

A white dress shirt is shown from the chest up. The collar is pointed and has a red embroidered logo consisting of a stylized 'W' and 'M' intertwined. The shirt has several buttons visible on the left side. A pocket is visible on the lower right side, also featuring the red embroidered logo.

W M

Join the decorating revolution; become an

Indirect Embroidery™
Licensee

 windswept
marketing

Open now to see and feel how
INDIRECT EMBROIDERY™
is truly different...and better

Indirect Embroidery™

A permanent branding solution with no irritating backing and no puckering. Turn this over and see for yourself...

In·di·rect Em·broi·der·y™

[in-duh-rekt] [em-broi-duh-ree]

1. An embroidered appliqué laser cut with intricate detail. When applied to a garment, it's superior to direct embroidery in appearance, texture, and lifespan.

*Now you can create gorgeous embroidered logos and stock them in as many colors, sizes, and shapes as you need—without putting them on apparel. Indirect Embroidery™ can be applied to most apparel with **NO BACKING!***

INDIRECT EMBROIDERY™ LICENSE PROGRAM

Join the decorating revolution; become an Indirect Embroidery™ Licensee

Now you can use Indirect Embroidery™ as a powerful tool in your business by becoming a licensee.

Some advantages of partnering with Windswept:

- Help you get in the door and experience dramatic business growth
- Lets you do it yourself, harnessing the quality and uniqueness of Indirect Embroidery™, a process that requires no backing and no puckering
- Gives you more control of your schedule, when and where items ship
- Provides partnerships with other decorating businesses for overflow situations
- Allows you to decorate as little as one garment at a time
- Ideal for establishing J.I.T. programs
- Decorate in places standard embroidery never would work—no hooping needed

"We met Windswept Marketing at the 2015 ASI Show where we discovered Indirect Embroidery™ (IE). Shortly after that meeting, we visited their North Carolina facility to discuss the opportunity to purchase a license agreement and the equipment to apply the IEs.

We decided to become a licensee, and we have the exclusive rights to this process in our area. We recently landed a new account worth \$200K - \$300K annually. We got this account strictly due to having the IE process."

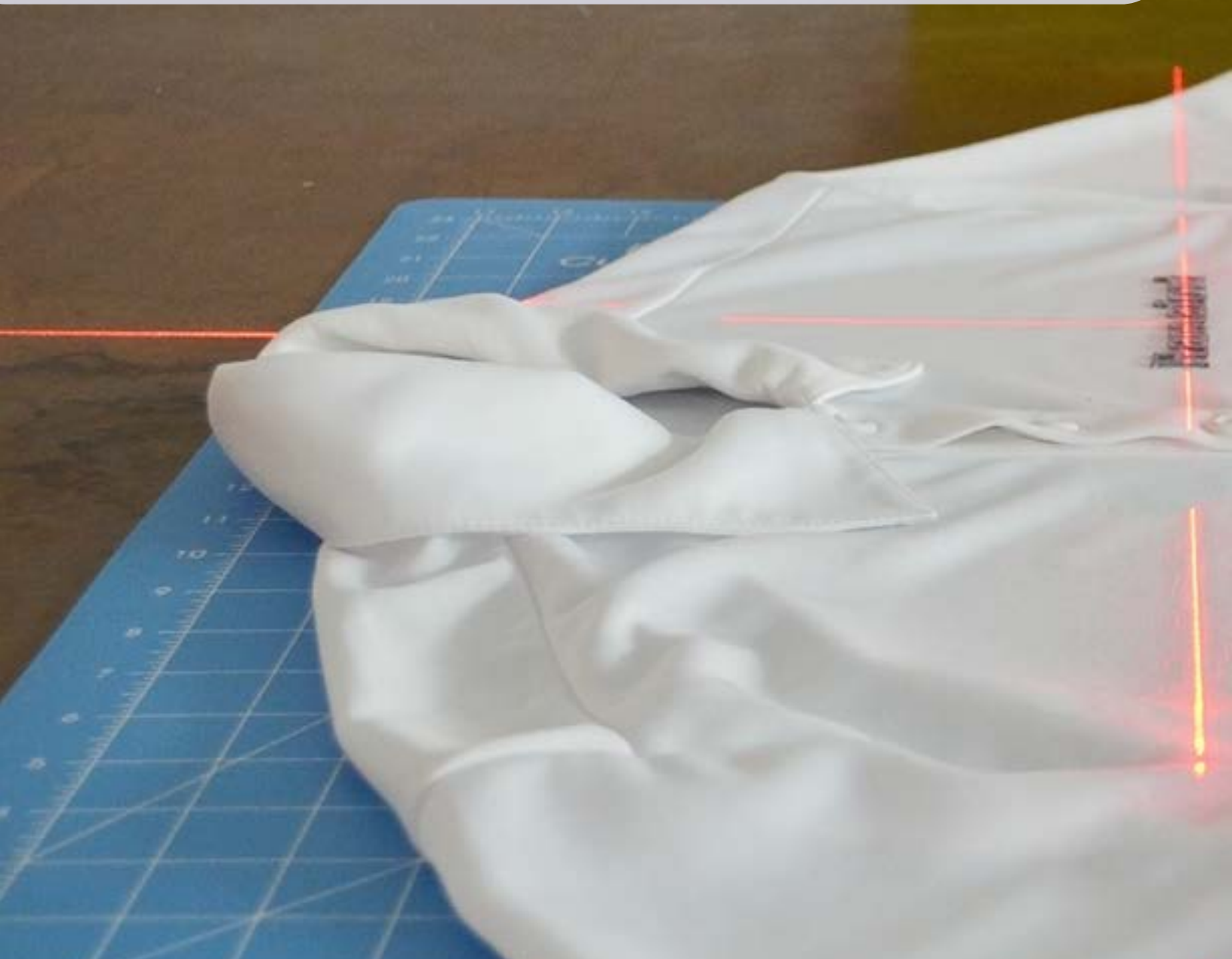
- Tim Holdway, Licensee
Dogwood Marketing



