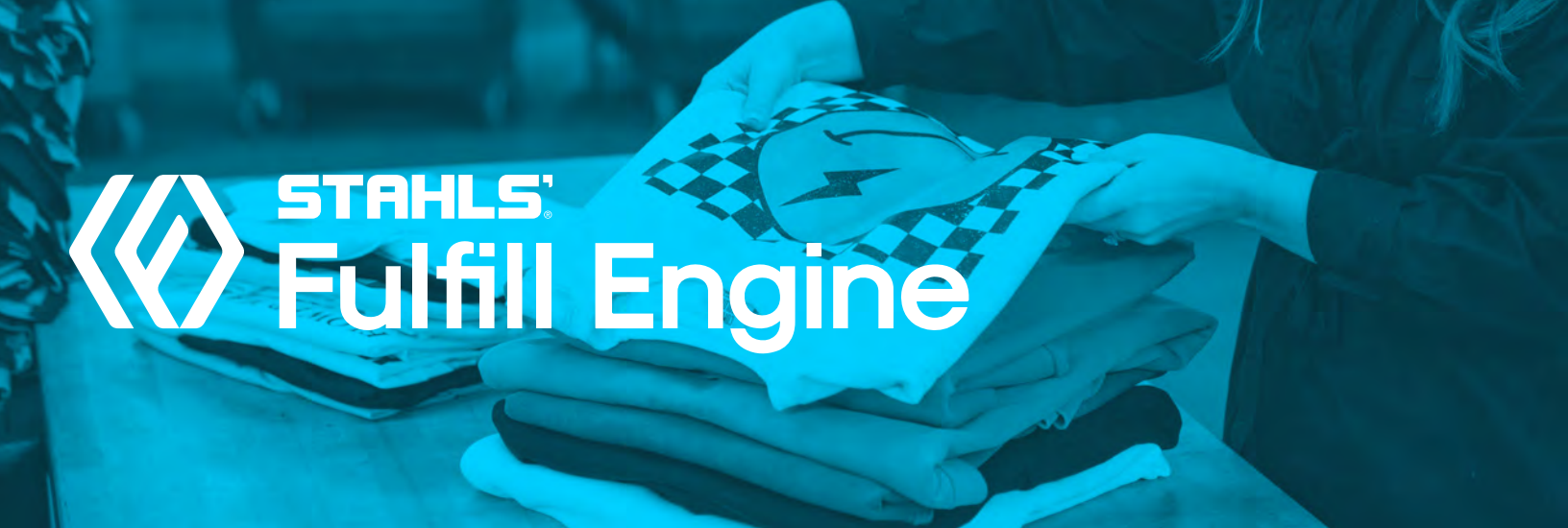




STAHL'S Fulfill Engine

STAHL'S Fulfill Engine Case Study: Sew N Pressed Customs

CASE STUDY SUMMARY

The Challenge: As a newly launched decorated-apparel shop in Holtsville, NY, Sew N Pressed Customs needed a reliable way to offer high-quality, fast-turnaround school spirit wear, team, and corporate stores without requiring bulk orders or pre-buy commitments from clients. Managing one-off jobs while scaling their e-stores and minimizing errors was a major hurdle.

The Solution: By implementing STAHL'S Fulfill Engine in mid-2024, shop co-owners Joseph and Angela Bellantoni gained the tools to easily build online stores, as well as centralize and automate their on-demand production workflow. With support for multiple decoration methods—including DTF, embroidery, UV printing, and laser engraving—they could deliver precise, retail-ready apparel and hard goods without guesswork.

The Result: In less than a year, Sew N Pressed Customs scaled from two stores to 38. Revenue doubled in the first quarter of 2025, thanks to Fulfill Engine's efficiency and fast setup capabilities. The platform's built-in quality checks and production automation enabled the husband-and-wife team to confidently process complex, mixed-size orders and last-minute projects, maintaining their reputation for trend-savvy design and lightning-fast service.

HOW A FAMILY PRINT SHOP SCALED TO 38 ONLINE STORES AND DOUBLED SALES WITH STAHL'S FULFILL ENGINE

Husband-and-wife duo Joseph and Angela Bellantoni opened their decorating business in December 2023, much like many others do: They noticed a local gap in fast-turnaround, fashion-forward apparel.



