



2022 Update for Partners

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Discussion today

1. Challenges in 2021
2. How we compare
3. Changes that will improve things in 2022
4. Lead times for 2022
5. Pre print sub kit
6. New in ID
7. Other packs
8. Summary
9. 2022 Pricing



Challenges in 2021

- **COVID created many supply issues;**
 - Supply chain and labor issues
 - Increased orders from retailers & clubs in other brands.
 - Uncertainty on whether season would start
 - No forecast orders - can't plan for unlimited availability.
 - Asia Factories and ports closed
 - Shortage of raw materials.
 - Shipping crisis.
- **No forecast - 6 months sales compressed** to 2 months.
- **Producing stock product** blocked our custom production capacity
- **Multiple singular orders** -v- bulk orders. 35% less efficiency in print / sewing and much harder to track individual orders from multiple clubs.
- **Multiple late / missing orders** online after deadline
- **Multiple email / phone enquiries** – not using online ticketing system.





How we compare - Adidas

Adidas require customers to estimate their requirements 6 months ahead of time and then provide 60-90 days lead time for custom kits. **Adidas MiTeam timelines from their catalog....**

mi adidas Team Delivery Time			
Please note that the delivery time for usual mi adidas Team orders is up to 45 days . Based on the quantity of an order or the month of the order the delivery time might be extended. Please see the overview below to see the delivery timelines and the affect that the order quantity or time of order placement can have on the end-to-end lead time.			
PLEASE NOTE: During particular order month (time of placement of the order) the delivery time of the below products might extend to up to 90 days (due to peak seasons or holidays). If you would like to receive your order as per the usual lead time (within 45 days) please make sure to place your order before the month indicated in this list.			
CATEGORY/ KATEGORIE/ CATEGORIE/ CATEGORIA	PRODUCT/ PRODUKT/ PRODUIT/ PRODUCTO/ PRODOTTO	QUANTITY/ STÜCKZAHL/ QUANTITE/ CANTIDAD/QUANTITA'	DELIVERY TIME IN DAYS/ LIEFERZEIT IN TAGEN/ DELAI DE LIVRAISON EN JOURS/ TIEMPO DE ENTREGA EN DIAS/ TEMPO DI CONSEGNA IN GIORNI
All Categories	All Models Apparel	< 600 pcs	45
		≥ 600 pcs	90
All Categories	All Models Footwear	≥ 5 pcs	45
Soccer	Goalkeeper Glove	< 150 pcs	45
		≥ 150 pcs	90
Soccer	Soccer Ball	< 500 pcs	45
		≥ 500 pcs	90

CATEGORY/ KATEGORIE/ CATEGORIE/ CATEGORIA	PRODUCT/ PRODUKT/ PRODUIT/ PRODUCTO/ PRODOTTO	MONTH AFFECTED/ BETREFFENDE MONATE/ MOIS AFFECTE/ MES AFFECTADO/ MESE INTERESSATO
Soccer	Fortore Uniform	Last week in Jan. to first week Feb., June-Aug
Soccer	Morona Uniform	May-June
More Sports	All products	Last week in Jan. to first week Feb.
US Sports Specific	American Football, Softball, Baseball all Products	2 nd half December
Rugby	Uniforms	Rugby Factory is closed the entire month of August. Orders entered after June 26 will not deliver until the 1 st of September. Orders placed in July and August will face delays of up to 30 days. Please be aware.



How we compare - Adidas on soccer.com

A custom jersey \$72.23, custom short \$46.81 and sock \$17.91. **Custom kit pack; \$136.95**

FREE Shipping Coupons

Search...

Find Your Team Store / Goal Club / Sign In

SOCCER.COM FOOTWEAR APPAREL EQUIPMENT SALE / Team Fan Women Youth Goalkeeper / Soccer Guide

INDY ELEVEN... Favorites Cart

Uniform and Fan Wear order processing is approximately 2-3 weeks. [Learn More...](#)**REAL SALT LAKE - AZ**
EA North 06 Boys
(2020-22 Boys EA Kits / 55006122)UNIFORM KITRECOMMENDED
FAN WEAR

VIEW TEAM STORE COUPONS

FOR FIELD PLAYER:
DYLAN C. | 29 [Sign In](#)
⌚ Uniform needed

Your Uniform Kit for REAL SALT LAKE - AZ.

Quick SizingChange Player

NEW

adidas mi Graphic 20 Jersey - ...
For Real Salt Lake - AZ
[Details](#) [Add Multiple Sizes](#)
\$72.23 [Sizing](#)
Player: #29
Size: M Qty: 1
In Stock

NEW

adidas mi Graphic 20 Short - R...
For Real Salt Lake - AZ
[Details](#) [Add Multiple Sizes](#)
\$46.81 [Sizing](#)
Size: M Qty: 1
In Stock

NEW

adidas mi AdiSock - RSL AZ - Red
For Real Salt Lake - AZ
[Details](#) [Add Multiple Sizes](#)
\$17.91 [Sizing](#)
Size: Enter size Qty: 1
OUT OF STOCK

NEW

adidas Core 18 Polo
For Real Salt Lake - AZ
[Details](#) [Add Multiple Sizes](#)
\$31.18 [Sizing](#)
Size: M Qty: 1
OUT OF STOCK



How we compare - Nike

Nike Custom Jersey \$60, Custom Short \$45

Whilst a custom jersey is \$60, Nike add \$5 for a logo & \$2 for a sublimated player name. The sub number is included

SOCCER

NIKE DRY US SS DIGITAL20 JERSEY
CD6117 \$60.00

SIZES: S, M, L, XL, 2XL FABRIC: 100% polyester
OFFER DATE: 01/01/20 END DATE: 12/31/21
New digital print jersey with multiple print options, short sleeve On-FIT top, with updated graphics, new design details with mesh back panel/side stripe for breathability, exterior necktape for color blocking opportunity slim fit with soft hand feel new - gametday graphic design links to EC20 and previous WC18 kits. Body width: 21.25", Body length: 28.5" (size large).