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IMPRESS YOUR CLIENTS WITH OUR PATENTED INDIRECT EMBROIDERY™ PROCESS

Indirect Embroidery™ is a permanent branding technique; find out why thousands of customers are raving about this new method.



You won't find a better-looking decoration on any garment

Windswept's Indirect Embroidery™ eliminates the need for backing, and does not pucker.

No more excess inventory!

Create gorgeous Indirect Embroidered™ logos without putting them on apparel. No more stockpiling decorated inventory, no more huge upfront costs or mass production needed. Once your project is developed, there are no minimum order requirements.

Decorate on areas and materials you never could before

Decorate on the bill or back strap of a hat, on a shirt collar, pocket, placket or cuff. We can decorate shoes, bags, and portfolios, even on neoprene, tents, and umbrellas.

Indirect Embroidery™ Overlay Program

Outdated logo? Decorating mistake? No problem! You can cover a multitude of mistakes—and that means you save time and money. You simply cover the offending decoration; nothing shows from the outside.

Our IE Overlay Program is a real lifesaver—it allows you to solve problems quickly and keep the original garment, saving it from the trash, and saving valued client relationships.

DYE SUBLIMATION INDIRECT EMBROIDERY™

The beauty and comfort of Indirect Embroidery™ with photo quality detail

Indirect Embroidery™ with dye sublimation allows you to produce incredibly detailed decorations that delight your most discriminating client. With this process you get an amazing color variance for fades, distressed looks, and small text stands out beautifully.

- **Decorate with more detail in smaller areas**
- **Allows more vibrant colors, mass color combinations, and fine details with small text and images**

“Our customer absolutely loved the look and detail that we provided to them through the dye sub Indirect Embroidery™ process. We were looking at potentially screen printing the logo until we connected with Windswept and understood how we could use this technique to capture the detail of the clients design. We brought something really new and cool to our client with this concept and they loved it.”

- Katie R.
Top 40 Distributor

READY FOR A GAME CHANGING OPPORTUNITY?

Our Indirect Embroidery™ (IE) Licensing Program is your chance for explosive business growth

As a licensee, you receive the IE decorations we provide, and you apply them to apparel as needed. When you partner with Windswept Marketing, you'll receive all the support you need to be successful:

Production team training

- We will teach your employees the proprietary process of applying IE most efficiently
- Learn to apply IE decorations in all standard apparel locations
- Also learn how to apply IE on unusual locations such as the bill of a hat, cuffs, and plackets
- Training takes 2-3 days
- We train at our location close to Asheville, NC, so you can enjoy our mountain city with all its great restaurants and attractions
- We offer consultation and advice on machinery needed and space configurations

Testing support

One of the most important aspects of our patented process is the rigorous testing we use to guarantee your IE decorations are permanently adhered to the apparel items they grace.

- We provide a catalog of tested items for you and ongoing support with new items
- Any items not included in the catalog will be put through our proprietary process and confirmed for use
- We work with you to build your own company's apparel catalog at the onset of our partnership

Sales and marketing support

We can provide this training in concert with production training at our facility, or we can come to your facility. Sales training usually takes 2-3 days.

- We teach you how to sell this as a gateway into a business
- We are available for factory representative calls and joint sales calls when appropriate
- Sales tools include a swatch book, showcase shirts, comparison items, and sample pieces
- Marketing materials include electronic and print materials to assist in your sales process
- We connect you to a network of like-minded licensees where you can exchange ideas and help each other when needed

Capital expenditures

- There is a one-time licensing fee—please call us to discuss
- Cost of machinery needed to apply IE is determined by the scale of production output
- IE logos/costs depend on detail needed, size, and number of IEs
- Expenses for lodging/food for training at our facility

We have created sample ROI scenarios; please contact us to discuss in detail.

NEXT STEPS:

- 1. PLEASE REVIEW ENCLOSED DOCUMENTATION**
- 2. FILL OUT PROSPECTIVE LICENSEE FORM**
- 3. RETURN FORM TO:**

Windswept Marketing
Attn: Licensee Dept.
3863 A Sweeten Creek Rd
Arden, NC 28704

Once this is received we will review, and reach out to discuss:

- Costs
- Territory
- Return on Investment
- Terms and Conditions
- Program Specifics

Your success is our success. We look forward to discussing in further detail.



“As a distributor working directly with associations who have both time, and budgetary constraints, Windswept Marketing was the perfect match for us in servicing their needs. Amazing customer service paired with a quality product.”

- Jim B.
Sports Marketing Representative



"We felt this new style of apparel decoration would open doors for us that we would normally not be able to open. That is happening, and we are very pleased with the support that Windswept Marketing has given us to be as successful as possible."

- **Tim Holdway,**
Dogwood Marketing

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CONTACT US

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