"We also saw a stagnation in the market, with the same designs everywhere year over year," says Spirit Wear and Team Coordinator Angela, who's also an operating room nurse with a fashion background. The Bellantonis went all in when launching their Holtsville, NY-based decorating business, partnering with Vice President Joseph's father, Pat Bellantoni, a disabled veteran who serves as company president. They purchased a direct-to-film (DTF) printer, UV printer, heat presses,

and embroidery machine, along with other equipment, so that Sew N Pressed Customs could do its decorating in-house and ship orders out lightning fast.

The fledgling shop needed a reliable way to offer high-quality, fast-turnaround spirit wear, team, and corporate stores without requiring bulk orders or pre-buy commitments from clients. Managing one-off jobs, mixed-media designs, printing gang sheets for creators and other decorators, and scaling their e-stores while minimizing errors was a major hurdle for the small team.



The shop services local schools and teams with spirit wear and fundraising gear with fashion-forward designs and cutting-edge styles. The team also creates branded apparel and custom merchandise for small businesses, organizations, events, trade shows, and community initiatives, allowing them to represent their identity with pride. "We focus on making pieces that stand out by being different and not doing what's already been done," Angela says. "Using mixed-media

keeps us relevant and puts us in the forefront with a lot of different stores.”

The co-owners opted not to add a screen-printing setup to their shops, instead prioritizing DTF. “It’s our most popular option and the biggest driver because it’s the right price point and works on so many different apparel items,” Joseph says. “If someone wants a higher-end shirt, we can do a full-color DTF print on it and still keep the cost down.” Angela points out that with clients concerned about cost, screen printing can be more cost-prohibitive when each color requires a different screen. “With a DTF print, you can have as many colors as you want,” she says. “With DTF, you can have one color or 42-it’s the same price and still high quality.”

GETTING UP CLOSE AND PERSONAL WITH CUSTOMERS

The bustling shop sits on the second floor of an office building. “All of our decorating equipment got delivered through a window by a hi-lo or a crane,” Joseph quips. “We’re glad to welcome clients who come by to drop off one piece for us to decorate or pick up gang sheets.”

The Bellantonis are both out and about in the community, meeting prospects and customers. “If I’m on the sports field waiting for my daughter, people come up to me and tell me what they want for the next year,” Angela says. “We’re out networking and on social media a lot, posting about customers’ successes and our family to show we’re local and give back to the community.”



When the business first opened, a local police officer tragically lost his life while on duty. “One of our very first efforts was creating a

sweatshirt to benefit his wife and young son,” Angela says. “We covered all the costs and donated the proceeds to the family.”

IMPLEMENTING AN INNOVATIVE SOLUTION

Joseph first learned about Fulfill Engine in an industry trade show class presented by Josh Ellsworth, chief revenue officer at STAHL’S. “This was a no-brainer solution to take care of the back-end ordering of our garments,” he says. “When someone orders from one of our stores, Fulfill Engine orders the garment or product for us. When the item arrives, we simply scan the matching QR code to see the order details with the associated artwork.”

He also loved STAHL’S Hotronix® ProPlace IQ™, an innovative system paired with the Hotronix® Dual Air Fusion heat press, featuring a patented projection alignment system for perfect print placement for DTF and other transfers.



“When we’re ready to print, the projector shows the operator exactly where to place the transfer to press on the garment,” Joseph says. “After that, we can do a quality check to make sure it’s the right size, color, garment, and print before we ship it. For a startup shop like ours, we were attracted to Fulfill Engine because it’s an extra level of protection to help us decrease errors and risk.”

Since the team prints their own DTF transfers, STAHL’S Fulfill Engine routes the day’s artwork files to their desktop hot folder via a DTF app. “Then, I print them out, and each has an ID number so we can easily pair the transfer with the right garment in an order,” Joseph says.

When the Bellantonis brought Fulfill Engine into their shop in August 2024, it quickly became the backbone of their production workflow. The system helped them organize and automate everything, from intake to decoration, using tools like QR-coded job batching, heat press projectors, and direct integration with their go-to apparel suppliers. With support for all their decoration methods, DTF, embroidery, UV printing, and laser

SEW N PRESSED CUSTOMS INC.

