

C U S T O M I N K

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# T-SHIRTS UNITE!

CustomInk believes that t-shirts and other custom products have the power to bring people together and strengthen their sense of community.

We make it fun and easy to design t-shirts, apparel, and more — all online. Nowhere else can customers find the professional resources, real people, and dependability that make our company special.



"CustomInk was so easy to work with. Every person I spoke to along the way always had a genuine interest in what was happening and why we were getting the shirts made. They gave my pool team a chance to express themselves through an awesome shirt at the national team championships in Las Vegas. T-shirts unite!"

**Lacey H.**  
Greencastle, PA





# A COMPANY WITH HEART

Once upon a t-shirt in 1999, three former college classmates decided to start a business.

Co-founder and CEO Marc Katz was hard at work on Wall Street, daydreaming of a more entrepreneurial and meaningful future — something “with heart.” Meanwhile, Marc’s former roommate Mike Driscoll was tinkering with the earliest iteration of the customink.com

website, which would let people upload graphics onto t-shirts and buy them as special keepsakes. Though Mike was returning to grad school, he had a handful of eager customers, and talked with Marc about launching the “design online” website into a legitimate business.

Marc contacted another former classmate and computer whiz, Dave Christensen, and they

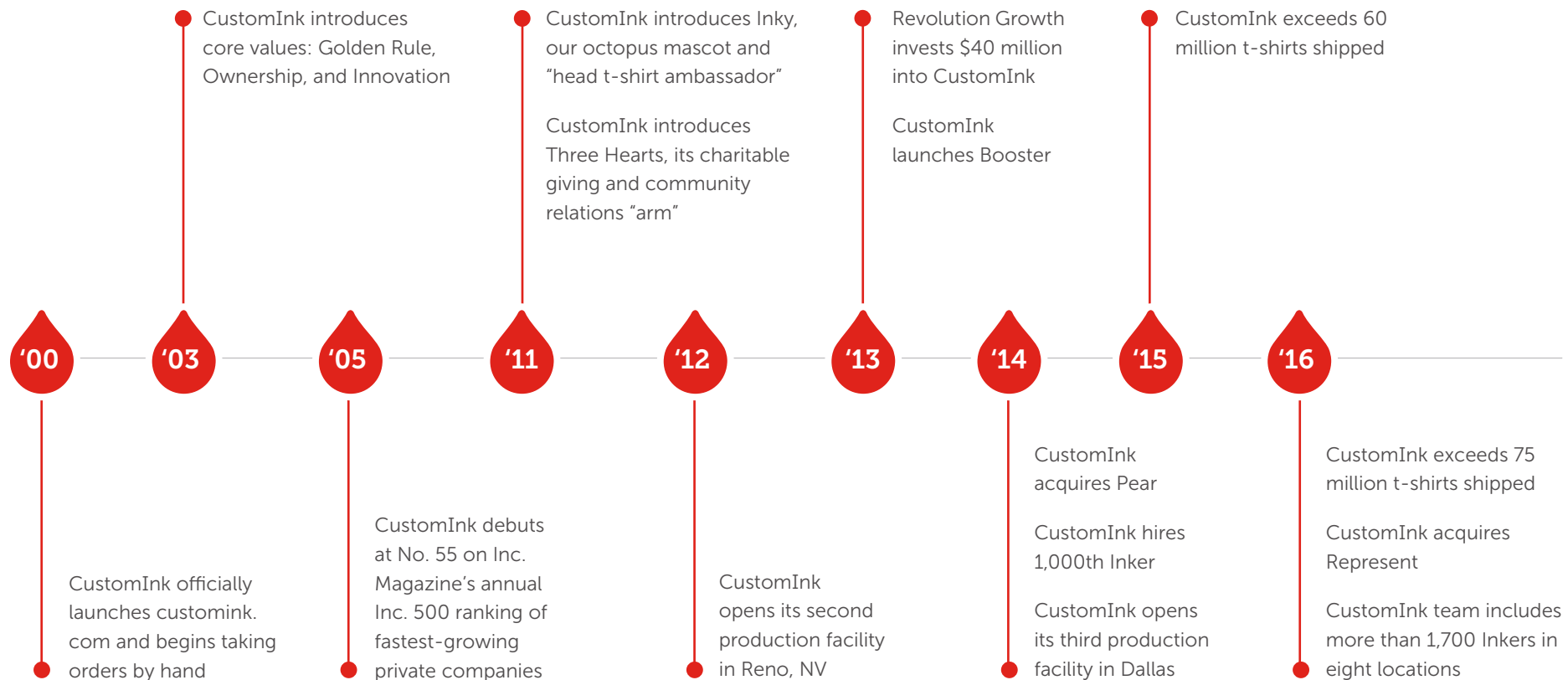
spent hours together on the phone, figuring out ways to make designing and buying custom t-shirts fun, easy, and reliable. In March of 2000, CustomInk was officially launched with a small team of “Inkers” running the show — all from different backgrounds — but all with big hearts.

