

Turning Merch Into Systems

The Shirt Shapers

Presented by
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Most suppliers sell products. We build systems.

1. Most apparel suppliers focus on printing garments. We focus on **building systems** that organisations can scale with.
2. **Our goal** is to **reduce** the back and forth, **confusion**, and **inconsistency** that usually comes with apparel ordering.
3. **Merchandise** should **not feel ordinary**. It should strengthen culture, retention, and brand perception.
4. **Quality** is built into the **process**, not inspected at the end.

Built For Scalable Merchandise

The ShirtShapers system was designed to **simplify** apparel **systems** for growing organisations.

Premium Product Retail quality garments designed for repeat wear, not to wear for the sake of the logo. Easier for marketing, operations, and managers to align.	Simplified Systems Reduced ordering friction across teams, clubs, and locations. A structured ordering system reduces endless email chains.	Operational Consistency Direct manufacturing, QC, and fulfilment are structured for scalability. Systems matter more than “good intentions.”
Manufacturing Control Direct factory relationships = better consistency + flexibility.	Quality Standardisation Logo placement, colour, and sizing stay consistent across batches.	Faster Decision Making Simplified product architecture reduces customer confusion. Repeat orders become dramatically easier.

Industry Problems

Generic blanks

Most fitness merchandise in Australia comes from low cost suppliers, usually **As Colour or Gildan**.

Limited product differentiation

Too many options

Most suppliers offer between **200–800 products**.

One size fit all printing

To reduce costs, many suppliers **use a single print size** across all garments. XS and 5XL garments often use the same print size, despite significant differences in garment dimensions.

Slow Decision Making

Sells too many products; it's difficult to be consistent and speedy with hundreds of products.

The Shirtshapers

Manufacturing Control

Direct factory relationships = better consistency + flexibility.

Simplified Ordering

Curated with **fewer than 10 products**. Products are selected based on long term wearability, consistency, and repeat purchase potential.

Right Size Print = branded products

Different print sizing is used for XS–L and XL–6XL garments.

Faster Decision Making

Simplified product architecture reduces customer confusion.

Years In Business

Operating since 2023 with a focus on scalable merchandise systems for gyms, sports clubs, charities, and community-based organisations.

Current Focus

Focused on premium merchandise systems for fitness brands, sports clubs, charities, and community-based organisations.

Operational Capability

Structured ordering systems, QC/AQL processes, simplified retail architecture, and direct manufacturing relationships designed for scalable operations.

Current Growth Stage

Current focus remains on building scalable operational systems, retail infrastructure, and long-term growth.

Current Partnerships & Industry Exposure

GPC Australia, University of Queensland Student Union, Fully Promoted Australia, Fitness influencers and gym organisations



Steve Baxter

Steve Baxter is one of Australia’s most recognised entrepreneurs and investors, known for founding PIPE Networks and as an investor on Shark Tank Australia.

Operational Merchandise Supply

Shirtshapers has supplied operational uniform merchandise for businesses associated with Steve Baxter, focusing on structured merchandise systems and premium garment quality.

2025 Business Achievement Award

Received the 2025 Business Achievement Award recognising operational initiative, business development, and growth performance.

Different training environments require different fabric weights, structures, and wearability outcomes. Product architecture should align with member behaviour, training intensity, and lifestyle use cases. The objective is balancing comfort, breathability, durability, premium feel and retail positioning.