YOUTH / CD6121 / XS-XL / \$60.00 / Body width: 15.75", Body length: 22.5" (size medium)

CUSTOMIZE IT
For complete embellishment and pricing options please visit [NIKETEAM.COM](https://www.niketeam.com)



NIKE DRY DIGITAL20 SHORT
CD6118 \$45.00

SIZES: S, M, L, XL, 2XL FABRIC: 100% polyester
OFFER DATE: 01/01/20 END DATE: 12/31/21
On-FIT short to match with digital jerseys with updated fit for comfort/mobility (slim fit) with soft hand feel - gametday links to EC20 and previous WC18 kits. Hip width: 22.25" (size large), Inseam length: 8.25" (all sizes).

YOUTH / CD6122 / XS-XL / \$45.00 / Hip width: 16.75", Inseam length: 7" (size medium)

CUSTOMIZE IT
For complete embellishment and pricing options please visit [NIKETEAM.COM](https://www.niketeam.com)

Dealer Locator Locker Help My Account

MEN WOMEN KIDS GRAPHIC TEES CUSTOMIZE SHOP ALL

MEN'S NIKE DRY US SS DIGITAL 20 JERSEY \$77.00

Colors Text Artwork

Upper Left Chest +
Printed

Upper Left Chest (Printed) +

Left Sleeve +
Printed

Left Sleeve (Printed) +

Right Sleeve +
Printed

Right Sleeve (Printed) -

Layouts -

FW19
125" W x 1.125" H

Clear Save Share

Contact a Dealer

CHANGE	SUMMARY
Top Style #: CD6117 End Offer Date: 01/01/2022	Digital print jersey with multiple print options, short sleeve On-FIT top, with updated graphics, new design details with mesh back panel/side stripe for breathability, exterior necktape for color blocking opportunity slim fit with soft hand feel new - gametday graphic design links to EC20 and previous WC18 kits. Body width: 21.25", Body length: 28.5" (size large).
	MEN'S NIKE DRY US SS DIGITAL 20 JERSEY \$60.00
	SUB CST LOGO & WORDMARK \$5.00
	SUB CST LOGO & WORDMARK \$5.00
	SUB CST LOGO & WORDMARK \$5.00
	SUBLMATED PLYR NAME \$2.00
	TOTAL PRICE \$77.00

It is 3 months to make from specific order date from nike

Order date 5/1, delivery date 8/1

Order date 6/1, delivery date 9/1

Order date 7/1, delivery date 10/01

Order date 9/1, delivery date 12/01

Order date 10/1, delivery date 1/01

Order date 11/1, delivery date 2/01



How we compare - Under Armour

UA custom Jersey MSRP \$68-\$98. Shorts MSRP \$58-\$63. Jersey/Shorts \$126-\$161. Leadtime: 4 weeks. Min Quantity: Min of 6 units. 100% surcharge on 1-2 units / 50% on 3-5 units. 50% on 3-5 units. Color/Design: 37 colors, 16 designs. Made in Mexico. Shelf life: Limited 2 yrs. Online capability: Basic.

SAINTS

SAINTS

GROUND

VILLA

ALL PRIMETIME JERSEY DESIGNS AVAILABLE IN SHORTSLEEVE & LONGSLEEVE

PRIMETIME JERSEY
M: SM-CXL, W: SM-AL, Y: YSM-FXL
SHORTSLEEVE SIZE PRICE LONGSLEEVE SIZE PRICE
GUJLSTPM (M) SM-CXL \$68.00 GUJLSTPM (M) SM-AL \$68.00
GUJLSTPM (W) SM-AL \$68.00 GUJLSTPM (W) SM-AL \$68.00
GUJLSTPM (Y) YSM-FXL \$88.00 GUJLSTPM (Y) YSM-FXL \$88.00

PRIMETIME SHORT
M: SM-CXL, W: SM-AL, Y: YSM-FXL
STYLE INSEAM SIZE PRICE
GUJLSTPM (M) 7.5" SM-CXL \$73.00
GUJLSTPM (W) 4.5" SM-AL \$73.00
GUJLSTPM (Y) 8" YSM-FXL \$88.00

- 7 oz. lightweight fabric with 4-way stretch, and accelerated drying properties
- Contrast color binding on collar & sleeves
- Mesh back panel for increased breathability

ADDITIONAL LENGTH OPTIONS FOUND ON PAGE 16
DESIGNED TO BE WORN - 48 FOR SIZE 4 - 66 JERSEY DESIGN IS APPROVED FOR USE
NO COMPLAINT - JERSEY MUST BE COMPLETELY WHITE WITH NO DESIGN DETAILS

ADDITIONAL LENGTH OPTIONS FOUND ON PAGE 16

QUARTER

CHECKER

ALL GAMETIME CREW JERSEY DESIGNS AVAILABLE IN SHORTSLEEVE & LONGSLEEVE

GAMETIME CREW JERSEY
M: SM-CXL, W: SM-AL, Y: YSM-FXL
SHORTSLEEVE SIZE PRICE LONGSLEEVE SIZE PRICE
GUJLSTCM (M) SM-CXL \$73.00 GUJLSTCM (M) SM-AL \$73.00
GUJLSTCM (W) SM-AL \$73.00 GUJLSTCM (W) SM-AL \$73.00
GUJLSTCM (Y) YSM-FXL \$88.00 GUJLSTCM (Y) YSM-FXL \$88.00

GAMETIME SHORT 2.0
M: SM-CXL, W: SM-AL, Y: YSM-FXL
STYLE INSEAM SIZE PRICE
GUJLSTCM (M) 7.5" SM-CXL \$63.00
GUJLSTCM (W) 4.5" SM-AL \$63.00
GUJLSTCM (Y) 8" YSM-FXL \$83.00

- Lightweight 4-way stretch with moisture transport and maximum breathability
- Stretch flat knit front & back
- Stretch mesh side panels

ADDITIONAL LENGTH OPTIONS FOUND ON PAGE 16
DESIGNED TO BE WORN - 48 FOR SIZE 4 - 66 JERSEY DESIGN IS APPROVED FOR USE
NO COMPLAINT - JERSEY MUST BE COMPLETELY WHITE WITH NO DESIGN DETAILS

ADDITIONAL LENGTH OPTIONS FOUND ON PAGE 16

CALCIO

PACE

COUNTER

GAMETIME V-NECK JERSEY AVAILABLE IN SHORTSLEEVE ONLY

GAMETIME V-NECK JERSEY
M: SM-CXL, W: SM-AL, Y: YSM-FXL
STYLE INSEAM SIZE PRICE
GUJLSTVM (M) SM-CXL \$68.00
GUJLSTVM (W) SM-AL \$68.00
GUJLSTVM (Y) YSM-FXL \$83.00

GAMETIME SHORT 2.0
M: SM-CXL, W: SM-AL, Y: YSM-FXL
STYLE INSEAM SIZE PRICE
GUJLSTVM (M) 7.5" SM-CXL \$63.00
GUJLSTVM (W) 4.5" SM-AL \$63.00
GUJLSTVM (Y) 8" YSM-FXL \$83.00

- Armourflex™ jersey with stretch flat knit front and stretch mesh back
- V-Neck construction for full flexibility and comfort

ADDITIONAL LENGTH OPTIONS FOUND ON PAGE 16
DESIGNED TO BE WORN - 48 FOR SIZE 4 - 66 JERSEY DESIGN IS APPROVED FOR USE
NO COMPLAINT - JERSEY MUST BE COMPLETELY WHITE WITH NO DESIGN DETAILS

ADDITIONAL LENGTH OPTIONS FOUND ON PAGE 16

GAMETIME SHORT 2.0				
STYLE	INSEAM	SIZE	PRICE	
GUJLSTVM (M)	7.5"	SM-CXL	\$63.00	
GUJLSTVM (W)	4.5"	SM-AL	\$63.00	
GUJLSTVM (Y)	8"	YSM-FXL	\$83.00	



How we compare - Augusta

Custom Jersey \$30.10-\$37.30. Shorts \$34.30-\$36.30. Min Quantity 50 units. Don't sell through online stores.

Limited Jersey Designs: 11-13. Limited Sizes: Adult S/M/L/XL/2XL. **Augusta quote 10/15/20 days their current lead times are 6 weeks**

<https://static.augustasportswear.com/marketing/2019%20WEBSITE/Catalogs/ASB-Soccer-2020.pdf>

The screenshot displays the Augusta Sportswear website's catalog interface. At the top, the 'AUGUSTA SPORTSWEAR BRANDS' logo is on the left, and navigation links for 'RESOURCES', 'HELP', 'LOGIN / SIGN UP', and a search bar are on the right. Below this is a category filter bar with options: 'ADULT', 'YOUTH', 'LADIES', 'GIRLS', 'SPORT', 'HEADWEAR', 'ACCESSORIES', and 'CUSTOM'. A 'SORT BY: SUGGESTED' dropdown is also present. The main content area features a grid of ten product listings, each with a thumbnail image, a title, a price, and a '5' icon. The products are arranged in two rows of five. The first row includes: 'FREESTYLE SUBLIMATED TURBO CREW NECK SOCCER JERSEY' (#321518, \$32.10), 'FREESTYLE SUBLIMATED TURBO V-NECK SOCCER JERSEY' (#321520, \$37.30), 'YOUTH FREESTYLE SUBLIMATED TURBO CREW NECK SOCCER JERSEY' (#321510, \$30.10), 'YOUTH FREESTYLE SUBLIMATED TURBO V-NECK SOCCER JERSEY' (#321520, \$35.30), and 'LADIES FREESTYLE SUBLIMATED TURBO V-NECK SOCCER JERSEY' (#321522, \$37.30). The second row includes: 'FREESTYLE SUBLIMATED REVERSIBLE V-NECK SOCCER JERSEY' (#321530, \$44.20), 'YOUTH FREESTYLE SUBLIMATED REVERSIBLE V-NECK SOCCER JERSEY' (#321531, \$42.20), 'FREESTYLE SUBLIMATED SOCCER SHORTS' (#321810, \$34.30), 'YOUTH FREESTYLE SUBLIMATED SOCCER SHORTS' (#326810, \$34.30), and 'LADIES FREESTYLE SUBLIMATED SOCCER SHORTS' (#321812, \$34.30).

Product Name	Designs	Price
FREESTYLE SUBLIMATED TURBO CREW NECK SOCCER JERSEY	17 Designs	\$32.10
FREESTYLE SUBLIMATED TURBO V-NECK SOCCER JERSEY	19 Designs	\$37.30
YOUTH FREESTYLE SUBLIMATED TURBO CREW NECK SOCCER JERSEY	17 Designs	\$30.10
YOUTH FREESTYLE SUBLIMATED TURBO V-NECK SOCCER JERSEY	19 Designs	\$35.30
LADIES FREESTYLE SUBLIMATED TURBO V-NECK SOCCER JERSEY	19 Designs	\$37.30
FREESTYLE SUBLIMATED REVERSIBLE V-NECK SOCCER JERSEY	7 Designs	\$44.20
YOUTH FREESTYLE SUBLIMATED REVERSIBLE V-NECK SOCCER JERSEY	7 Designs	\$42.20
FREESTYLE SUBLIMATED SOCCER SHORTS	12 Designs	\$34.30
YOUTH FREESTYLE SUBLIMATED SOCCER SHORTS	12 Designs	\$34.30
LADIES FREESTYLE SUBLIMATED SOCCER SHORTS	12 Designs	\$34.30



How we compare - FSG

<https://b2b.allesonathletic.com/builder>

Jersey/Shorts is more expensive at \$104.50. The solution is not 3d Real time. The platform is actually difficult to use and doesn't have the functionality of Admiral iD. Leadtime: They say 4 weeks but we know it's been 12 weeks. Color/Design: Limited.

The screenshot shows the 'PROS Sports' custom jersey builder. The top navigation bar includes categories: SPORTS, FANWEAR, ACTIVEWEAR, HOLIDAYS, ESPORTS, and MASKS. The main interface is divided into 'SELECT' and 'CUSTOMIZE' tabs. Under 'CUSTOMIZE', there are sub-tabs for FABRICS*, COLORS*, TEXT, and GRAPHICS. The 'TEXT' tab is active, showing options for NUMBERS, TEAM NAME, NAMES, and MORE TEXT. The 'TEAM NAME' section has an 'Example Name' field with 'Paul' and a preview of the name 'PAUL' in a bold font. Below this, there are 'Font Options' (COLLEGIATE) and 'Font Orientation' (Straight) dropdowns. A 'COLORS' section allows selecting 'Fill Color', 'Outline Color 1', and 'Outline Color 2'. A central 3D model of a male figure is shown wearing a red and black jersey and red shorts. To the right of the model, a 'VIEW CUSTOM ITEMS' panel lists the 'Uniform' components: 'Adult Top' at \$55.00 and 'Adult Bottom' at \$49.50, with a 'TOTAL MSRP : \$104.50'. Below this, there are three small thumbnail images of the uniform and a red button labeled 'FINISHED, GO TO ROSTER'. At the bottom left, there is a 'SELECT LOCATION & SIZE' button and a note '*Required Fields'.

The screenshot shows the 'FLASH 2 DAY TECH TEE' custom tee builder. The top navigation bar includes categories: SPORTS, FANWEAR, ACTIVEWEAR, HOLIDAYS, ESPORTS, and MASKS. The main interface is divided into 'SELECT' and 'CUSTOMIZE' tabs. Under 'CUSTOMIZE', there are sub-tabs for FABRICS*, COLORS*, TEXT, and GRAPHICS. The 'TEXT' tab is active, showing options for NUMBERS, TEAM NAME, NAMES, and MORE TEXT. The 'TEAM NAME' section has an 'Example Name' field with 'Paul' and a preview of the name 'PAUL' in a bold font. Below this, there are 'Font Options' (COLLEGIATE) and 'Font Orientation' (Straight) dropdowns. A central 3D model of a male figure is shown wearing a red and black jersey and red shorts. To the right of the model, a 'VIEW CUSTOM ITEMS' panel lists the 'Uniform' components: 'Adult Top' at \$55.00 and 'Adult Bottom' at \$49.50, with a 'TOTAL MSRP : \$104.50'. Below this, there are three small thumbnail images of the uniform and a red button labeled 'FINISHED, GO TO ROSTER'. At the bottom left, there is a 'SELECT LOCATION & SIZE' button and a note '*Required Fields'.



How we compare - FSG

Craig,

Per our discussion yesterday I wanted to send you a formal letter that outlines our discussion. As we discussed, the ongoing supply chain and labour issues has severely impacted our industry. We have been unable to keep up with the huge influx of orders we have received from all of our customers as they scramble to fill orders from a traditional supply chain that has limited stock and unpredictable fill-in schedules. We advanced our cut-off for orders and were inundated with orders from all of our customers and this was well beyond our forecast.

It has forced us into the unenviable position of not being able to meet our previous commitments and more importantly looking to a long term solution to the increased demand. Rest assured, we are doing everything we can to ship the orders we committed to before and more importantly increase capacity and get back to reasonable timelines. We have made difficult decisions to not renew supply contracts with some smaller and medium size customers in order to free up long term capacity. These are difficult decisions for sure and certainly no solace to your sales force today sitting in front of irate customers. The situation is very fluid and I believe that we will be able to accommodate your orders but cannot absolutely assure you of that today.

As you know, the world is changing everyday and we are getting blindsided by a variety of supply chain and freight restrictions that just cannot be predicted. While we have the largest capacity in the industry and factories in both China and Mexico it is still not enough. With all that said, I want to once again reiterate that we are doing everything we can to accommodate your orders.

Many Thanks

Ken Kennedy | Managing Director



North American Administration
FSG America LLC
29 Emmons Drive Suite A-30,
Princeton, NJ 08540, U.S.

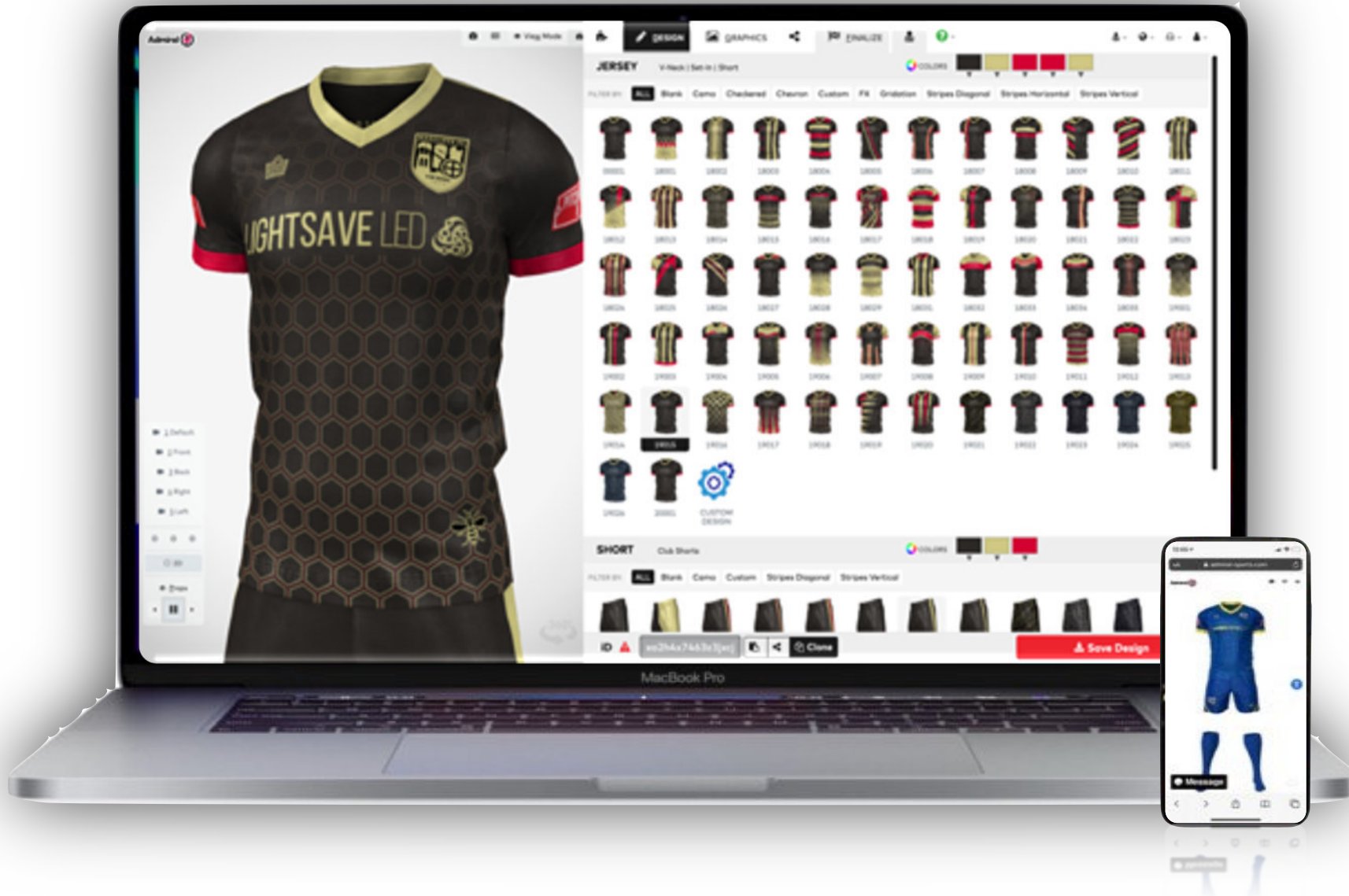
Sales Office
FSG America Inc.
700 3rd Line Unit 3, Oakville,
Ontario, L6L 4B1, Canada

Manufacturing Facility - China
FSG (Jiaohan) Co Ltd.
188 Yingchun Rd, Jiaohan,
Zhejiang, 314100, China.

Manufacturing Facility - Mexico
FSG Atlético de Camargo
S de RL de CV Libertad # 2 Camargo,
Chihuahua, México, Cp33778



Changes that will improve things for 2022



STEP 1: Design kit in ID:

1. Order the designs within the ID system.
2. Order the colors in ID.
3. Check logos are high resolution.
4. Uploading roster info on time
5. Sign off designs on time



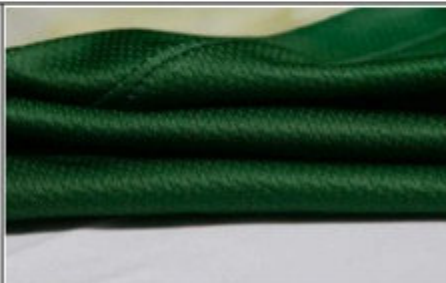


Changes that will improve things for 2022




CUSTOM FABRICS

STEP 2 - ACTIONS ON RAW MATERIALS: (1) Alternate supply sources. (2) Increased stock of raw materials.

JERSEY FABRICS

Item Name	Item Name	Fabric Weight	Usage	Image
92% POLYESTER + 8% SPANDEX 75D/72F + 20D VAPOR STRETCH (Dry Skin). Produced from Re-cycled materials. Highly wicking. Light soft and offers 4 way stretch. Beathable.	Dry Skin VS 130	130gms M ²	The best quality uniforms fabric for those is warmer climates that require that highest performance from a fabric.	
100% POLYESTER 75D/72F INTERLOCK WITH DRI-FIT W/PEACH. Best overall fabric for activewear. Knitted with 72 filaments means it is soft to the touch. 2 way stretch. Highly wicking. Brethable. SPF 30+	Interlock	132gms M ²	Standard fabric for all uniforms	
100% POLYESTER 75D/72F HIGH COUNT AIR KNIT. A 2nd alternative for Activewear uniforms. High count drop needle knit gives fabric surface detail. Wicking. Breathable. SPF 30+	High Count Air Knit	135gms M ²	Alternate fabric for all uniforms where a customer wants a raised surface on the fabric.	

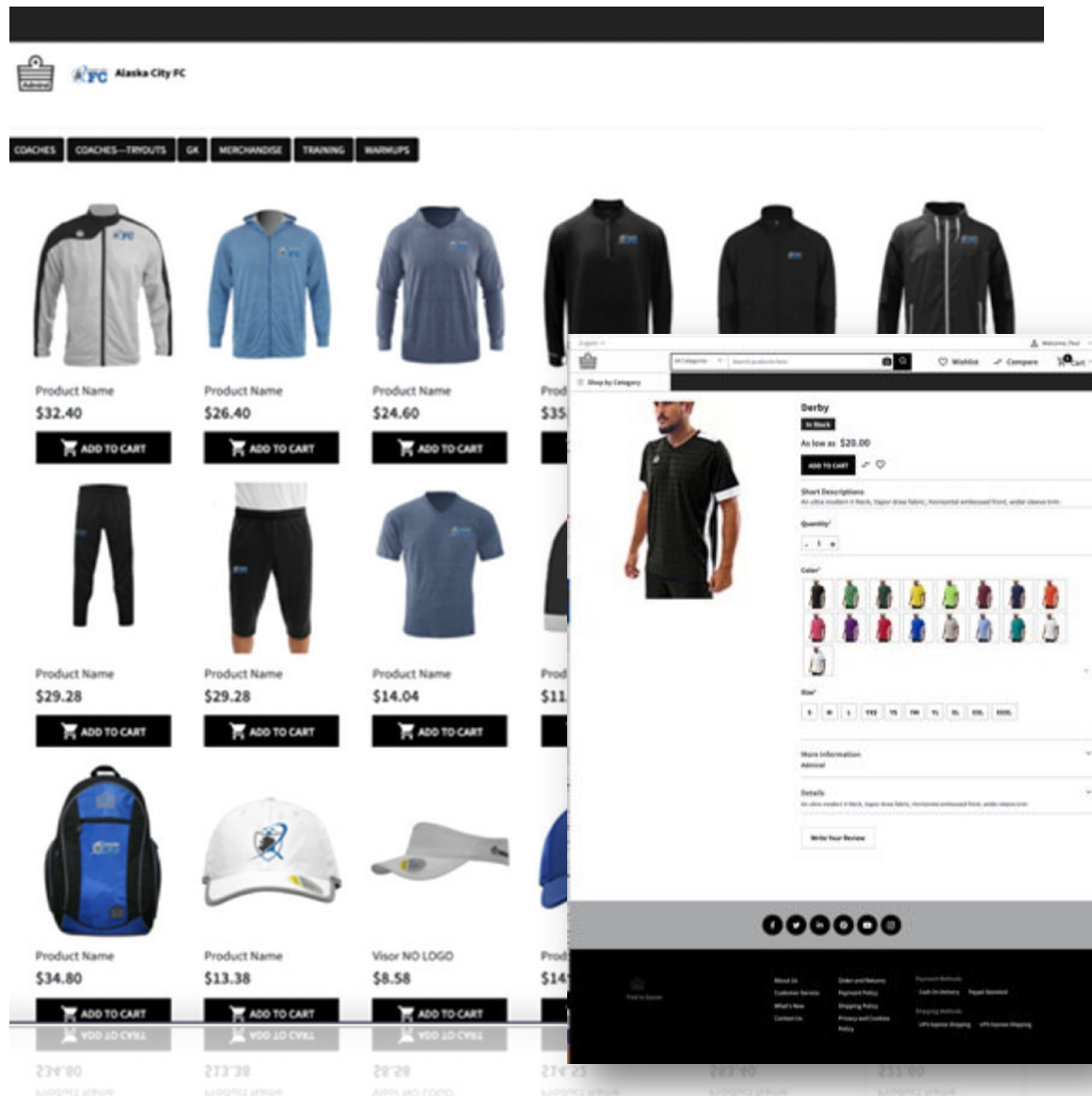
OUTERWEAR FABRICS

Item Name	Item Name	Fabric Weight	Usage	Image
85% POLYESTER (150D/144F) + 15% SPANDEX (70D) VAPOR STRETCH . A heavier weight 4 way stretch fabric with Spandex. Wicking. Breathable. SPF 30+.	Vapor Stretch VS 280	280gms M ²	An Alternate for all higher end finish in outerwear. Also used for Hockey shirts and socks.	
100% POLYESTER 150D/144F + 75D/72F PK FABRIC. A soft single knit fabric with a raised needle affect on outside layer. Wicking. Breathable. SPF 30+.	Maxum PK	215gms M ²	Lighter Weight Hoodie, Jacket and all Sub Pants and Short	
100% POLYESTER 75D/72F + 150D/288F FRENCH TERRY. A double knit fabric. Outside is a smooth flat knit while inside is a lightly brushed drop needle knit. Breathable. SPF 30+.	French Terry	225gms M ²	Standard fabric for 1/4 Zips, full zip jackets and hoodies.	



Changes that will improve things for 2022

ONLINE ORDERING



STEP 3 Online ordering: **Need to avoid late singular orders online.**

1. Incentivize players to order by 1st Order deadline – quicker delivery + lower freight cost.
2. Follow on order deadlines every two weeks. Orders collated to be produced at end of 2 weeks plus pay extra post & packing +\$9.
3. Clubs pre order sublimated kits with sub numbers.
4. New e-commerce software in Q2 2022.



Changes that will improve things for 2022

STEP 4: Printer Upgrade - In 2021, we could print up to 800 units per day but with our investment in new high speed industrial printers we can now print up to 1,600 units per day.





Changes that will improve things for 2022

STEP 5 – PRESS: Our R2R Heat transfer presses are the most advanced and high-efficient equipment researched and developed by Admiral. Our press was manufactured for roll-to-roll printing with an adjustable pressure system that brings the most effective solution for vivid and bright colors.





Changes that will improve things for 2022

STEP 6 – CUTTING

- We added 2 new vision CCD lasers and a 3rd cut on the fly vision laser cutter in Q1 2022 which will add an additional 50% capacity in cutting.
- 2-person manual cutters can cut around 300 per day.
- 2 persons on CCD laser – 300 to 400 per day per machine. X 2 machines.
- 2 persons on new scanning laser on the fly ~600 per day.
- In 2021 we averaged 900 – 1,000 per day.
- In 2022 with all lasers and staff working our cutting capacity is 1,500 – 1,800 per day.





Changes that will improve things for 2022

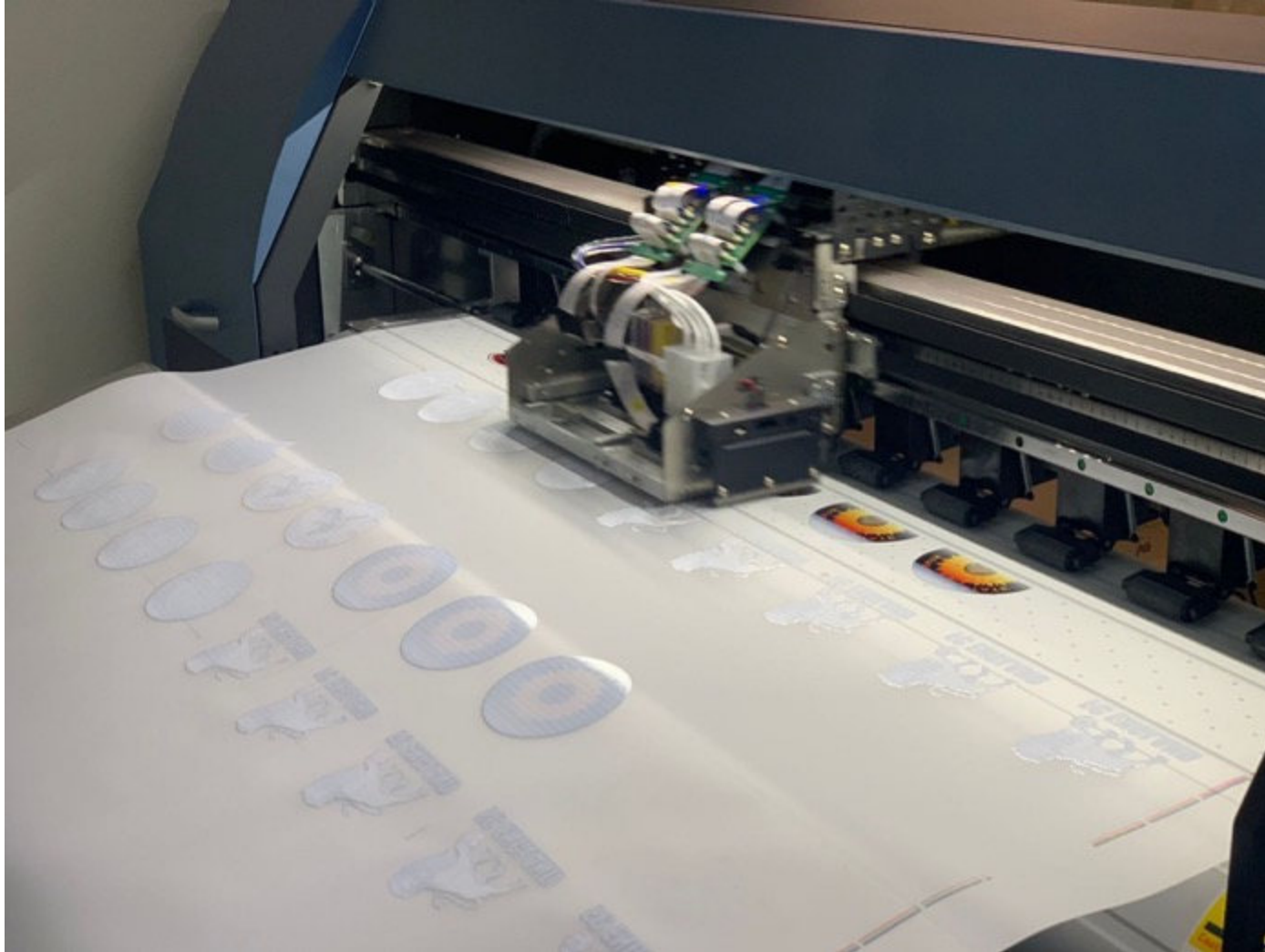
STEP 7 – SEWING: 2021 capacity 1,000 – 1,200 per day. Currently training additional machinists. Bulk orders go through ~35% faster than multiple singular orders due to thread changes and Admin required for smaller orders. Our capacity with multiple small orders drops to 700 per day.





Changes that will improve things for 2022

STEP 8 – EMBELLISHING: We added a DTF printer & are adding a 2nd in Q1 2022. WE CONTROL production of logos which means we do not rely on outside vendors. Minimums cut from 400 to 1 and lead times from 4-5 weeks to a week.





Shipping



- UPS Express Saver from our DR factory takes 1-3 days throughout North America.
- **Ship to club / Box by Team / Bag by player.** Freight & handling \$8.25 per player.
- **There is a \$9.00 surcharge** for administering orders outside of the main order window.
- **If a players miss the MAIN order window** the cost of this same packaging & shipping is then \$17.26 per player.
- **Individual Player Delivery.** \$17.26 per player.
- **Additional items** beyond club mandatory package, inc parcel weight which may inc shipping cost.



Admiral lead times for 2022



	Production time Off Peak (Oct- June)	Production time Peak (June - Sept)
Admiral ID Custom Made to Order Teamwear	4-6 Weeks	6-8 Weeks
Ready to Go / In line Training & Teamwear Personalized	2-3 Weeks	3-4 Weeks
Ready to Go / In line Teamwear Not Personalized	1-3 Days	4-7 Days



Pre-Print Sublimated ID kit

- For all your contracted clubs pre-print 5%-10% of their forecasted orders numbered 80 and up so that they will not conflict with any other numbers ordered by the club's members.
- These can be used to fill in late registrations or damaged jerseys.
- Decreases administration due to incorrect sizes being ordered.





ID is better - Video explaining Admiral ID

ID ADVANTAGE

	<u>iD</u>	<u>Competitors</u>
Online 3d designer	✓	No
Male & Female Avatar	✓	No
Number of sports	4 Sports. Basketball / Baseball in dev.	9-12 Sports
Brand & Own label	✓	No
Design options	Unlimited	7-20 designs
Pattern Options	Unlimited	Up to 12
Image upload	✓	29 - 74 colors
Color options	Unlimited	29 - 74 colors
Sublimate Watermark	✓	No
Collar Styles	✓	1-2 options
Choice of fabrics	Six	None
Short & Long Sleeve	✓	✓
Women's fit	✓	✓
Logo & Number Placement	Anywhere	Fixed position
Layer text & images	✓	No
Text customization & moderation	✓	Varies
Multi-File (AI, PDF, EPS, PNG, JPG, SVG)	✓	Limited Formats
Hoodies/Jackets / Quarter Zip	✓	No
Custom ball builder	✓	No

	<u>iD</u>	<u>Competitors</u>
On Demand (single unit) Manufacturing	✓	No
Minimum Quantity	No Min Qty	6 – 100+ Units
Price / Margin		50%—70% More
Price Logos	Included	Extra
Lead Time (main order and fill in's)	14-30 days.	10-120 days
Shelf life	Unlimited	2 years
Sublimate to inline product	✓	Varies
Roster Automation	✓	No
Interactive Fitting room	✓	No
Factory integrated Print ready patterns	✓	No
Manage leads / quotes	✓	✓
e-commerce capability	In Dev	Varies
Sizes Available	Yth (XS-L). Adt (S-2XL)	Varies
Multi touchpoint UX	Desktop (Mobile in dev)	Varies
Analytics & Reporting	✓	Varies
Multi language	✓ (English / Spanish)	Varies



New ID Designs

Iconic England 82 Kit re-designed by @cfk.designs





New ID Designs

England 82 article

A limited edition version of the kit was launched and sold through boutique retail. This design was featured soccer press; NSS Magazine, The Kitsman, Underground Football & Football Kit Culture.





New ID Designs

New '82 England kit now in ID

The kit was adopted by FC England who switched to Admiral from Nike to get a totally unique custom team kit.





New ID Designs Our latest edition custom kit collection - Making Waves now in ID



Admiral and The Concept Club Are Making Waves With Their New Winter 21/22 Capsule Collection

- Latest limited edition custom kit collection Making Waves in collaboration with leading soccer kit designer The Concept Club.
- Featured in; Darby Mag . FB Kit Culture. Club Eleven. Wavy Footy. The Kitsman. Over the Pitch
- Link to main story
- Link to lookbook story
- Waves Video
- Concept Club Interview
- Waves Event
- The entire capsule collection was made available for purchase via the Football Boutique



Introducing in line custom sub

Ancaster



University



Acton



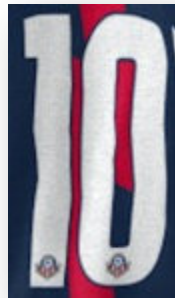


Essentials Team Pack

Choose from 10 designs and 21 color options. **Includes:** Left / Right & Center chest logo. Back center sequential number, URL below number. Available in Youth (XS-L). Adult (S-XXL).



Add Your
Colors & Logos



Sequential
with club
logo in #





Nations Team Pack -

Jersey with left & right chest / center chest logos, country name, left sleeve logo, back center sequential number, URL below number. Stock Short. http://admiral-sports.com/id/en_us/essentials





Pricing 2022

Stock In line Ready to Go Product	MSRP	B(22)
<u>Derby jersey</u>	\$21.00	\$13.00
<u>Performance jersey SS</u>	\$15.00	\$8.25
<u>Performance jersey LS</u>	\$17.50	\$9.25
<u>Town Jersey</u>	\$21.00	\$13.00
<u>Ancaster Jersey</u>	\$25.00	\$16.00
<u>University Jersey</u>	\$25.00	\$16.00
<u>Acton Jersey</u>	\$25.00	\$16.00
<u>Metro Jersey</u>	\$30.00	\$15.00
<u>Solo GK Jersey</u>	\$25.00	\$16.00
<u>Custom Color of Cut Piece Style</u>	\$6.00	\$5.00
<u>Custom Long Sleeve of Cut Piece Style</u>	\$6.00	\$5.00
<u>Vapor Short</u>	\$13.50	\$8.25
<u>Vapor Short - Women's</u>	\$13.50	\$8.25
<u>Roma Short</u>	\$20.00	\$10.00
<u>Forza Short - Men's</u>	\$20.00	\$10.00
<u>Tourney II Sock</u>	\$8.50	\$5.25
<u>Ankle Sock</u>	\$7.50	\$5.00
<u>Premier Sock</u>	\$12.50	\$7.25
<u>Rite Non Slip Sock</u>	\$40.00	\$25.00
<u>Alpha Jacket</u>	\$50.00	\$32.50
<u>Maxum pant</u>	\$40.00	\$27.00
<u>Rival Bench Jacket</u>	\$110.00	\$70.00
<u>Whistler Rain Jacket</u>	\$75.00	\$40.00
<u>Pioneer LW Pullover</u>	\$30.00	\$18.00
<u>Ultimo Back Pack</u>	\$45.00	\$35.00

Custom Sublimated Admiral ID	MSRP	B(22)
<u>Custom Sublimated - ID - s/s Jersey</u>	\$55.00	\$35.00
<u>Custom Sublimated - ID - l/s Jersey</u>	\$60.00	\$38.00
<u>Custom Sublimated - ID - Short</u>	\$35.00	\$20.00
<u>High Count Air Knit Fabric</u>	\$4.00	\$2.00
<u>Evo Recycled 4 Way Stretch Fabric</u>	\$6.00	\$3.00
<u>Laser Speed Venting</u>	\$8.00	\$5.00
<u>Custom ID Hoodie</u>	\$75.00	\$51.82
<u>Custom ID - 1/4 Zip</u>	\$72.50	\$50.09
<u>Custom ID Jacket</u>	\$75.00	\$51.82
<u>Custom - ID - Maxum pant</u>	\$50.00	\$35.00
<u>Custom - ID - Sideline Short</u>	\$45.00	\$32.00
<u>Custom Polo</u>	\$50.00	\$34.55
<u>Custom Sublimated - ID - Field Backpack</u>	\$17.50	\$10.00
<u>Custom Sublimated - ID - Sock Sleeve</u>	\$15.00	\$7.50
<u>Custom Sublimated - ID - Arm Sleeve</u>	\$12.50	\$8.23

Pricing is reviewed in January of each year. Inc tax (except Florida). Ex shipping with UPS Express Saver from Puerto Plata (DR) to your chosen destination.



Summary



1. We understand & appreciate the challenges of 2021
2. Our competitors all faced issues – the grass is definitely not greener elsewhere!
3. **Continue to improve ID** adding new designs and features
4. **Streamline ordering windows** / bulk order / reward on time player orders
5. **We've increased inventory** & added three new stock lines; Ancaster / University & Acton
6. **Increased Capacity**; doubled printing capacity, improved press quality, automated fabric cutting to inc capacity by 50%, added Digital Transfer printers and Training machinists
7. **New online store order software** in Q2 2022 more efficient, better reports and shorter lead times.



MADE BY US



Axis Sports Inc, 2628 NE 2nd Avenue, Miami Florida 33137.

Toll Free: +1 888 646 6822

paul@admiral-sports.com

www.admiral-sports.com/id