# GROWING TOGETHER

## The CustomInk Timeline

"I've ordered shirts for my band on numerous occasions. CustomInk has a great website, great design, and great staff. They are the best!"

**Mike M.**  
Downingtown, PA



# THE CUSTOMINK DIFFERENCE



## The Design Lab

Often imitated but never duplicated, the Design Lab is CustomInk's fun, easy, and powerful online design tool. With access to our huge font and artwork libraries (75,000+ pieces of art!) and an intuitive interface, customers don't have to be designers to make fantastic looking shirts. They can also upload a photo, logo, or scanned design of their own.

## Inker Artists

At CustomInk, the inspiration starts with our customers, and we truly take their stories to heart. When customers place an order, our entire team of expert artists is at their service — for FREE. Our artists review every design for sizing, contrast, layering issues, and when necessary, they'll even recreate and enhance any uploaded images customers send us so that they're perfect for printing. We do what it takes to make designs right.

## Customer Care

We love to talk tees! At CustomInk, real people answer the phone, seven days a week. Real people review and adjust customer designs for a great print. That's why we WANT to chat with our customers. We're dedicated to getting orders right and making groups look great. Our team of Inkers is dedicated to providing "WOW" service and helping customers create superb custom products.



# PASSION FOR PRINTING

## Quality Threads – The Sky's the Limit

When it comes to product selection, our team tests every style (1,000+) and color for impeccable printability, durability, and fit. We carry short and long sleeve tees (and no sleeves at all!), plus hoodies, jerseys, performance wear and more. We've got something for everyone.



## Screen Printing — Tried and True

Our classic, expertly-handled, proven screen printing accounts for the majority of the shirts we print at CustomInk. Each ink color is applied using a different stencil, one at a time, combined to achieve the final look. Printing by hand allows for manual handling of curved or uneven surfaces like water bottles, koozies and mugs.

## Digital Printing — It's All In the Details

Digital printing is the state-of-the-art process we use for items that require high amounts of detail as well as orders of a smaller quantity. Because digital printing does not require screens, we can print a shirt with much greater detail than traditional screen printing allows.

## Embroidery — Keeping It Classic

Our embroidery service is a computer-based process that uses multicolored thread to sew custom designs directly into garments for a handmade look and feel.

# OUR CORE VALUES

Our commitment to our core values is genuine; it's not just jargon or words on a wall, but a way of doing business that defines our company.



## Gr

Golden Rule

We put ourselves in other people's shoes and treat them as we'd love to be treated.

## Ow

Ownership

We take responsibility, have pride in our work, and share in the rewards.

## In

Innovation

We don't settle. We always strive to improve how we do things.



# THREE HEARTS

An octopus has not one, not two, but three hearts. Combined with eight arms, think of all the good we can do together.

Three Hearts is the charitable giving and community relations “arm” of CustomInk. Although launched in 2013, philanthropy has always been a core part of CustomInk, both as a company and as Inkers.

For orders that support charity events and organizations, CustomInk donates a percentage of money to the cause at hand. Charitable outreach through Three Hearts is our way of thanking customers for letting us be part of something special in their lives.

Other organizations and causes close to our three hearts include Make-A-Wish and PACER's National Bullying Prevention Center.





# A COMMUNITY OF COMPANIES

Along with its core business of custom t-shirts and accessories, CustomInk offers innovative solutions for activating and strengthening groups and communities.



## Booster

Booster is an online fundraising platform to help individuals and organizations raise money and awareness by selling custom t-shirts. Booster appeals to customers looking to leverage the power of custom t-shirts to raise funds for their causes, passions and projects.

Created by CustomInk in 2013, Booster is based in Boston. For more information, visit [Booster.com](http://Booster.com).



## Pear

Pear, our grassroots sponsorship solution, makes it easier than ever before for groups of all shapes and sizes to find national and local sponsors for their teams and events. Customers can activate group supporters to earn funding towards custom apparel, donations, or gift cards.

