

THE Ink Center BLUEPRINT

2025 INTRODUCTORY GUIDE

Navigate Ink Center's Blueprint for essential tools and tips to streamline your merchandising operations. The Blueprint is designed to help you optimize your time, branding consistency, and logistics efficiently. It's a straightforward resource, equipping you and your business with insights to succeed.

DROP IN

Ink Center transforms your creative vision into a reality, empowering businesses to make a meaningful and lasting impact through high-quality, custom-branded apparel. By combining advanced precision tools, secure controls, and a customer-focused approach, we ensure every design is crafted to perfection and built to stand the test of time. With a strong commitment to sustainability, we go beyond simply delivering products—we deliver value that endures. Every item, every project, and every interaction is designed to support your business's success today, tomorrow, and for years to come. Partner with Ink Center and experience a seamless process that prioritizes quality, reliability, and long-term growth.

With 20 years of experience in production and outfitting, I saw outdated practices holding back the custom-branded apparel industry and knew there was room for improvement. After five years of focused development, we're proud to deliver innovative solutions tailored to your custom apparel needs.

Brian Teske
Founder/Owner



INSIDE THE BLUEPRINT

SUITE OF TOOLS

Explore our suite of online tools. Features and functionality developed to streamline your branded apparel experience.

PRODUCT CATALOG

Browse our vast product catalog for your team, fundraising, and event needs.

PRODUCTION METHODS

Understand our five production methods and the uses cases of each.

WWW.INKCENTER.COM

STAY ORGANIZED WITH AN ENTERPRISE MERCH SOLUTION



Ink Center

HOW IT WORKS

Ink Center's platform operates as an integrated system that aligns production flexibility with an advanced technology suite, enabling users direct control to customize, manage, and distribute branded apparel with minimal complexity. With production methods that support vibrant, full-color designs without increasing costs by color, users can confidently scale orders based on real needs rather than being bound by quantity minimums or inventory requirements.

The platform's payment and budget systems are equally adaptive, letting companies eliminate bulk purchasing risks through a "pay-as-you-go" structure. Managers can establish automated, renewable budgets for employees, reducing administrative tasks while giving teams the freedom to order only what's needed. In-store or shipping options offer further adaptability, streamlining logistics for each unique business setup.

With Ink Center's control over customization options—from pre-approved, brand-compliant products to specific color and style needs for diverse roles—businesses gain confidence in brand consistency. Whether orders are individually approved or set up for automatic processing, the platform's unified approach enhances efficiency, adaptability, and brand continuity across all operations.

KEY BENEFITS

No extra charge for the number of colors—print full-color logos affordably.

No minimum order quantity—buy what you need, when you need it.

Avoid stocking excess inventory and the risk of loss, damage, or theft.

Pay as you go, eliminating large upfront purchases and inventory storage issues.

Automated employee stipend budgets with manager-set caps; budgets can replenish on a custom schedule.

Employees can place orders directly with direct ship or in-store pickup.

Pre-approve products according to brand guidelines and create a custom staff web store.

Flexible product offerings.

Approve orders individually or set up pre-approved budgets for easy purchasing.

One location, multiple locations, or 1,000 franchise locations. We streamline your pipeline to scale.

PRODUCTS

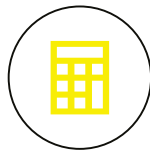
COLLECTIONS

PRICING

LOGISTICS

BRAND

ON-DEMAND



USER ROLES

OWNER

FULL ACCESS

ADMINISTRATOR

FULL ACCESS BUT NOT THE OWNER

MANAGER

EVERYTHING BUT FINANCIALS

DESIGNER

LOGOS AND PRODUCT DESIGNS

ORDER ENTRY

ORDER PLACEMENT AND LOGISTICS

STORE MANAGER

MANAGES YOUR ONLINE STORES

TREASURER

APPROVE ORDERS AND PAY INVOICES

INVITE THE WHOLE TEAM

Ink Center provides a comprehensive set of user roles designed to support every function within your merch operation. Each role is purpose-built to align with specific responsibilities, ensuring team members have precisely the access they need without compromising security.

Understanding that each team operates uniquely, Ink Center also offers a granular permissions system. This feature enables you to fine-tune access beyond the initial role assignment, allowing for detailed control over each team member's access level.

