

The logo for EmbroidMe is a yellow oval with a thin gold border. Inside the oval, the text "EmbroidMe" is written in a bold, blue, italicized sans-serif font. A small registered trademark symbol (®) is located at the end of the word "Me".

**EmbroidMe<sup>®</sup>**

# EmbroidMe is at the forefront of a rapidly growing \$45 billion industry.



Mark Johnson, President

There's a lot of satisfaction that comes from running a business that helps build other businesses. That's what EmbroidMe is all about... offering complete branding solutions that include everything from custom embroidery, garment printing, promotional products and personalized gifts. EmbroidMe does it personally, professionally and punctually.

Traditionally, the industry was broken down into home-based or large commercial operators. EmbroidMe is in the middle, offering a full-service branding solution, making us a vital part of the \$45 billion industry.

We opened the first EmbroidMe store in West Palm Beach, Florida. We have helped hundreds of people open franchise locations making it possible for thousands of businesses, groups and individuals to get the customized apparel, promotional products and personalized gifts they need at affordable prices.

Our franchise affords you all the advantages of a large retail chain, while maintaining the independence of owning your own business.

## Company History

EmbroidMe, Inc., a privately owned company, is the world's largest embroidery franchise with retail stores around the globe. Since we began franchising, we have become the world leader in the **full-service embroidery, garment printing, promotional products and personalized gifts industries**, making it possible for thousands of organizations and businesses to easily and cost-effectively get the customized apparel and promotional products they need.

EmbroidMe's founder has been franchising businesses all over the world for more than three decades. Starting with his family-run printing business, Ray Titus then launched his own global company, SIGNARAMA, more than 25 years ago. Now, that franchise has grown to have nearly 1,000 stores in more than 50 countries. Next, Ray saw opportunity in the growing **embroidery industry**.

In April 2000, we opened the first EmbroidMe store in West Palm Beach, Florida, featuring a full-service showroom that combines a wide variety of **apparel and promotional items**. The store grew continuously over its first year. Today, EmbroidMe's World Headquarters remains in Florida, and we have a strong presence from the U.S. and Canada, to Europe, Australia and Africa.

EmbroidMe has become a **brand name people trust** for quality embroidery and customized specialty products.





## *Opportunities for Tomorrow*

EmbroidMe has experienced **tremendous growth**. We plan to build on that growth by continuing to add domestic stores in key locations throughout the United States, as well as positioning ourselves strategically throughout the world as the global leader in the embroidery and promotional products industry. Not only has the EmbroidMe brand expanded, but also our industry, offering **growth potential** for our EmbroidMe franchisees.

Recognized as a top distributor since 2005  
by a leading trade organization.

carhartt



Champion

Columbia  
Sportswear Company

The names you know. The brands you trust. You'll find them in every EmbroidMe store.

Our showroom features products from the top name brands your customers want to promote their business or event.



## *The EmbroidMe Showroom*

We have combined the embroidery business and the promotional products business into a **unique retail showroom** that is **revolutionizing the industry**. Our EmbroidMe showrooms feature a large selection of casual apparel of various sizes, colors and styles from leading apparel manufacturers. We also display **accessories, giftware, and logoed merchandise**. So whether it's a custom embroidered blanket for a newborn or a corporate sale for dozens of shirts, caps and pens, EmbroidMe can fulfill the order in a timely and professional manner!

Throughout our EmbroidMe showroom you will find the **leading names** in fashionable and functional custom apparel. We are casually dressing the world in the labels customers look for and the clothing they love. We've got polo shirts, t-shirts, denim wear, hats, caps, sweatshirts, sports attire, uniforms, robes, fleece, jackets, bags, totes, aprons, towels, giftware and logoed merchandise. Whatever the need, whatever the name, at EmbroidMe we customize it. As an EmbroidMe franchise owner, you will enjoy the savings of manufacturer direct and **mass purchasing power** on popular, high quality apparel and accessories.

## Everybody is an EmbroidMe Customer!



### *On-Premise Production*

In addition to our large display showroom, the EmbroidMe store includes our multi-functional **production center**. You, the owner, can oversee all aspects of your EmbroidMe business right under one roof. Our unique store design enables you to provide **faster fulfillment** of orders, **better quality control** and a **greater variety of services**, all with **fewer employees** and **higher profits**.

Our EmbroidMe on-premise production department contains the most **advanced technology** and equipment in the industry, all designed for **high quality, fast output** and **easy usage**. By prioritizing sales and service, and incorporating retail production, EmbroidMe is setting a new standard in the industry. We are a one-stop, **full-service provider** for embroidered apparel, accessories and customized promotional products.

# Ranked #1 By "Entrepreneur Magazine"!

## *Comprehensive Training*

Our classroom instruction covers all facets of operating an EmbroidMe franchise, from business management to marketing strategies, merchandising systems and technical applications.

There is no prior experience necessary to become an EmbroidMe franchisee. Because our production systems are easy to use, you will not need any technical skills. We will make sure you understand every aspect of your EmbroidMe business, from hiring an employee to operating your embroidery and garment printing equipment to marketing and promoting your services to the local business market.