Lightweight
Performance
Range
T-shirt

200 GSM - 95% Cotton & 5% Spandex

Lightweight and breathable

- Designed for cardio, running, and high-movement training
- Best suited for active performance environments

250 GSM - 95% Cotton & 5% Spandex

Balanced all-round training fabric

- Suitable for general gym use and everyday wear
- Most versatile retail category

Heavyweight
Training &
Streetwear

300 GSM — 100% Cotton T-shirt

Structured heavyweight feel

- Designed for premium minimalist collections
- Streetwear-focused retail positioning

350–360 GSM - Hoodie

Suitable for general gym and lifestyle use

- 65% Cotton & 35% Polyester
- Balanced warmth and durability

Heritage
Heavyweight
Line

450–470 GSM - Hoodie

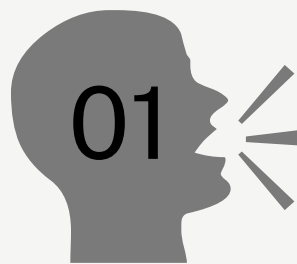
80% Cotton & 20% Polyester

- Premium heavyweight streetwear positioning
- Strong structure and elevated feel

410–430 GSM — 100% Cotton Hoodie

- Heavyweight natural cotton feel
- Designed for premium gym wear without excessive heat retention

ORDER PROCESS



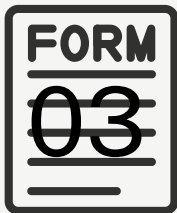
DISCUSS GOALS

We talk through your audience and vision, then guide you in choosing the right product.



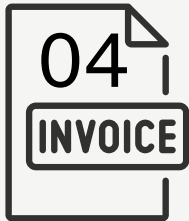
PICK FABRICS & FITS

Based on your needs, we recommend the perfect fabric and fit, then confirm pricing together.



CONFIRM YOUR ORDER

You provide sizes, quantities, and delivery details through our order form.



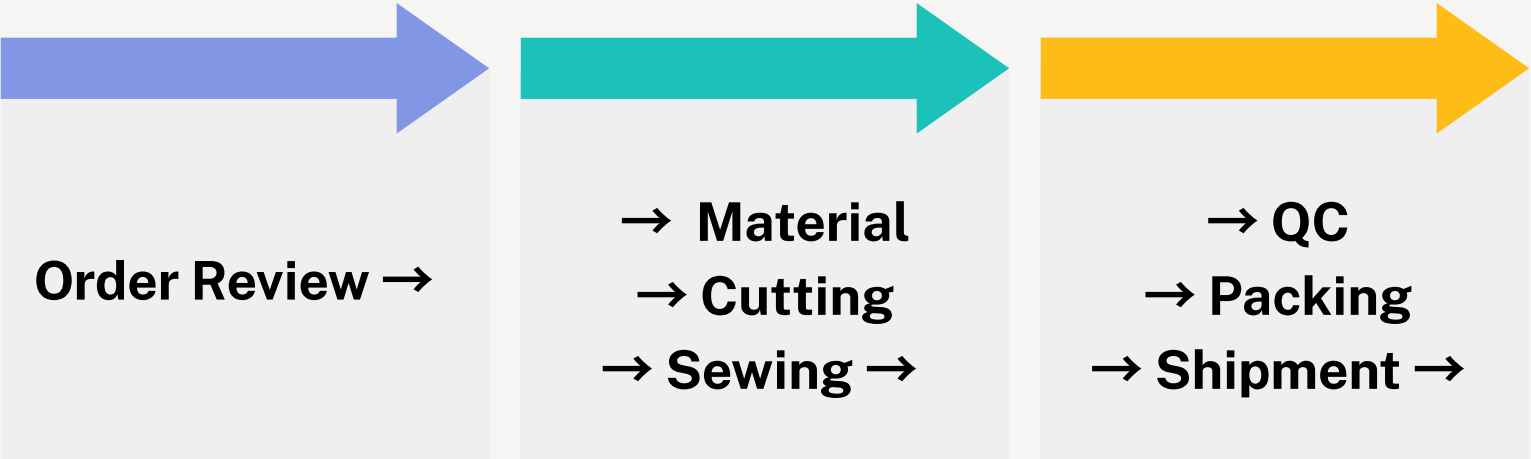
INVOICE SENT

We send a clear invoice outlining the agreed order and payment details.



PRODUCTION & DELIVERY

Once payment is received, your custom order is produced and delivered to your door. We'll keep you updated throughout the production process.



