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# THE B&C POLO SHIRT GUIDE

*FACTS AND TIPS THAT  
WILL HELP YOU CREATE BRILLIANT  
POLO SHIRT PROJECTS*

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B&C  
COLLECTION

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# B&C COLLECTION, A PARTNER FOR YOUR BUSINESS

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At B&C Collection, we believe that you shouldn't have to choose between style and quality, between availability and customer service, or between colour and size. That's why we always promise quality first, whatever your needs.

## **QUALITY IS NOT A PRIVILEGE, IT IS AN ATTITUDE**

Quality underpins everything we do, from the choice of our fabrics to the design of our styles, from the availability of our stock to the responsiveness of our service.

We are dedicated to delivering an inspirational contemporary collection, fuelled by retail trends and tailored to meet the needs of your business customers – with communication tools to help your business find new ways to grow.

## **B&C POLO SHIRT GUIDE**

Take a moment to look at this guide and let yourself be inspired by B&C Polo Shirt Factory.

[WWW.BC-COLLECTION.EU](http://WWW.BC-COLLECTION.EU)

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# TOP CHALLENGES OF THE PROMOTIONAL GARMENT INDUSTRY

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You need to meet customer demand – they want **choice, quality and availability**.



**Sourcing quality garments** and **ensure quality print** that maximise profitability for your business can be a challenge.



Managing your team and business takes time and energy. You need a **smooth process** at each step.



You know **innovation** is crucial for your business, but you don't always have time to discover and test new products.



You want to **meet customer expectations** every time, ensuring lasting relationships.

# DECORATION TECHNIQUES

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COMBED  
COTTON



## FACT

The quality of the piqué is crucial to achieve perfect decoration results.

TIP

**Use only ring-spun cotton.** If the yarn is **combed**, that's a plus – combed yarn offers a very fine and smooth surface excellent for printing and embroidery.

# DISCHARGE SCREEN PRINTING

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COMBED  
COTTON



## FACT

Discharge printing is a screenprinting technique that **works best on dark 100% cotton fabrics.**

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## TIP

**Play with details and shadings** and you'll see that there's no limit when working with our B&C Fine Piqué made of 100% ring-spun **combed** cotton.

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# EMBROIDERY

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COMBED  
COTTON



The tight structure of B&C Fine Piqué allows for smaller stitches and finer details.

## FACT

No brand would ever want a garment to showcase its identity with uneven logos, broken stitches or puckering.

## TIP

When done correctly, embroidery offers a **long-lasting and distinguishing decoration** that gives a high value perception of the garment and thus, of your customer's brand. A **smooth, fine and tightly woven piqué** fabric will give you the right surface and will guarantee your customer a premium end-look of his garments.

# A SUCCESSFUL BLEND OF QUALITIES

While most of the polo shirts available in the promotional are made of open-end cotton, B&C Classic polo shirt line stands out thanks to its high-quality **ring-spun combed cotton** weaved into our now famous B&C Fine Piqué.

