



STOREY
KENWORTHY



COMPANY WEBSTORE
SOLUTIONS

PRINT | PROMOTIONAL | APPAREL



READY TO REPRESENT

bergankov

Corporate style never looked so good.

Shop apparel and a wide variety of other items that fit your personal style and our corporate culture. Easy check out via Kazoo Points, Payroll Deduct or both!

CATEGORIES



Men's



Women's



Bags & Coolers



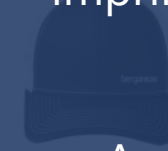
Branded Products

POWERUP

PowerUp

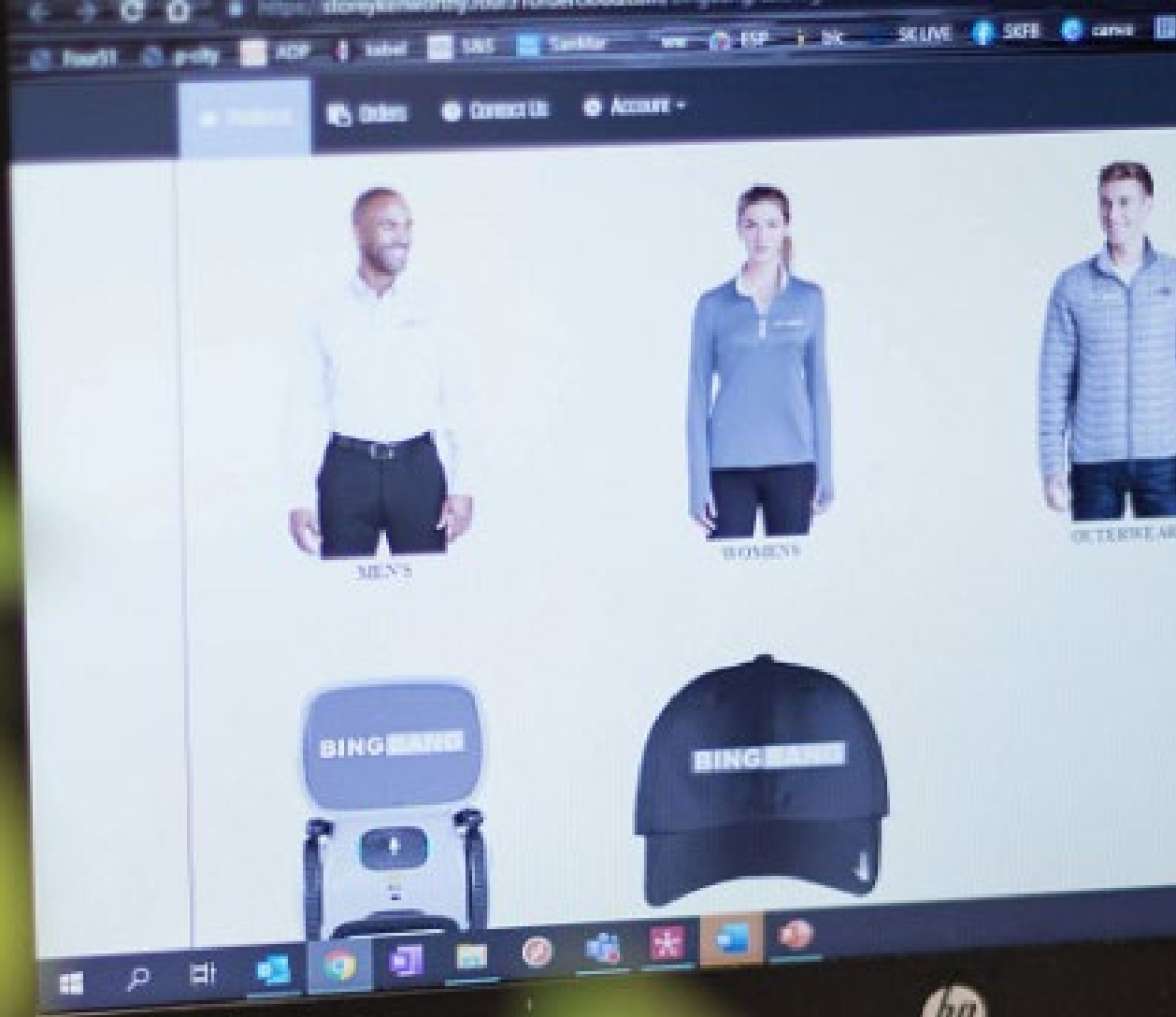
WHAT IS A COMPANY WEBSTORE?

