



NAUGATUCK SHIRT

WOMEN'S 2128 & MEN'S 3129

CASE STUDY

MARKET: Equipment Sales

PRODUCT USE: Sales Conference Uniform/Swag

OPPORTUNITY: A large rental company was looking for an apparel piece they could give to their sales reps to wear during their national two-day sales conference. With an all-in budget capped at \$100, they wanted something that was business casual but would appeal to their younger salesforce, which was growing, as well as find a piece that would not be left in the hotel after the conference, but instead be taken back with them and worn while on appointments at job sites.

SOLUTION: The Naugatuck Shirt was a great option because not only did it meet the customer's needs and would appeal to their growing millennial workforce, it also includes a women's companion piece that was designed specifically for women. Because of its poly/cotton blend material, the Naugatuck didn't have to be ironed to give it a very finish and professional look, making it an easy 'go-to' piece for their employees. The versatility of the Naugatuck shirt and the option to wear it tucked or untucked also helped broaden the appeal for their audience.