INK CENTER ONLINE SUITE OF TOOLS

At Ink Center, we understand that managing custom apparel projects can be complex and time-consuming. Whether you're outfitting a Fortune 500, a national franchise, chain, or single shop, you need tools that make the process efficient and seamless. That's why we developed Ink Center's suite of functions that empower businesses to take full control of their merch operations from design to distribution.



PIPELINES

APPAREL CREATOR



UPLOAD

DESIGN

CHECKOUT
SHIP

ONLINE DESIGNER



TURNKEY AND CUSTOM BUILT PIPELINES FOR YOUR BUSINESS

Getting branded apparel to the right place at the right time can be a complicated system. Our pipelines take into account the multiple nodes within a system that need consideration. Branding, marketing, managers, and purchasing departments may all need access and control. In addition, order entry and logistics add another dimension of complexity to the system. We iron that out for you and your business. The right people have the right access to ensure your products are on brand and on time no matter the scale, location, approval, entry, or payment process.

EASY TO USE ONLINE DESIGNER

At Ink Center, we empower corporations, businesses, and franchises to create standout custom apparel with ease. Our Online Designer is a versatile tool that offers all the features you need to design high-quality merchandise, whether for corporate events, branding initiatives, or internal team projects. With an extensive library of professional templates, intuitive features, and real-time previews, you can bring your ideas to life faster and with greater precision, ensuring brand consistency and high-quality results.



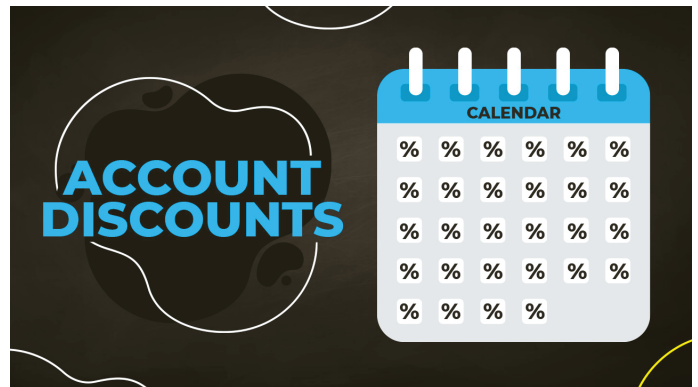
The Ink Center system was specifically designed to accommodate our clients' internal technology solutions. We're able to work with or integrate into your system so streamline the process for the entire team. This creates fewer headaches and greater accountability at each node in the pipeline. Purchase orders can be pre-approved or require approval from the procurement office.



In corporate apparel management, controlling expenses for merchandise can be complex, especially when dealing with large teams or multiple departments. That's why Ink Center offers the Budgets feature as part of our comprehensive suite of tools. This functionality allows businesses and brands to set clear spending limits for employees or departments, ensuring that everyone stays within their allocated budget while accessing the custom apparel they need.



We recognize the need to manage costs effectively when ordering custom branded apparel. That's why we've embedded Bulk Discounts within our Ink Center suite. You save more with each additional item. Whether ordering for a single event or outfitting a full organization, our Bulk Discounts feature ensures real-time savings, making cost-effective customization easier as your order grows. Manage multiple projects simultaneously and view separate quotes with our multi-cart save feature.



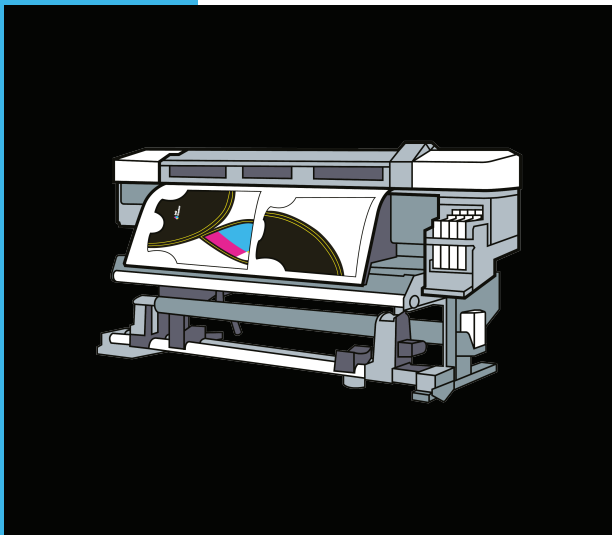
We reward customer loyalty with our Ink Center Account Discounts feature, tracking purchases to deliver cumulative discounts based on 365-day activity. Your discount scales with you. The more your business purchases the great the discount you receive. Consolidating your merch operations into the Ink Center enterprise solution will decrease your costs.

