

Welcome to Cotton Bureau! We would love to team up with you to make and sell the best merchandise on the Internet. Before we get started, let's talk about how things work around here.

How It Works

Basic accounts on Cotton Bureau are 100% free. All approved Cotton Bureau accounts have access to our complete on demand catalog and extensive pre-order campaign services.

In addition to free accounts, we also offer two tiers of paid accounts, Pro and Plus.

Pro accounts may take advantage of Cotton Bureau's stock program and receive automatic admission to new on demand product types before they are rolled out to everyone. Pro accounts are immediately upgraded to a Tier 2 account which includes a +\$1 bonus for all on demand and campaign sales. Cotton Bureau Pro accounts are \$5 / month. Storage and product setup billed separately.

For those looking for a more immersive customer experience, Cotton Bureau Plus integrates your brand's colors, fonts, and styles directly into your storefront and product pages. Cotton Bureau Plus is \$5 / month and a one-time setup fee of \$6,000. Stock product setup fees are waived for Cotton Bureau Plus members. Plus accounts are immediately upgraded to a Tier 3 account which includes a +\$2 bonus for all on demand and campaign sales. Storage fees billed separately.

Sales Methods

Cotton Bureau offers three complementary ways to sell merchandise: **on demand**, **pre-order campaigns**, and **stock**. Each option has its own advantages. Whichever one (or two, or three) you choose, we're here to help.

On Demand

Our most accessible option, on demand printing offers convenience for you and the customer. With on demand printing, your designs can be available for sale on the finest shirts, totes, hats, phone cases, and drinkware 24/7, which means orders move into production immediately after being placed, usually shipping within 48 hours.

Cotton Bureau on demand shirts are printed direct-to-garment by our network of partners across the country. In addition to being quick and easy, on demand production also allows us to make your design available on the largest variety of shirts. Our full package includes multiple men's and women's styles, sweatshirts, long-sleeve tees, and tank tops, as well as youth, toddler, and infant sizes — with more being added all the time.

On demand printing is completely self-serve. You are able to add (and remove) products directly from you account. There's no limit on the number of ink colors in a design. Price depends only on the garment, not number of items sold or design complexity.

Tote Bags

In addition to direct-to-garment printed shirts, we also have tote bags available in natural and black. Our bags made from 100% cotton canvas material. Useful and reusable for years to come. Tote bags are $15" \times 16"$.

Drinkware New!

Our catalog of on demand products is growing. Try out our full range of drinkware including a 20oz tumbler (brushed steel, black powder coated, white powder coated), a 20oz white powder-coated skinny bottle with a screw-on cap, a 16oz clear acrylic cup with a lid and straw, and white powder-coated can sleeves in both skinny and classic shapes. We've also added a 16oz pint glass and a 10.5oz old-fashioned rocks glass.

Drinkware printing is UV which means full-color, slightly textured. Printing can be full-bleed and wraps 360° around the product.

Phone Cases

Cotton Bureau works with a premium phone case manufacturer and printer to provide on demand cases for the most recent iPhones and Samsung Galaxy phones. Cases are available in clear, slim, tough, and MagSafe varieties. The printing is incredibly vibrant, the cases sturdy. Phone cases can be created and edited at any time using the online product creator.

Hats

We're also up and running with on demand hat embroidery. We've got several styles to choose from including dad hats, trucker hats, rope hats, baseball caps, and snapbacks in black, navy, dark grey, natural, white, red, light blue, forest, and royal.

All hats are embroidered here in Pittsburgh by the same team that takes care of our screen printing.



Embroidery On Demand Thread Colors

On Demand Shirt Pricing

| Garment | Base Price | Recommended Retail Price |
|---------------------------------|------------|--------------------------|
| Men's and Women's Tees | \$27 | \$32 |
| Tank Tops | \$27 | \$32 |
| Long Sleeve Tees | \$32 | \$37 |
| Sweatshirts | \$45 | \$50 |
| Youth, Toddler, and Infant Tees | \$23 | \$28 |

On Demand Tote Bag Pricing

| Style | Base Price | Recommended Retail Price | |
|---------|------------|---------------------------------|-----|
| OAD 113 | \$19 | \$ | 524 |

On Demand Drinkware Pricing

| Item | Base Price | Recommended Retail Price |
|-------------------------------|------------|--------------------------|
| Everyday Tumbler | \$25 | \$30 |
| Skinny Water Bottle | \$25 | \$30 |
| Everyday & Skinny Can Sleeves | \$20 | \$25 |
| Pint & Rocks Glasses | \$19 | \$24 |
| Everyday Straw Cup | \$15 | \$20 |

On Demand Phone Case Pricing

| Case Style | Base Price | F | Recommended Retail Price |
|------------|------------|------|--------------------------|
| Clear | | \$23 | \$28 |
| Slim | | \$23 | \$28 |
| Tough | | \$27 | \$32 |
| MagSafe | | \$30 | \$35 |

On Demand Embroidered Hat Pricing

| Style | Base Price | Recommended Retail Price |
|----------------------|------------|--------------------------|
| Slim-Profile Dad Hat | \$30 | \$35 |
| Snapback | \$30 | \$35 |
| Trucker | \$30 | \$35 |
| Rope Hat | \$30 | \$35 |

Pre-Order Campaigns

Our original offering, we host pre-order campaigns for screen printing and embroidery on a variety of classic product types including t-shirts, sweatshirts, polos, jackets, totes, hats, and more.

