. After having a lot of trouble getting images designed and distributing the products, Ryan decided to get it all done himself. After learning a new craft and working with other groups as their apparel supplier, he decided to take it to the next level and expand his services. He and J.R Elite have been providing apparel for many different groups and organizations as well as all types of businesses.

Here at J.R Elite we pride ourselves on our quality, punctuality, and the personal touch we put on our products. We can design and screen print on almost any form of apparel or accessory for any need you may have. Let our design team take your ideas and bring it to life.

# SERVICES

## DEDICATED TO SERVICE

Screen printing, heat transfers, and embroidery are some of the services we offer. If what you need is something we can't get done, we will find a way to make it happen.

SCREEN PRINTING

HEAT TRANSFERS

DESIGN SERVICE

LIVE SCREEN PRINTING

Screen printing is the main service we provide. Printing on all locations of the garment as well as printing on many items other than clothing.

Heat transfers are used to create any personalizing. Our heat transfer material is either vinyl or plastisol transfer. Adding numbers and names to garments is what heat transfer is normally used for but, in many cases, it can be used for the main designs as well.

We can create any logo or design that suits your needs. We can also use any image you already have if we are supplied with the proper format of the image.

# LIVE SCREEN PRINTING

Live Screen printing is a great way to bring custom apparel to life at your next event. Normally to have apparel for an event you would need to order them in advance. This means you need to determine how many people will be at the event vs how many people MIGHT purchase some apparel. This can be very difficult for the fact of these questions have no answer until the event is happening. There is no way to predict an exact amount of people in attendance and even less of a chance of knowing how many people will purchase a shirt while at the event. So, J.R Elite has made this easier with live screen printing.

Live screen printing is exactly what you think it is. We print the apparel for an event, during the event. The process of printing shirts from start to finish can be very long. Going from the designing stage, deciding on colors of garments and quantities of sizes as well as getting all the equipment ready for printing. That process can take a few days or even weeks to nail down. But, the actual printing of the shirt only takes about 30-60 seconds per shirt. With live screen printing we can still take care of all the leg work prior to the event and once we are ready to print we just take our mobile press to the event and start printing.

Live screen printing is a fun way to get the attendees of an event interested in purchasing apparel and at times we can even get them involved but, you might ask "how much extra will this cost". The answer to that is **NOTHING**. In fact, this service is designed to SAVE money. As stated previously the problem with selling apparel at an event is determining of how many shirts to pre order for the event. With live printing we provide the blank materials to print on and once the event is over, the blanks get sent back to the supplier. No shirts left over. This means no money wasted on left over shirts that you can't get rid of. Only a small up-front payment is needed for set up and the event holder is responsible for the shipping cost of sending back the blank apparel as well as a restocking fee. If all goes well that cost could be \$0

If you were to get apparel printed prior to an event you would need to;

- Determine how many people will be attending.
- Take a guess as to how many will purchase apparel
- Decide on how many shirts to pre order

The gamble in this idea is how many shirts will be purchased to cover everyone at the event without running out. Gambling is never in anyone's favor except the house, and in this case, you are not the house. Either you run out and have a lot of un happy attendees on your hands or, order too many and have a ton of left over stock that nobody will want 24 hours after the event is over. Looks like we have new shop rags!!

Here is an example of how this gamble can play out.

Pre order example best and worst case:

# of people in attendance	Quantity of shirts ordered	Cost per shirt ordered	Selling price	# of shirts sold	Left over printed shirts	Profit
1000	800	\$5.49/\$5490	\$15	348/\$5220	452	-\$270
1000	800	\$5.49/\$5490	\$15	627/\$9405	173	\$3915

Depending on price of the pre order and the sale price of the shirts, you would need to sell about half of the shirts ordered before you made your initial investment back and started to profit.

Live Print example best and worst case:

# of people in attendance	Quantity of shirts ordered	Cost per shirt Printed	Selling Price	# of shirts sold	Left over Printed Shirts	Appx cost of shipping blanks	Profit
1000	1000	\$7	\$15	348/\$5220	0	\$120	\$2644
1000	1000	\$7	\$15	627/\$9405	0	\$120	\$4896

As you can see live printing can turn a losing investment in to a profit. No matter what happens during the event.

# LIVE PRINT OPTIONS

Printing Live does have its limitations, when printing prior to the event we are able to print multiple colors on different size garments. Since the mobile press used in live printing is smaller we are unable to print over 2 colors for different size garments.

Here are some of the options

- 1 color image, adult sizes and youth sizes
- 2 color images, adult and youth sizes
- 3 color images, adult sizes only or youth sizes only
- 1 color heat press vinyl personalized images on all sizes.

For an added cost per shirt we can also put a personalized name on the back of the shirt. Along with our equipment we can bring a vinyl plotter/cutter and a heat press. With these we can quickly cut out a name to be pressed on to the back of the shirt.

These options can yield about 50-100 shirts per hour. Depending on the amount of colors and decoration options. Personalizing shirts along with screen printing can at times double the amount of time it takes to produce 1 shirt.

For J.R Elite to perform live printing there will need to be at least two 15-amp power outlets supplied to the area in which we will be printing. The amount of power will depend on the services we are providing.

# LIVE PRINTING COST

AHHH the scary stuff... or is it?

Even though live printing will save money and possibly make a good profit there are still some up-front costs of live printing but nowhere near the cost of ordering enough shirts for everyone prior to the event. The design for the shirts will determine the set-up costs.

When screen printing all the leg work is done prior to the actual printing of the garments. Cost of preparing the equipment for the prints are normally part of the per shirt cost and is spread out in the overall price depending on how many shirts are ordered. We breakdown the cost of set up based on colors in the design.

- 1 color set up- \$30
- 2 color set up- \$55
- 3 color set up- \$75
- 1 color set up youth and adult sizes- \$55
- 2 colors set up youth and adult sizes \$100

After the event is done there is one more financial obligation to handle. The un printed stock will need to be sent back to the supplier. The event holder is responsible for the shipping cost and re stocking fee of the un printed stock. This cost could be \$0 if enough shirts are sold. Worst case scenario is that no shirts are sold, and they would all have to be sent back. This can be costly, but we will guarantee that the cost will not exceed \$200. The best-case scenario would be that 90% to 100% of the shirts are sold. With minimal amounts of left over blanks. J.R Elite can take the blank apparel to add to our own stock of blank shirts. Still costing you nothing.

Live screen printing can be a great addition to any event. Make the process of purchasing a piece of apparel exciting and memorable. The cost of providing apparel for an event can be expensive but it doesn't have to be. Something as simple as apparel should be a part of the event that people can take away from the day as a remembrance of a great time. The apparel should NOT be a burden on the event holder. Make it a great addition to your event and a money maker.

If you are interested in having Live screen printing at your next event Just send us an email at [j.relitedesigns@gmail.com](mailto:j.relitedesigns@gmail.com) or call at (586)630-2024.

Thank you  
Ryan Marshall  
J.R Elite Designs  
[www.jreshirts.com](http://www.jreshirts.com)