PRODUCTION

Explore Ink Center's Five Methods

With so many apparel printing techniques available, selecting the right one for your project can feel complex. Each method—Screen Printing, Embroidery, Cut and Sew Sublimation (All Over Print), Sublimated Blanks, and Direct-to-Film (DTF)—brings unique qualities that influence pricing, design flexibility, and scalability. Screen printing remains the go-to for vibrant, durable colors in bulk, but embroidery stands out for premium, textured designs. Meanwhile, sublimation offers all-over prints perfect for intricate patterns, while DTF and sublimated blanks provide vibrant, scalable options without minimum order limits.

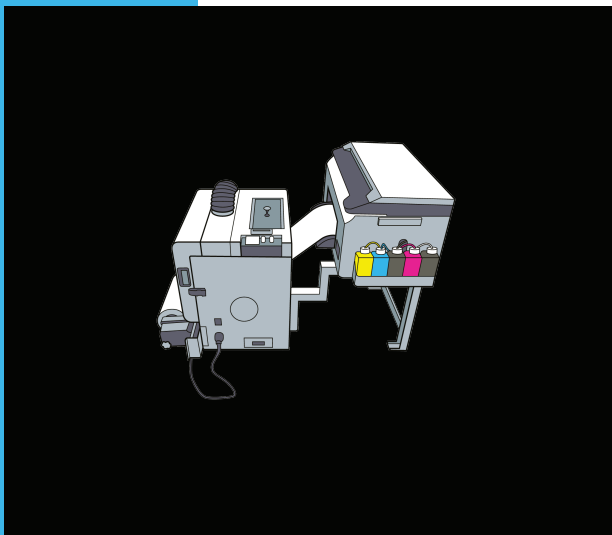
This guide unpacks the cost considerations of each method, such as color usage, print areas, and bulk scaling, offering insight into the ideal match for single items or large orders. Whether creating team gear, branded merch, or individual custom pieces, understanding each method's pricing and suitability can help you make an informed choice that aligns with your goals and budget.



Cut & Sew Sublimation

Cut and sew sublimation is perfect for all-over designs on polyester-based garments, enabling full-color, edge-to-edge prints. This method involves printing designs onto fabric panels before sewing, resulting in seamless patterns and intricate detail coverage. It's ideal for complex patterns, gradients, and multi-color images that require full control over the entire fabric area. Pricing is higher per item compared to other methods, but it scales well in bulk. Sublimation is particularly popular for unique, vibrant sportswear and esports jerseys.

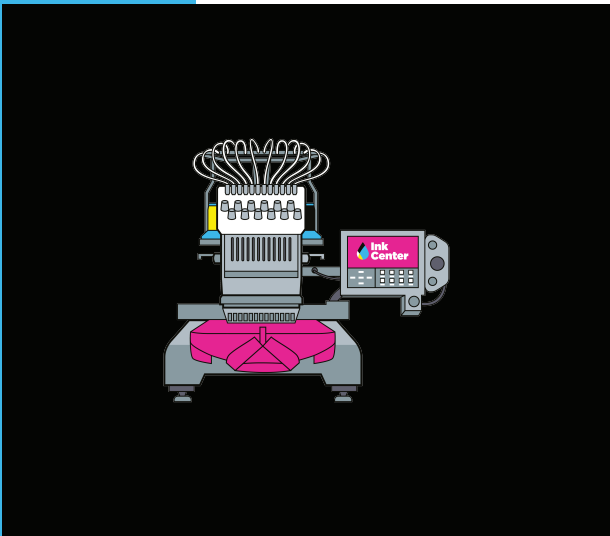
Best for: Jerseys, team gear



Direct to Film (DTF)

DTF is a versatile printing method that transfers designs onto a wide variety of fabrics using specialized transfer film. It offers strong durability, vibrant color, and is suited for both single items and bulk production without a minimum order requirement. Unlike DTG, which works best on cotton, DTF can be applied to any fabric, including synthetic blends. This method is ideal for detailed, multi-color designs, especially on small runs, and provides a balanced feel on the fabric without heavy layering, making it ideal for logos, names, and intricate graphics.

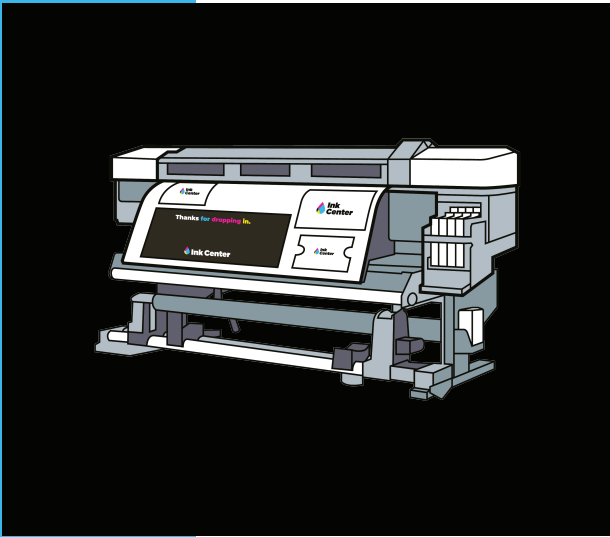
Best for: Basic merch, stock apparel, and fundraising



Embroidery

Embroidery adds a high-quality, textured design that stands out and lasts. This technique is best for logos, monograms, and badges on durable fabrics like polos, caps, and jackets. Pricing is based on stitch count, with more complex designs requiring additional stitches and therefore, a higher cost. Bulk orders reduce per-item costs, but embroidery is generally not recommended for very intricate designs. Its premium look makes it a popular choice for corporate apparel, creating a long-lasting impression with a polished, tactile finish.

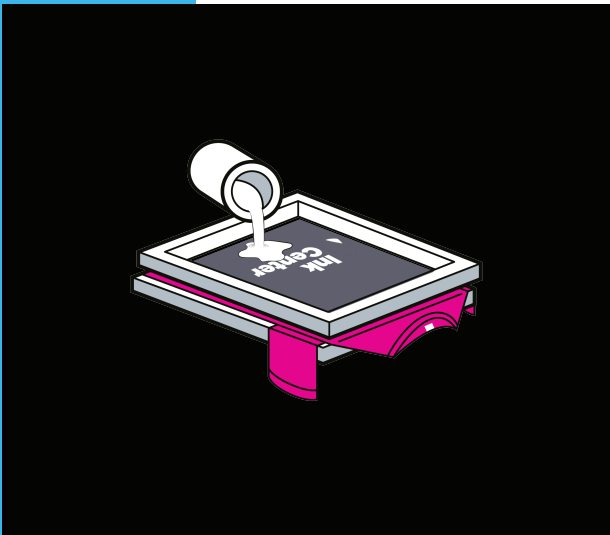
Best for: Hats, polos, jackets, and bags



Sublimated Blanks

Sublimated blanks combine the convenience of pre-sewn garments with custom design flexibility. This method uses heat to transfer inks onto polyester garments, making it excellent for vibrant, detailed prints with a soft, lightweight finish. Sublimation doesn't require minimum orders, so it's cost-effective for both small batches and individual pieces. Designs become part of the fabric, ensuring durability and a soft feel. Ideal for on-demand apparel with vivid colors, sublimated blanks are often chosen for promotional items, athletic wear, and uniforms.

Best for: Gaming mouse pads and drinkware



Screen Printing

Screen printing is ideal for large orders where bold, vibrant colors and durability are essential. With layers of ink applied through stenciled screens, it can achieve Pantone color-matching for consistent branding, although matching exact colors may require additional setup fees. Since each color requires a separate screen, this method is most cost-effective with simpler designs and higher quantities. Screen printing excels with large runs but may be less suited for small orders or intricate, multi-color designs due to setup costs and time.

Best for: Bulk order t-shirts and sweatshirts.

Discounts & Commissions

Individual product pricing, in dollars, is displayed granularly through your online account. Below are percentage discounts for our main product categories. Your "internal discount" and your "commissions" are the same value. You can increase your discount by either increasing your program level or by placing a bulk order.

Sublimation Products	MSRP	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8	Level 9	Level 10
Goal amount	\$0	\$50	\$100	\$200	\$500	\$1,000	\$2,000	\$4,000	\$8,000	\$20,000	\$40,000
▶ Sublimated Jerseys	0%	1%	2%	3%	5%	10%	15%	20%	25%	30%	35%
▶ Sublimated Tshirts	0%	1%	2%	3%	5%	10%	15%	20%	25%	30%	35%
▶ Sublimated Sweatshirts	0%	1%	2%	3%	5%	10%	12%	15%	18%	21%	25%
▶ Sublimated Polos	0%	1%	2%	3%	5%	10%	12%	15%	18%	21%	25%
▶ Sublimated Headwear	0%	1%	2%	3%	5%	10%	12%	15%	18%	21%	25%
▶ Sublimated Accessories	0%	1%	2%	3%	5%	10%	12%	15%	18%	21%	25%
▶ Sublimated Outerwear	0%	1%	2%	3%	5%	10%	12%	15%	18%	21%	25%

Product Blanks	MSRP	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8	Level 9	Level 10
Goal amount	\$0	\$50	\$100	\$200	\$500	\$1,000	\$2,000	\$4,000	\$8,000	\$20,000	\$40,000
▶ Jerseys Blanks	0%	1%	2%	3%	5%	10%	15%	20%	25%	30%	35%
▶ Tshirts Blanks	0%	1%	2%	3%	5%	20%	25%	30%	35%	40%	40%
▶ Sweatshirts Blanks	0%	1%	2%	3%	5%	10%	15%	20%	25%	30%	35%
▶ Polos Blanks	0%	1%	2%	3%	5%	10%	15%	20%	25%	30%	35%
▶ Headwear Blanks	0%	1%	2%	3%	5%	10%	15%	20%	25%	30%	35%
▶ Accessories Blanks	0%	1%	2%	3%	5%	10%	15%	20%	25%	30%	35%
▶ Outerwear Blanks	0%	1%	2%	3%	5%	10%	15%	20%	25%	30%	35%

Decoration	MSRP	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8	Level 9	Level 10
Goal amount	\$0	\$50	\$100	\$200	\$500	\$1,000	\$2,000	\$4,000	\$8,000	\$20,000	\$40,000
▶ Direct-to-Film	0%	1%	2%	3%	4%	20%	25%	30%	35%	40%	40%
▶ Embroidery	0%	1%	2%	3%	4%	20%	25%	30%	35%	40%	40%
▶ Screen Printing	0%	1%	2%	3%	4%	15%	18%	21%	25%	30%	35%

Services	MSRP	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8	Level 9	Level 10
Goal amount	\$0	\$50	\$100	\$200	\$500	\$1,000	\$2,000	\$4,000	\$8,000	\$20,000	\$40,000
▶ Onboarding	0%	0%	0%	0%	0%	60%	80%	80%	80%	90%	100%
▶ Jersey Design	0%	0%	0%	0%	0%	0%	20%	40%	60%	80%	100%
▶ Merch Kit	0%	0%	0%	0%	0%	60%	60%	70%	80%	90%	100%
▶ Impact Design	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
▶ Logo Treatment	0%	1%	2%	3%	5%	10%	15%	20%	25%	30%	35%

Bulk Discounts

Bulk discounts are automatically applied to any account and any order. Your account discount serves as a safety net and a base cost for any product or service on the website. If your bulk purchase discount exceeds your account discount then it will be applied. You will always receive the better discount of the two. Our pricing algorithm is not public. See below examples.

Bulk Jersey Discount Example

Quantity:	1	10	100	1000	2500
Each	\$59.99	\$51.86	\$42.07	\$33.00	\$30.00

Cotton T-shirt Bulk Discount Example

Quantity:	1	10	100	1000	2500
One Side	\$23.75	\$20.53	\$16.66	\$12.66	\$11.88
Two Sides	\$31.75	\$27.45	\$22.27	\$16.66	\$15.88