For pre-order campaigns, products are available on the site for customers to purchase for a limited period of time (usually two weeks). Customer orders are then processed and a purchase request is sent to the manufacturer for the exact number of items needed. The benefit of pre-order is tight control over product quality, no upfront costs, and the ability to launch quickly. The downside is that the length of time to produce gets passed on to the customer.

Our standard tees are Next Level, Bella+Canvas, and Gildan. Sweatshirts are from Bella+Canvas, Independent, and Delta. If you have a specific need that is not covered by these lines, we are able to source from a variety of brands and manufacturers, but years of experience working with these particular garments gives us confidence in their performance and availability.

Every screen printed or embroidered shirt we have ever sold on Cotton Bureau has been made by the same team here in Pittsburgh, PA. Most tees are screen printed using water-based inks for softness and longevity, however plastisol is also an option for increased vibrancy, or even metallic inks or foils if the design requires.

Pricing depends on the individual garments, ink types, number of colors, etc. We will quote you a price during the setup process. Shirts start at \$27, sweatshirts at \$45. As always, the final retail price will be determined by you.

Pre-orders can sometimes be extended to other product categories as well depending on the length of production. We have successfully run pre-order campaigns in the past for mugs, pint glasses, enamel pins, beach towels, notebooks, posters, you name it... even customized AirPods! If you have something outside the box you want to offer, let us know.

| Category | Style | Base | Retail | Bonus | Net | Sold | Total |
|-----------------|---------------------|------|--------|-------|-----|------|---------|
| Тее | Next Level 6010 | \$27 | \$32 | \$2 | \$7 | 104 | \$728 |
| Tank | Bella + Canvas 3480 | \$27 | \$32 | \$2 | \$7 | 32 | \$224 |
| Sweatshirt | Bella + Canvas 3901 | \$42 | \$47 | \$2 | \$7 | 49 | \$343 |
| Pullover Hoodie | Independent 4000 | \$47 | \$52 | \$2 | \$7 | 26 | \$182 |
| Zip Hoodie | Bella + Canvas 3909 | \$52 | \$57 | \$2 | \$7 | 0 | \$0 |
| Long-Sleeve Tee | Bella + Canvas 3501 | \$32 | \$37 | \$2 | \$7 | 60 | \$420 |
| | | | | | | 271 | \$1,897 |

Screenprinted Campaign Shirt Pricing Example (1 Color)

Embroidered Campaign Shirt Pricing Example (Small)

| Category | Style | Base | Retail | Bonus | Net | Sold | Total |
|-----------------|---------------------|------|--------|-------|-----|------|-------|
| Tee | Next Level 6010 | \$30 | \$35 | \$2 | \$7 | 11 | \$77 |
| Tank | Bella + Canvas 3480 | \$30 | \$35 | \$2 | \$7 | 6 | \$42 |
| Sweatshirt | Bella + Canvas 3901 | \$45 | \$50 | \$2 | \$7 | 73 | \$511 |
| Pullover Hoodie | Independent 4000 | \$50 | \$55 | \$2 | \$7 | 16 | \$112 |
| | | | | | | 106 | \$742 |

Embroidered Hat Pricing Example (Small)

| Category | Style | Base | Retail | Bonus | Net | Sold | Total |
|-------------|----------------|------|--------|-------|-----|------|-------|
| Dad Hat | Yupoong 6245CM | \$30 | \$35 | \$2 | \$7 | 53 | \$371 |
| Trucker Hat | Yupoong 6606 | \$30 | \$35 | \$2 | \$7 | 31 | \$217 |
| | | | | | | 84 | \$588 |

Notes:

- \$1 for each color after the first. Each color after the first adds \$1 to the base price.
- Each additional print location add \$4 to the base price.
- Specialty inks may require additional charges.
- For a campaign to succeed, at least 12 pre-orders must be placed.
- To receive payment, at least 25 pre-orders must be placed.
- Small embroidery is less than 4 square inches.

Stock

We recommend taking advantage of the stock option for items that have long production times and come in a small variety of SKUs. We provide basic product photography. If you have additional product photos to include, we are able to add those to the product page. Stock products pricing varies significantly. We are able to assist with sourcing, or you can handle production and have the products shipped directly to us. If we source, we will coordinate with you and the manufacturer, provide you a quote, and invoice you for the total. If you are sourcing directly, please have stock products sent to the following address:

Cotton Bureau 511 14th Street Arnold, PA 15068

Our stock program is able to accommodate a broad spectrum of product types, from extremely small and cheap to large, fragile, and expensive. Your stock products are warehoused here at our location in Pittsburgh and shipped using our standard packing materials. If there is a product you would like to sell that is not listed, we are happy to work with you to make it available on the site.