Located in West Palm Beach, Florida, our theater is the central hub of our training facilities that include a production room, computer lab and fully-stocked showroom.

**As an EmbroidMe franchisee, you will take part in one of the most extensive training programs in the franchise industry.**

**HANDS-ON TRAINING**



**STORE OPERATIONS**



**PRODUCT KNOWLEDGE**



Our training program features a variety of techniques to help you gain **overall business knowledge**, and **specific awareness** about the embroidery and promotional products industries. You'll benefit from top-notch instruction on how to **build a business effectively**, and you'll get hands-on experience on the **production side**, so you know what it takes to produce your product. Additionally, live webinars and training videos are available to help you train your staff and help you retain the information once you get back to your store.



UNITED FRANCHISE GROUP

Assistance is always just a phone call or click away.

EmbroidMe



WORLD EXPO



GROUP SEMINARS



REGIONAL MEETINGS



CORPORATE R&D

## *Continued Support*

EmbroidMe not only teaches you the systems and equipment during your classroom training, but also provides visits to your store in order to work personally with you.

One of our **local field representatives** will help you set up your equipment and continue building your knowledge and expertise in your own store. After equipment set-up and **on-the-job technical training**, an EmbroidMe marketing representative will work with you one-on-one to teach you how to promote and develop your business. We also provide printing and promotional materials to give your EmbroidMe store an immediate presence in your community. With EmbroidMe you can count on first-rate, first-hand support.

There are ongoing opportunities to benefit from the assistance we provide you. **Regional meetings** are held frequently right in your area, so you can always get the latest information from corporate and benefit from interacting with fellow local franchisees.

You will be invited to attend the **World Expo**, an exciting regular event, that brings our franchisees from all over the world together to broaden their knowledge of the business, provide profitable marketing and operational strategies and interact with key vendors, manufacturers and distributors.

In addition, we provide ongoing information and training to you via our **exclusive video network** plus informative news that is posted online and sent directly to your inbox.

## Internet Strategy

All EmbroidMe franchisees are given their own state of the art website, which they can customize and localize to create optimal Search Engine Optimization results. We assist our stores locally with proven internet e-marketing solutions from search engine optimization and indexing to banner advertising and opt-in direct email strategies. Your localized EmbroidMe.com website will give you a powerful marketing advantage, allowing you to showcase your projects and your community.

Your website will include an advanced Apparel Design Studio that allows customers to create their orders online. Users can see their logo placed on the apparel, and use font and image options to create a design that's all their own.

Your website will also include the ability to create convenient Online Company Stores. These virtual stores allow you to provide an easy online solution for your customers' business branding needs. Products are uploaded to a private site where your customer can order with ease 24/7.



## Online Stores and Ordering



Our Advertising Fund also increases brand awareness nationally via internet strategies that include pay-per-click, social media campaigns and aggressive online press release programs. With EmbroidMe, you can have it all.

EmbroidMe's online company stores offer an easy solution for customers who wish to place easy re-orders while keeping their logo and brand consistent. Customers choose which items they want to sell in their online stores, and then EmbroidMe creates the private online stores, where users can browse the exclusive designs and purchase 24/7.

Google YAHOO! bing™



## THE EMBROIDME FRANCHISE FEATURES:

- **Comprehensive Training Program**
  - Two week training
  - On-site training
  - Training Manuals
- **Ongoing Support**
  - Technical & marketing support
  - Toll-free in-house technical support
  - Online training and industry updates
  - Mentor and Franchisee Advisory program
  - Regional support offices
  - Regional Meetings
- **Financing**
- **Mass purchasing power**
- **Brand Building**
  - Complete marketing plan including promotional materials
  - Internet Marketing Campaign
  - Direct Mail Program
  - Advertising Fund
  - Your own store website
  - Advanced online design tools
- **Site Selection**
  - Prime locations
  - Lease negotiations
  - Complete construction package
  - Attractive retail store design

### *Your Next Step Towards Success*

We realize that an investment in an EmbroidMe franchise requires confidence and commitment. You should feel comfortable with our franchise system and excited about our industry. We encourage you to meet with a Regional Vice President in your area and be given a personal first-hand look at an established EmbroidMe location.

Now that you've had the opportunity to learn about EmbroidMe, the next step is easy...

Call us at (800) 727-6720 or visit us online at [www.embroidme.com](http://www.embroidme.com).



2121 Vista Parkway  
West Palm Beach, FL 33411

1-800-727-6720 561-640-7367

[www.embroidme.com](http://www.embroidme.com)



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This advertisement is not an offering. An offering can only be made by prospectus filed first with the Federal Trade Commission and/or with the appropriate officials of that state.

In California: These franchises have been registered under franchise investment law of the state of California. Such registration does not constitute approval recommendation or endorsement by the Commissioner of Corporations nor a finding by the commissioner that the information provided herein is true, complete and not misleading.

In New York: This advertisement is not an offering. An offering can only be made by prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

This offering is made by prospectus only.

**EmbroidMe is a Proud Member of the  
UNITED FRANCHISE GROUP**

**SIGN\*A\*RAMA** BillboardConnection. **EmbroidMe**  **TRANSWORLD**  **Plan Ahead events**

