

# Look Book

Niche: Pet-Related Apparel

“Pets are part of the family,” says Kimberly Damp, sales and marketing coordinator for Promopet (asi/79698), echoing the sentiment of millions of pet lovers nationwide. “People love their pets like children, and a marketing campaign tends to be a hit when pet promotions are included.” This is especially true, Damp says, when such promotions include apparel, and owners can dress up their furry friends like “team members.”

When it comes to pet apparel, Damp says, screen printing and full-color logo heat transfers work well – think jerseys, T-shirts and bandanas. “Pet apparel is great for team spirit/fundraising at all education levels, but particularly the collegiate/university level,” she says. Other markets that are ripe for pet apparel include campaign awareness sponsorships, parades, runs and walks.

“Any team, school or community sports program can offer pet apparel or pet-themed promotions to pump-up the positive vibes for the new season,” Damp says. In fact, almost every market can find a successful way to stand out by using pet apparel in a clever promotion.” Damp also points out that bandanas are an excellent option for budget-conscious customers.

The pet market creates endless opportunities, so don't miss a chance to capitalize on the cuteness.



Keep Fluffy warm in the Flex Fleece Dog Zip Hoody (F997) from American Apparel (asi/35297; circle 98 on Free Info Card), featuring a kangaroo pocket, zipper closure and an opening in the back for a leash clasp; decorated by Carolyn Cagle, owner of Stacy, MN-based Strikke Knits LLC (circle 106 on Free Info Card). The “King of the Castle” design features a stylized heart from Erich Campbell, digitizer and e-commerce manager at Albuquerque-based Black Duck Inc. (asi/700415; circle 107 on Free Info Card).

The Kool Off Pet Bandanna (112) from Sparkling Earth Products (asi/88449; circle 105 on Free Info Card) will keep pets cool. It's made in the USA and comes in many colors.



This Pet Jersey (705) from Promopet (asi/79698; circle 108 on Free Info Card) is made of 100% mesh and polyester interlock; it's machine-washable and available in seven colors so pets can support the team in style.



Constructed from poly/cotton twill, the Pet Grooming Apron (705-6426) from Promopet (asi/79698; circle 108 on Free Info Card) includes two patch pockets and a neck strap with a buckle for an adjustable fit.

Protect furry friends with the All-Weather Dog Coat (PE1305) from Bonica Precision (asi/40903; circle 109 on Free Info Card).

It contains a waterproof outer coat, a removable fleece liner and a two-way buckle fastening system to adjust the fit. Choose pink, brown or navy; decorated by Carolyn Cagle, owner of Stacy, MN-based Strikke Knits LLC (circle 106 on Free Info Card).



Available in gray/light blue or white/black, the Striped Dog Polo Shirt (PT8804) from Atteff International (asi/37455; circle 110 on Free Info Card) is soft and comfortable inside and out and features a snap-button collar; decorated by Howard Potter, CEO of Utica, NY-based A&P Master Images (asi/702505; circle 91 on Free Info Card).

