

Cherry Dog

BAND MERCH

Est. 2021



Don't settle for 'mediocre' and 'standard' printing services for your band merch. You know your fans deserve the best and at Cherry Dog Apparel we know what good band merch feels and looks like. That's because we buy it on a regular basis from our favourite groups and artists!

Our collective aim is to give back to the music community we love, by offering our time and services to bands who need to up their apparel game. We have more than eight years experience in printed clothing and specialise in Screen, Vinyl and DTG Printing. We stock a great range of garments including crop-top tees to oversize grunge hoodies! We also offer a Print-On-Demand service for those of you who are always out on the road - You do the music and we'll handle the merchandise!

We're an independent business based in the West Midlands, UK, and have printed for different businesses, influencers and organisations across the world... but music is where we want to be involved!

Check out the next few pages of our lovely brochure to see what we're about. Or get in touch, we love a good natter over a brew!



BANDS ON-DEMAND

SELL YOUR MERCH ON OUR WEB STORE

Ideal if you don't have the money to front for a bulk order, or simply if you don't have the time or logistics to sell at a gig yourselves.

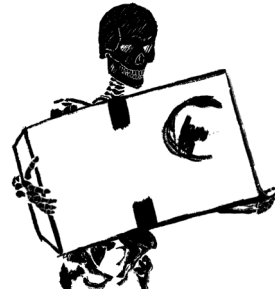
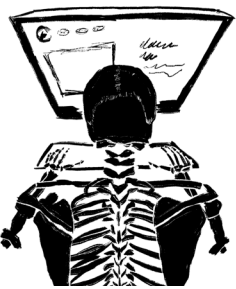
HOW IT WORKS

We set you up in our "Artist Collections" section.

You advertise on socials and at gigs and drive traffic to your merch.

Orders placed are printed, packed and shipped by us.

Every other month we send you your cut of the sales.



EXAMPLE BREAKDOWN

(figures are for illustrative purposes only)

OUR CUT 60%

YOUR CUT 40%

PRICE

COVERS ALL PRODUCTION AND FULFILMENT COSTS

PURE PROFIT

YOU DECIDE

Example scenario: Our cost to fulfill a t-shirt with a single colour logo print is £12.
You set the sale price of £20 to make £8 per sale.

BULK BUYING

COST EFFECTIVE FOR MAXIMUM PROFIT

BENEFITS OF USING US

We aim to for you to be able to add at least 100% markup

Higher quality garments than typical suppliers

Larger catalogue of garments

Merch is going to be your main money earner so you want to be maximising your profit margin. We want you to be at least doubling your money if not more.

We're fed up of scratchy, ill-fitting band tees, we use more expensive and far nicer garments than you would typically pick up at a merch booth to boost your band image and encourage repeat customers.

Other companies will offer 1 kind of tee and hoodie, we have access to thousands of garments so if you want acid wash, oversize, crop tops, battle jackets and more then we are happy to work with you on anything.

EXAMPLE PRICING

GARMENT	QTY	PRINT	COST	UNIT COST	RRP	NET PROFIT
Vest	30	Single Colour Front & Back	£259.20	£8.64	£18	£280.80
T-Shirt	30	Single Colour Front & Back	£293.40	£9.78	£20	£306.60
Hoodie	30	Single Colour Front & Back	£538.20	£17.94	£36	£541.80

CONTACT US:

Want to talk to us? Great! We love a good chat, so get in touch with us through socials or shoot us an email.

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