A **customized e-commerce** platform that allows a client to order custom-decorated or imprinted materials & assets in an **on-demand** environment.



Hats

An effective webstore will assist the client in **managing their brand**, their **budget**, their **time**, and their **inventory** effectively with minimal inputs of time and attention once the webstore is launched.



KEY BENEFITS:

CONTROL OF THE BRAND EXPERIENCE
WITH PRE-APPROVED MERCHANDISE.

NO MORE “WEIRD REDS” OR “WE PUT
OUR LOGO ON WHAT?” MOMENTS.

CLEAR TRAIL OF ORDERING HISTORY &
PRODUCT PERFORMANCE TO MANAGE
BUDGET AND THE BRAND.

STREAMLINE ORDERS. NO MORE
SORTING PRODUCTS, COUNTING
INVENTORY, AND DEALING WITH
OUTDATED PRODUCTS



Promotional products are consistently ranked highest as the most effective advertising vehicle.

Repeated impressions combined with a tactical user experience help to gain and retain loyal customers, spark interest and enhance brand loyalty.

82% of consumers agreed that their impression of a brand positively changed as a direct result of receiving a promotional product.

9 out of 10 people remember the branding from at least one promotional product they received.



Should my company have a webstore?

There are some key indicators that often lead us to believe that webstore would be beneficial for a client. However, if a webstore is not the right solution, the result can be frustration, misallocated time and energy, and wasted financial resources.

Each client should assess their current situation and weigh the cost-benefits of a company webstore vs a simpler solution vs the status quo.

There is nothing wrong with deciding that a company webstore is not the right solution at this time.



Key Indicators that a webstore may be right for you:

Excess inventory in storage

Obsolete or out of fashion inventory

Paying a supplier "warehouse fees"

Lack of transparency regarding budget and where items are being sent

Spending more than \$25,000 per year in customized products

Team member/s feeling overwhelmed, understaffed, and unprepared for events, new hires and other occasions that require customized product distribution





COMMON USES

- Employee apparel program
- Employee uniform program
- Companies with multiple branches
Companies with sales or business development teams
- Organizations that participate in tradeshow or community events
- Manufacturers with dealer co-op or marketing fund programs
- School or sport teams spirit wear
- Non-profit fundraisers

WHAT DOES IT TAKE TO SETUP A WEBSTORE?

INVESTMENT IN TIME

FINANCIAL INVESTMENT

KNOWLEDGE & PEOPLE





The following are helpful in getting a webstore set up correctly:

1. Established brand standards
2. Ownership of vectorized, digitized, and print-ready artwork, logos, and designs
3. Understanding what you want and how you want it to work
4. Knowing your employees' likes, dislikes, general demographics, and sizes
5. Involving the right people at the right time in the decision-making process

Things to Consider

- What type of products do you want to offer on your store?
- Do you want products to be inventoried or produced “on demand”?
- Will the company provide employees with an allowance?
- Will the company provide employees with additional allowance for anniversaries, birthdays, or other recognition events?
- Will you require a customized web domain?
- Will the webstore be opened year-round or only seasonally?
- Will individuals order for themselves or will there be designated buyers for groups of people?
- Will items be delivered/shipped to business or residential addresses?
- Will the company cover freight costs or will those be covered by the employees?
- What payment method will be used?
- To maximize value and minimize merchandising fees – add/remove items on a semi-annual or quarterly basis only



STOREY KENWORTHY PARTNERS WITH MANY VENDORS THAT HAVE A CORPORATE RESPONSIBILITY TO IMPROVE SOCIAL AND ENVIRONMENTAL PRACTICES WITHIN THEIR INDUSTRY. THROUGH CULTURE, BENEFITS, DIVERSITY & INCLUSION, TRAINING & DEVELOPEMENT, USING SUSTAINABLE MATERIALS AND MANUFACTURING AND RESPONSIBLE SOURCING, WE ARE COMMITTED TO YOUR STORY AND A BRIGHTER FUTURE.

