The Merch Checklist

10 BOXES BEFORE YOU ORDER

Tick all ten and your merch gets kept instead of tossed. Skip one and you will find out which one the hard way.

1. Know your why

- [ ] What's the moment: event, gift, campaign, onboarding?
- [ ] Who's receiving it, and what would they actually use?
- [ ] What should they do or feel afterward?

2. Set the real budget

- [ ] Per-person or per-piece budget set
- [ ] Decoration, packaging, kitting, and shipping included
- [ ] Quality over quantity: one great item beats three forgettable ones

3. Lock your quantities

- [ ] Final headcount confirmed
- [ ] 10% buffer added for late adds and reorders
- [ ] Apparel: size curve collected (never guess, always ask)

4. Gather your art

- [ ] Vector logo on hand (AI, EPS, or SVG, not a screenshot)
- [ ] Brand colors as PMS codes
- [ ] Co-branding or event lockups approved

5. Pick products people keep

- [ ] Useful beats clever: would YOU use it?
- [ ] Matches your brand's quality bar
- [ ] Retail brands considered for keep-forever moments

6. Choose your decoration

- [ ] Method picked: embroidery, screen print, patches, laser
- [ ] Placement and imprint size decided
- [ ] Decoration suits the item (not everything needs a giant logo)

7. Work backwards from your date

- [ ] In-hands date set (the day you NEED it, not the event day)
- [ ] Lead time confirmed: stock 2 to 3 wks, retail 4 to 6, custom 10 to 14
- [ ] Q4 order? Add 2 extra weeks of buffer

8. Proof like it's going on a billboard

- [ ] Spelling and names triple-checked
- [ ] Colors verified against PMS, not your screen
- [ ] Logo placement, size, and orientation confirmed

9. Plan the logistics

- [ ] Shipping to one place or many? Addresses collected
- [ ] Kitting confirmed: who assembles, who packs
- [ ] Storage plan for anything arriving early

10. Plan the leftovers

- [ ] Extras earmarked: new hires, VIPs, giveaways
- [ ] Storage or company store plan in place
- [ ] Notes captured for the reorder: what worked, what didn't

Or skip the checklist entirely.

Maisonette Media does all ten of these for you, from idea to doorstep.

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