Try The Process

QC

CRITICAL (Zero Tolerance)

Safety, compliance, or business-critical issues that prevent the product from being distributed.

Examples:

- Sharp objects or needles found in garments
- Mould contamination
- Incorrect legal labelling

MAJOR (Strictly Controlled)

Issues that affect wearability, performance, or customer experience. Easily noticeable to customers.

Examples:

- Holes
- Significant visible staining
- Measurements outside approved tolerances

MINOR (Cosmetic Deviation)

Does not affect functionality but falls slightly below premium presentation standards.

Examples:

- Small loose threads
- Slightly uneven internal stitching

AQL Quick Reference Table (Sample)

Order Quantity	Sample Size (Level II)	Max Major Allowed	Max Minor Allowed
151 – 280	32 pcs	2	3
501 – 1,200	80 pcs	5	7
3,201 – <u>10,000</u>	200 pcs	10	14

Reduced Risk

Potential issues are identified **before shipment**, reducing costly remakes, returns, and customer dissatisfaction.

Clear Quality Standards

- Critical
- Major
- Minor

Definition:

AQL is a globally recognised **quality control system** used to determine the acceptable defect thresholds within a production batch before approval or rejection.

It helps ensure consistency, accountability, and scalable quality management across all orders.

Consistent Product Quality

Structured inspection standards help maintain consistency across sizing, stitching, printing, and overall garment presentation.



Address:

Tân Phước Quarter, Di An Ward, Ho Chi Minh City, Vietnam

Number of staffs:

8 person, family owned and operated factory. Structured for controlled quality and scalable production.

Capacity:

4,000 t-shirts per month // 2,000 hoodies per month

Defect Rate

Average Defect Rate: 3%. AQL-based QC inspection process.

Visit Availability

- Please provide at least 15 business days' notice to schedule a factory tour, guided by internal staff and a dedicated English translator, allowing clients to ask questions directly to factory personnel.
- For compliance inspection purposes, clients may visit the factory at any time during the manufacturing process of their order, subject to non-disclosure and confidentiality obligations relating to other clients.

SPONSOR LOGO TEMPLATES

3 Logos • 5 Logos • 10 Logos

01 3 LOGOS

- HERO
- 2 SUPPORT
- CLEAN



02 5 LOGOS

- HERO
- 4 SUPPORT
- BALANCED



03 10 LOGOS

- HERO
- SUPPORT
- MIXED TILES
- WEARABLE



ONE GRAPHIC. BETTER WEARABILITY.

An Example Case:

