

Did you know that this year AzPPA has introduced a ground-breaking, new sponsorship program – the first of its kind in the promotional products industry! Supplier-members have the opportunity to be listed as a Silver, Gold, or Platinum Sponsor, or to be the Official Sponsor in one product category. (Want more information about sponsorships? Contact Jim Gordon, our sponsorship chair – [jim@northstaridentity.com](mailto:jim@northstaridentity.com), or check out the link to sign up: <https://form.jotform.com/63195443387161>.)



In this edition of the AzPPA electronic newsletter, you'll get to know more about our 2017 Official Apparel Sponsor, McCreary's Tees! Thanks for answering our questions, Dave Schneider – Sales Manager for Phoenix-based, family-owned McCreary's Tees!



## MCCREARY'S TEES

### 1. How long has your company been in the Promotional Products Industry?

We are quickly approaching our 33<sup>rd</sup> anniversary of serving the imprinted sportswear industry. McCreary's Tees is a third generation Arizona business and a continuation of our family's involvement in the apparel industry dating back to 1937.

### 2. What are your key markets?

Our target markets are commercial screen printers and embroiderers as well as advertising specialty/promotional products distributors.

### 3. What is your favorite quote and why?

"A business that makes nothing but money is a poor business." – Henry Ford. We never want to lose sight of how important it is to make friends and develop relationships in what we do. That is key to making any business enjoyable and important in our daily lives.

### 4. Share a case history of your top market.

In January of 2011, after the tragic shootings in Tucson, we partnered with one of our customers to provide 10,000 printed commemorative shirts for the memorial service at McHale Center. The shirts were printed and delivered to Tucson in approximately 48 hours. It was a nice reminder that sometimes what we sell can become more than just a t-shirt.

### 5. What is your favorite industry event?

Our favorite industry event is the AZPPA Expo! We also enjoy showing at the Long Beach Imprinted Sportswear Show.

6. What is your top selling product and why?

Our top selling item is the Gildan 2000 or basic men's tee. New fashion basics from Next Level Apparel and Bella+Canvas are quickly becoming just as important in our sales mix.

7. What trends are you seeing in your market segment?

Millennials are starting to greatly influence our market. They are becoming an ever increasing percentage of our business and are looking for products that reflect their tastes and lifestyles. They want tees that are soft and more fitted and uniforms that have a casual yet professional appearance. We have added the Burnside line for 2017 and it should serve this category very well.

8. If you could spend an hour with a famous person, (living or from the past) who would it be?

Leonardo DaVinci – Scholar, inventor, mathematician, engineer, architect, visionary, sculptor. Pretty good artist. A snappy dresser, too!