Stock products are available exclusively to paid Cotton Bureau accounts. Stock product storage is billed based on total items on hand the first day of each month. The first \$5 of storage is included with your paid plan.

New product setup is \$49 for Pro accounts (free for Plus accounts). Additional product photography available upon request, \$19 / ea.

The first partial month of storage is always free.

| \$1.50 (Cheap) | \$4.50 (Small, Simple) | \$6 (Medium) | \$7.50 (Fragile, Large) | \$X (Custom) |
|----------------|------------------------|-------------------|-------------------------|--------------|
| Stickers | Pins | Notebooks | Mugs | AirPods |
| Wristbands | Challenge Coins | Beanies | Bottles | Pillows |
| | Buttons | Face Masks | Posters | |
| | Patches | Hats | Wrapping Paper | |
| | Keychains | Shirts | Pint Glasses | |
| | Magnets | Jackets | | |
| | Badge Holders | Totes | | |
| | Pop Sockets | Towels | | |
| | | Koozies | | |
| | | Coasters | | |
| | | Pens | | |
| | | Microfiber Cloths | | |
| | | Socks | | |
| | | Ornaments | | |

Stock Fulfillment Pricing

Monthly Storage Pricing

| / unit | Product Type |
|---------|--|
| \$0.001 | Stickers |
| \$0.02 | Buttons, Pins, Keychains |
| \$0.03 | Magnets, Patches, Coins, Badge Holders, Wristbands, Prints, Posters, Wrapping Paper, Small Notebooks |
| \$0.07 | Koozies, Coasters, Masks, Pens, Microfiber Cloths, Pop Sockets |
| \$0.11 | Medium Notebooks |
| \$0.16 | Socks |
| \$0.18 | Mugs, Ornaments, Small Towels, Large Notebooks, Books |
| \$0.23 | Short Sleeve T-Shirts, Beanies, Hats |
| \$0.38 | Long Sleeve T-Shirts |
| \$0.45 | Pint Glasses, Bottles, Pajamas, Large Towels |
| \$0.45 | Sweatshirts |
| \$1.09 | Hoodies |

Frequently Asked Questions

How soon can we start?

You can be up and running with a standard free account in minutes. Premium accounts with branded storefronts and stock or pre-order products can typically be live in 2–4 weeks. If you have a specific deadline that you need to hit, please let us know as early in the process as possible so we can plan appropriately.

Can you design the shirts?

Yes. We have the privilege of working with many highly capable designers. We will help you determine a price range, timeline, and style that makes sense. Once we have an agreed upon scope, we will quote you a flat or hourly rate for the job. You should expect to pay at least \$500 per shirt design.

Can we add shirt embellishments?

No, the complexity of custom size tags and hem tags is outside the scope of our premium accounts.

Do you provide access to customer data?

We do not. If you need customer data, we recommend using <u>Shopify</u> or another service that allows you to have complete control of the experience.

Can you include throw-ins with every order?

Yes and no. We are able to include stickers or other lightweight items with stock and campaign orders. On demand orders are not eligible for throw-ins.

Do you offer discounts?

If you need to order shirts in bulk, we can quote you a price for stock and pre-order products. If you need to place individual orders to be shipped to different locations, we recommend using the website to handle those orders. You will see a discounted price when logged in. If you would like to offer a discount to your customers or VIPs, we can work with you to create and distribute those codes. Discount code usage will be adjusted from your payout totals or invoiced as necessary.

Can I get a sample before launching a product?

Any product can be sampled, however the sampling process typically adds a significant amount of time. If you require a sample, we will work with you to procure as many as you need and invoice you for the cost.

Who handles customer service?

All order inquiries are handled by our customer service team. Please direct any questions you receive on social media or email to us. Our official customer service inbox is support@cottonbureau.com. We are able to offer replacements or refunds for all issues. We are constantly striving to improve customer satisfaction across all aspects of the experience.

Who uses Cotton Bureau?

We've worked with a variety of popular YouTubers, podcasters, websites, and independent designers in the past including Marques Brownlee, Adam Savage, Bodega Boys, Stratechery, FiveThirtyEight, Gary Vaynerchuk, BuzzFeed, ProPublica, Crooked Media, Obsidian, The West Wing Weekly, Rainforest Alliance, Texas Monthly, Samin Nosrat, Hrishikesh Hirway, John August, Wil Wheaton, Aaron Mahnke, Demi Adejuyigbe, Jeff Atwood, Geoff Keighley, Rainforest Alliance, and more.

Here's a short list of stores that you might find interesting:

- Fake Doctors, Real Friends with Zach +Donald
- <u>Adam Savage</u>
- The West Wing Weekly
- Obsidian
- <u>Texas Monthly</u>