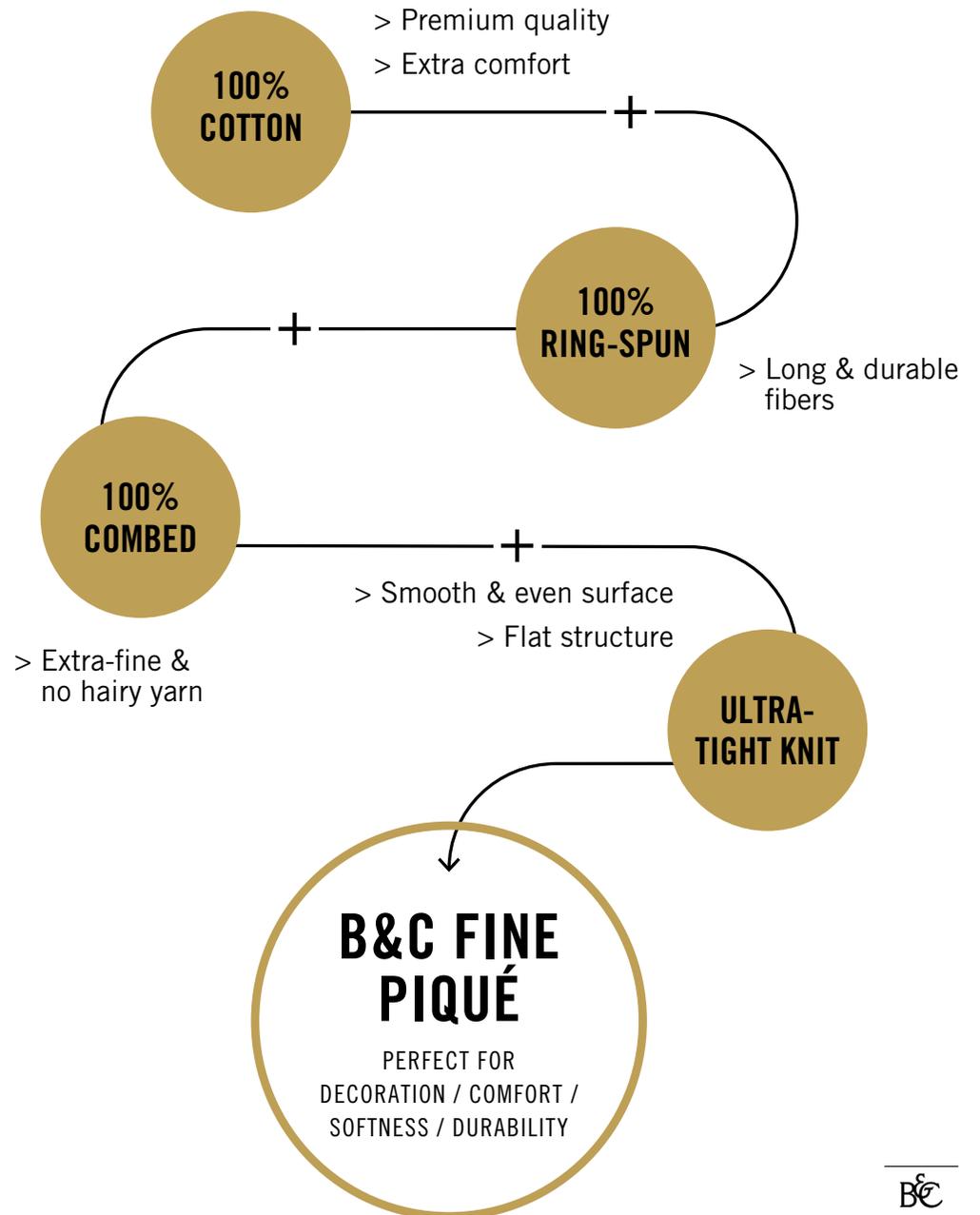
## WHAT IS B&C FINE PIQUÉ?

The cotton is spun into strong and uniform yarns that produces – combined with a tight weave - a unique piqué fabric with a distinctive softness and durability.

When the cotton is combed before spinning, you get the finest and smoothest fabric possible. And this makes a real difference.

The smoother and finer the surface of the garment, the better the decoration results. You can almost print on it like you would a Single Jersey T-shirt.

Our B&C Fine Piqué fabric is the reason why B&C polo shirts are so comfortable, with a luxurious handfeel that adds natural elegance to the style.



# NO LIMITS TO YOUR CREATIVITY

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## FACT

Whatever the cut of the polo shirt, you have **full free access for decoration.**

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## TIP

Want to optimise the visibility of your customer's brand? **Choose creative, unexpected areas** to place the decoration. Or try bold colours, oversized logos... the possibilities are endless.

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# MANY STYLE CUT OPTIONS

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B&C SAFRAN



B&C SAFRAN  
TIMELESS /W.



B&C SAFRAN  
PURE /WOMEN



B&C SAFRAN  
/KIDS



B&C SAFRAN  
LSL



B&C SAFRAN  
PURE LSL /W.



B&C SAFRAN  
SPORT



B&C SAFRAN  
POCKET



B&C HEAVYMILL



B&C HEAVYMILL  
/WOMEN



B&C HEAVYMILL  
LSL

## FACT

Every customer is different, and so are their needs. Perhaps they want a garment for an event or a give-away. Maybe it's for a uniform, or even a specific environment. You need to count on **several garment options** to meet their needs.

## TIP

Short sleeves, long sleeves, a contrasted tipped collar, a pocket, sleeve gathering, ...

**Dare to explore the possibilities you have.**

The fabric quality is exactly the same across the line, which prevents any time loss from unexpected results.

# CHOOSING THE RIGHT FABRIC WEIGHT

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180  
g/m<sup>2</sup>

B&C SAFRAN

230  
g/m<sup>2</sup>

B&C HEAVYMILL

## FACT

A heavier weight fabric offers a hint of **added warmth** and **greater durability**.

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## TIP

Discuss with your customers to understand their needs and how the decorated polo shirt will be worn. Maybe a longer lasting customised garment would help minimise costs when dressing the team. Understanding the customer's needs means you're ideally placed **to recommend the best garment** for them.

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# ALL ABOUT QUALITY

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## FACT

The **rib** that finishes the polo shirt **collar** and **cuffs** says a lot about the quality of craftsmanship.

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## TIP

If you're searching for quality and customer satisfaction, take a look at the finish on B&C Classic polo shirts. