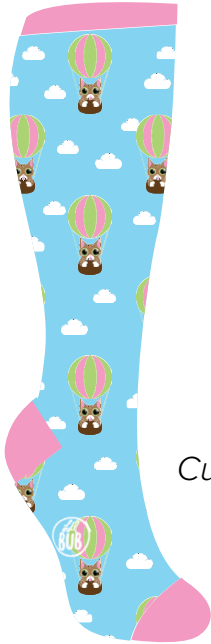




# CUSTOM SOCKS GETTING STARTED

**CUSTOM SOCKS:  
THE RIGHT FIT!**



*Lil' Bub  
Custom Socks*



## QUALITY

Our socks are 200 needle flat knit; that means our designs are knitted directly into the socks, not printed. We can create a sock with a calf stretch of either 17" or 21" circumference. We are not currently able to offer a 2x1 athletic tube sock knit.

## DESIGN

- 6 colors max
- No shading or detailed line work
- Co-branded labels available for small additional fee

Reference our website ([www.sockittome.com](http://www.sockittome.com)) to see the level of complexity we're able to achieve in a sock design before sending over your artwork.

## TIMELINE

There is a six month lead-time for production on all "approved" styles.

## COST & MINIMUMS

- 1,200 pairs per style
- \$4.50 per pair for Knee High
- \$4.25 per pair for Men's Crew
- \$4.00 per pair for Women's Crew

A design "deposit" of \$250 is required upfront and will be credited toward the total cost of invoice once your product is ordered; this covers design development & sampling process.

## PAYMENT

- 50% due upon order placement
- Remaining 50% due upon order shipment
- Additional shipping cost from distribution center





# CUSTOM SOCKS

## HOW IT WORKS

### 1. DESIGN

- Send over your custom artwork to the SITM design team *OR* discuss ideas with the design team and they'll do their best to create your vision!
- In one to two weeks, the SITM design team will mock up your custom artwork on digital sock templates and send them to you for review.
- With approval, the design team will then pass the artwork onto the manufacturer to create your sample.

### 2. SAMPLE

- The first sample will arrive in 30 days.
- Revised art will require a second sample from the manufacturer, and will arrive within a month of revisions.
- Approved art will move forward *only* with 50% payment for the order.

### 3. DELIVERY

- The socks will take 3 months to produce and about one month to ship.
- Once the socks arrive at the SITM warehouse, we'll need the remaining 50% amount on the order to be paid for.
- As soon as we receive the final payment, we will ship them off to you!



*Hit RECoRD  
Custom Socks*



**Sock It to Me + You = The Perfect Pair**