Shop Stats: Sew N Pressed Customs

Location: Holtsville, NY

Website: SewNPressedCustoms.com

Founded: 2023

About: Sew N Pressed Customs is a family- and veteran-owned custom apparel and promotional products company focused on empowering schools, teams, and small businesses through high-quality, trend-forward apparel and decoration. Known for hands-on service, fast turnaround, and bold design, the shop provides everything from spirit wear to webstores to high-volume fulfillment.

Employees: 3 employees on one day shift with weekend/evening production as needed

Facility size: 2,700 square feet

Primary Industries Served: Schools and teams, Small businesses, Local fire departments, Community organizations, Print resellers and creators

Products and Services Offered: Decorated apparel, Webstores, Print-on-demand orders, Custom fundraising stores, Promotional products, DTF and UV gang sheet production

In-House Decorating Equipment: Direct-to-film (DTF) printer, UV printer, Four STAHL’S Hotronix® heat presses (two with ProPlace IQ™), Hat press, Three-head embroidery machine, Laser engraving machine, Large-format printer

Decoration Options Available: DTF printing, UV printing, Embroidery, Heat-applied decoration, Laser engraving, Multimedia designs, Large-format printing

How the Shop’s Using Fulfill Engine: Sew N Pressed Customs has used STAHL’S Fulfill Engine since August 2024 to manage its growing network of spirit wear programs and corporate stores. The platform helps the team centralize operations across multiple decoration methods, streamlining order management and fulfillment. STAHL’S Fulfill Engine has enabled the shop to scale quickly while maintaining a fast turnaround, minimal error rates, and flexible decoration options, including outsourced fulfillment for high-volume or last-minute jobs.

engraving, they could turn out polished, retail-ready products fast, without second-guessing a thing.



A LEARNING CURVE GETTING SET UP

The Bellantonis found it easy to set up Fulfill Engine in their shop, but using it presented a learning curve. “That’s because we’re rookies in the decorating field,” Angela says. “There are people out there who’ve been doing this for 30 or 40 years and inherited their parents’ businesses. We aren’t those people. That’s why ProPlace IQ™ is such a security blanket for us because it gives us a level of precision when we’re decorating.”

Joseph heads up production five days a week, with evenings and weekends as needed, on location in the shop. Angela spends two 10-hour days a week in the operating room and then handles the store management side of the shop. “Without Angela here using Fulfill Engine, I’d be here till 2 am every day,” Joseph says, “and it would still be, ‘Why isn’t our production running smoothly?’”



One challenging store came shortly after they implemented STAHLs’ Fulfill Engine, putting the system to the test immediately. “With the first football store that we did, we were like, ‘Whoa, we just got 20 pieces,’ and then it was 120, and then up to 637 pieces,” Angela says.

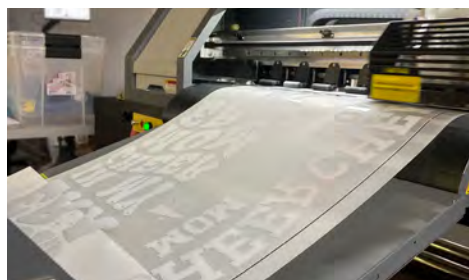
“It was a lot at once. Since we were outfitting kindergarten through seventh grade and their families, the average order was four to six pieces.”

When they saw the boxes of blanks arrive, it felt overwhelming at first to figure out how to break down all the t-shirts, hoodies, shorts, and pants for kids and adults. “We had all these bins and tried to separate all the different items, but we didn’t need to do that,” Angela says. “With Fulfill Engine, since every piece is ordered by the software, receiving and organizing is simplified with the QR Codes. Enter the PO and QR Code labels for each item in the shipment are generated automatically. Pull the right blank and pair it with the right transfer for easy production.”



Angela handles store design and avoids chaos by limiting options. “We don’t offer the same t-shirt with 15 prints because we’re such a small workshop,” she says. “Now, we like to schedule styles in size order at each press, so you’re not switching between S and XL. It’s those fine details that you learn as you go.”