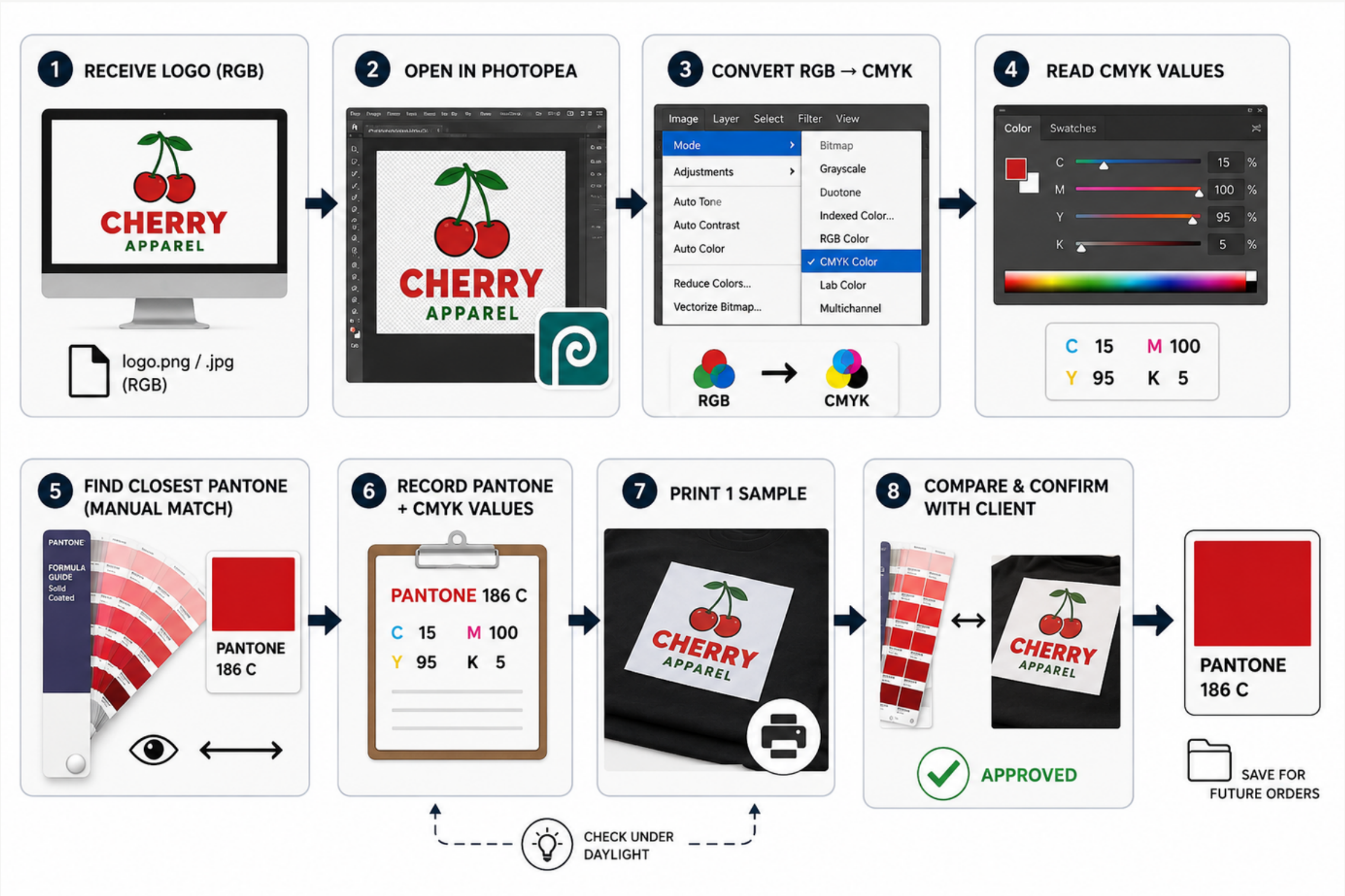


Background:

This sponsor template turns multiple logos into one structured graphic, not a random logo dump. Each layout uses a hero logo, support logos, consistent spacing, and monochrome styling to keep the shirt balanced, readable, and wearable while still giving sponsors clear visibility.

Classification:

A structured sponsor layout system that balances logo visibility, spacing, hierarchy, and wearability so multiple sponsors look like one intentional graphic.



Printing Colour Workflow

This workflow explains how Shirtshapers manages colour accuracy from digital artwork to final print production.

Client files are first converted from RGB to CMYK using Photopea, then matched manually with the closest Pantone color using a Pantone Bridge book.

A physical sample is printed and compared before client approval to ensure consistent and reliable print results.

Delivery Timeline: From Order Confirmation to Arrival

	Air	Sea
Timeline	4-5 weeks Total	8-10 weeks Total
Price	\$3-10 per Garment	Approximately half the cost of air freight
Advantage	Faster turnaround	Lower landed cost
Best For	Best for urgent orders	Best for planned bulk orders
Case Studies	Sports and social clubs	Charities, Influencers, Gym

More About The Shirt Shapers

T

<https://shirtshapers.com/support>

Q

<https://shirtshapers.com/>

A

<https://shirtshapers.com/about>

O

<https://shirtshapers.com/merch>

Thank you

————— For your time.

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Let's Talk in Person!