Acquired in 2014, Pear is based in Chicago. For more information, visit [Pearup.com](http://Pearup.com).

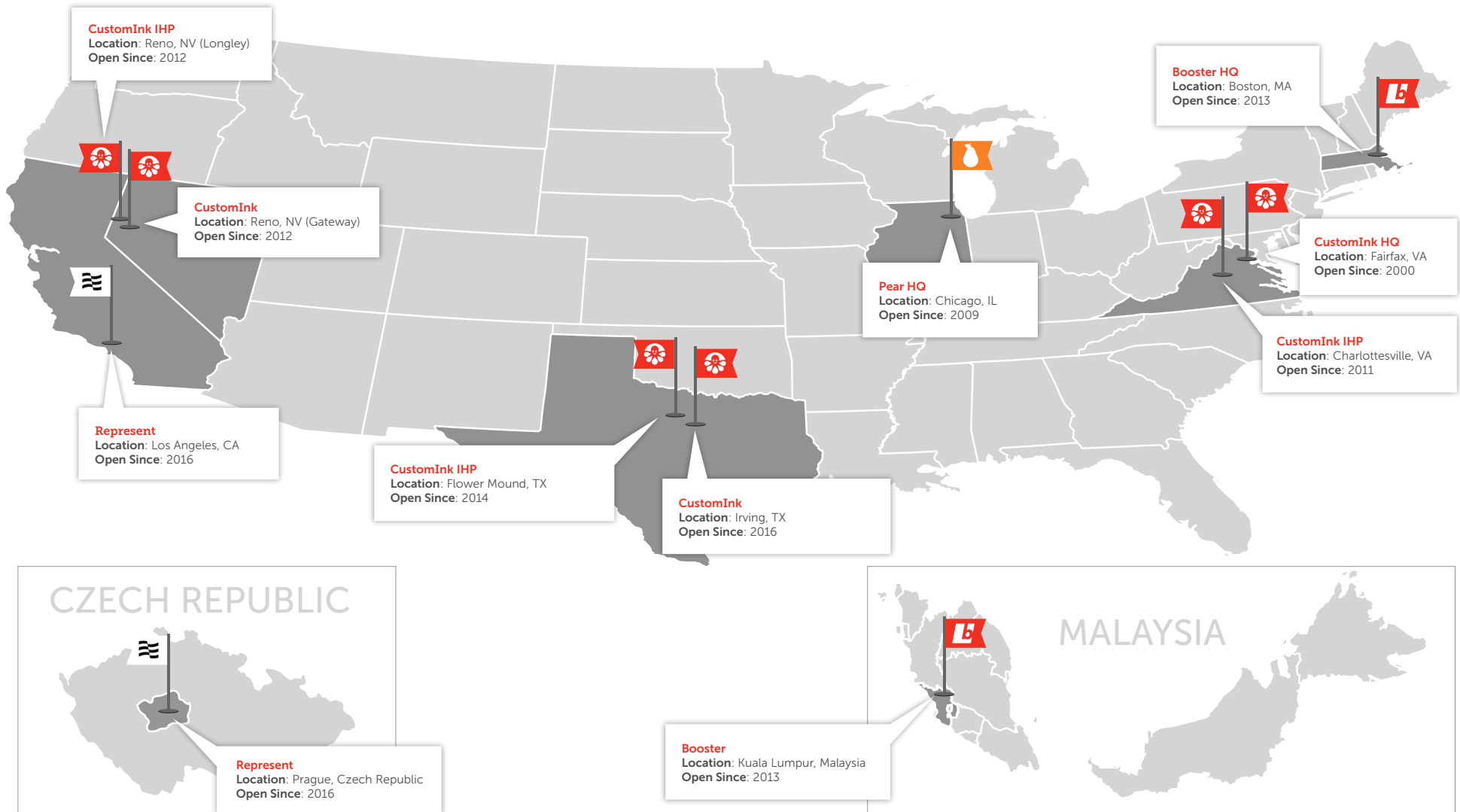


## Represent

Represent is a social merchandising & marketing platform that helps influencers like actors, athletes, musicians, and thought leaders create and sell limited-run t-shirts and merchandise to their fans and followers.

Acquired in 2016, Represent is headquartered in Los Angeles, with an additional office in Prague. For more information, visit [Represent.com](http://Represent.com).

# GOING THE DISTANCE



For more information:  
email **press@customink.com** or call **571-642-4283**



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