Since Fulfill Engine automatically batches orders from their online stores and routes blanks to the shop, Joseph can fully focus on production. “It’s a beautiful thing,” he says. “When I come in, we start up the DTF printer and the heat presses and log in to the system to see what’s on tap as the UPS guy arrives with the new set of blanks.”



Fulfill Engine also allows Joseph to print color-coded QR codes that indicate orders that need to be processed on certain days of the week, along with rush orders. “Then, we have a mindful view of our upcoming orders for what needs to be done,” Angela says.

“Last year was our learning year,” Angela adds. “This year is our education, where we correct any mistakes. At first, we had no idea what our trajectory would be for the first year, except for holding on to hope and a prayer. Now we’re far more efficient.”

AN OUTPOURING OF CLIENT SATISFACTION

The Bellantonis love that STAHLs’ Fulfill Engine connects to large industry suppliers that stock a wide variety of apparel brands and styles, as well as hard goods.

Clients are amazed that setting up an e-store is fast and virtually risk-free. “Back in the day, a school or business had to buy thousands in inventory they hoped would sell, but now they don’t have to buy or stock anything,” Angela says. “It’s free for them. We can show them proven results of what we’ve done for other comparable stores through Fulfill Engine, and they love it.”



Angela’s conversations with prospects and returning customers are nothing short of eye-opening. “When they hear that we can design their store in a few hours and will recommend on-trend apparel styles with their artwork mocked up, they love that,” she says. “They don’t have to do the legwork. People love the fresh merchandise, and we set everything up for them. They get a link to preview their store, and we make any changes by the next day.”

Since Fulfill Engine displays mockups of the decorated products, end-users know exactly what they’re buying and approve it before placing the order. “They’re not going to get the shirt and say, ‘Wait, I wanted the logo 3 inches to the left and lower,’” Joseph says.

STAHLs’ Fulfill Engine also allows the husband-

PICK A SHOP OWNER'S BRAIN

Q: Could someone start a decorated-apparel business using only STAHL'S Fulfill Engine and a heat press?

Joseph Bellantoni: Yes, you can do it from your kitchen with a heat press. But, back up a step. You can literally just say, "Hey, I've got five stores," run all the orders through Fulfill Engine, fulfill them using the Decorator Network, and have everything shipped straight to your buyers. In that case, you don't even need a heat press or make that additional investment right away.

Q: How do you see STAHL'S Fulfill Engine's Decorator Network or outsourcing benefits, even if you mostly decorate in-house?

JB: Investing in and maintaining a DTF setup is a significant undertaking. Are your inks printing correctly? From that perspective, if you use Fulfill Engine to get your DTF transfers from STAHL'S, you know they're going to be delivered to you, perfect, cut, and ready to press. You're taking that \$35,000 equipment investment out of the equation when getting into this business.

Q: Would you recommend STAHL'S Fulfill Engine to another shop owner?

JB: My answer is yes! We've actually recommended this solution to other shops. I told one owner it'd be a no-brainer for her to implement it.

and-wife duo to create store templates that are already populated with common styles for various uses. "If we get a call from a cheer squad that needs merch, we can start with a store that's almost complete," Joseph says. "We did stores for three detective departments in New York City, and it took me three hours to set each one up with their unique branding. They also love that there are no minimums and no upfront ordering in bulk quantities, since we ship directly to the end-user."



The Bellantonis' customers are also amazed when they learn they can get retail brand gear in the stores. "When they ask if they can get Eddie Bauer, Nike, Tommy Bahama, North Face, or Under Armour, we tell them a resounding 'yes,'" Joseph says. "They're used to guessing which colors and sizes will sell-and hoping they're right."

Buyers also appreciate that their online stores can offer a variety of products, including apparel and hard goods such as tumblers and hand sanitizers. "We can also laser engrave items like padfolios in-house within a few days and ship them out," Joseph says. "Fulfill

Engine handles batching and shipping those products the same way as apparel. Most of our customers aren't used to that. They're used to waiting two or three weeks before they even see something."



The team also offers mixed-media apparel, a product not offered by local competitors. "When a kid wears one of those shirts to school, everybody's like, 'Where can I get that?'" Joseph says. "The next thing you know, we've got orders for 16 more."

