

Customize and Excite

Unique Decoration & Brand Application

OBJECTIVE

F.W. Webb, a longstanding client of The Sourcing Group since its inception, continues to evolve and expand its brand presence. As the company experiences rapid growth, the need for innovative and high-quality branded merchandise has become a key initiative of their Marketing Department. Their goal was to create new, exciting gear for both employees and customers—items that not only increase brand consistency but also elevate the internal culture and pride through well-designed, practical apparel and merchandise.



STRATEGY & EXECUTION

TSG leveraged its decades-long experience and deep understanding of F.W. Webb's culture to develop a branded apparel program that started with premium polos and expanded to include hooded sweatshirts. From the start, TSG prioritized garment quality, brand integrity, and customization.

- **Design & Sampling:** We collaborated with the F.W. Webb Marketing Department to finalize custom features, leveraging our relationships with an existing decorator and a new specialist partner for elevated brand application.
- **Testing & Quality Control:** Sample garments were produced and approved after confirming they met the required standards in both comfort and brand presentation.
- **Strategic Rollout:** An initial small-batch order was produced to test market acceptance. Based on strong early feedback, the project continued to grow and expand.
- **Technology Integration:** All finished products were housed in the TSG warehouse and made available via TSG's SourceKey technology platform—allowing seamless ordering across all 96 F.W. Webb locations.

RESULTS

Following the rapid depletion of the initial polo inventory, we doubled the reorder quantity and have continued to replenish based on ongoing demand. TSG and F.W. Webb have considered this initiative a success as it has led to field managers and employees fully embracing the gear, fueling a growing demand for custom merchandise. In addition to apparel, the success of the program has led to the exploration of new product categories such as branded water bottles, lanyards, hats, and more!

The F.W. Webb and TSG partnership remains a shining example of how long-term collaboration, strategic creativity, and technology-driven fulfillment can grow brand success.