"Fulfill Engine allows us to provide fashion-forward stores with an array of offerings under one roof," Angela says. "We love the flexibility it offers as far as style options and how it keeps everything streamlined, especially when running so many stores at once. We've navigated many orders with minimal errors and great efficiency. Our clients are always impressed with the quality and turnaround time that we largely credit to Fulfill Engine."

"We even used Fulfill Engine to streamline our daughters' Wicked-themed birthday party, with favors for more than 60 guests from infants

to adults," Angela adds. "You can enter bulk orders too, and they get batched just like regular jobs."

GROWING IN LEAPS AND BOUNDS

In less than a year, Sew N Pressed Customs scaled from two stores to 38 active shops, including schools, school PTAs, and fire departments. Revenue doubled in the first quarter of 2025, thanks to the platform's efficiency and fast setup capabilities. "From August to December in 2024, we did \$70,000 worth of business from our Fulfill Engine-powered stores," Joseph says. "From January to March 2025, we did \$140,000 in revenue."

STAHL'S Fulfill Engine's built-in quality checks and production automation enabled the husband-and-wife team to confidently process complex, mixed-size orders and last-minute projects, maintaining their reputation for trend-savvy design and Amazon-fast service.

Supported by STAHL'S Fulfill Engine, the Bellantonis have the flexibility to easily keep print-on-demand school and business stores running most of the year with new themes and selections as needed.



"For some schools, we run PTA stores where we switch out a fall line, a fall-winter line, and

a spring-summer line, with Autism Awareness merchandise available for a couple of months,” Angela says. “For school teams, it’s seasonal, but town teams run all year. Companies like having stores open all year so new employees can grab gear or staff can shop when there’s an event coming up.”



Clients appreciate that these always-open stores also offer quick printing and shipping services. “Our fast turnaround is what’s getting us a lot of repeat customers for a baby company,” Angela says. “By contrast, my daughter was on a team with a six-week season, and they didn’t receive their team wear until right before it ended. If one person orders their shirt today and another orders theirs in two weeks, the first person doesn’t need to wait for their order.”

As soon as the orders come in, Fulfill Engine batches them and sends the blanks to the shop. “We try to produce everything as quickly as humanly possible,” Joseph says.

With Fulfill Engine, the Bellantonis don’t require minimums, even for embroidery. “The system pairs the order with a DTF artwork file or a stitch file, and you’re good to go,” Angela says. “Our clients don’t have to wait.”



“Our biggest wins with Fulfill Engine are quality, efficiency, and turnaround time,” Angela says. “We can keep track of most items we decorate on one platform. It’s also a huge win to have the option for outside decorating via the Decorator Network, which lets us take on larger, last-minute orders we can’t complete in-house, so we rarely have to turn work away.”



Because STAHL’S Fulfill Engine handles the heavy lifting on the back end, Angela can focus on providing top-notch, personalized customer service. “People love that we’re a veteran, family-owned and -operated shop,” she says. “When they call, email, text, or send us a message on social media, I respond quickly, and they know they’re talking to one of the owners.”

“The biggest challenge for any business right now is competing with the Amazon Prime mentality: ‘If I order it, I want it today or tomorrow,’” Angela says. “With Fulfill Engine in our corner, we can have the most efficient business model possible for our shop, producing the highest-quality pieces with perfect placement.”



Without Fulfill Engine automatically batching orders and sending the correct blanks to the shop, Angela knows they’d have to buy in bulk and store inventory. “We’d have to stick to three t-shirt options and two hoodie options,” she says. “We don’t have warehouse space to do that.”

WHAT’S NEXT FOR THE SHOP

The Bellantonis would love to keep doubling their revenue year over year. “If we keep going this way, we’ll probably add another DTF printer, another three-head embroidery machine, and hopefully more employees,” Joseph says.

Angela wants to focus on adding more stores, especially for schools. “I’d like us to be known as the go-to for PTA, team, and spiritwear shops because that’s the language I speak as a fellow sports mom,” she says. “I love showing them something new and different with their logo and colors, and they say, ‘Whoa, that’s so cool!’ Rather than showing them another ‘my era’ t-shirt, we find other trends like checkered race prints or upside-down text on hats.”

Joseph loves that the sky’s the limit when it comes to clients. “Everyone needs a shirt, and it’s an easy conversation to have with prospects,” he says.

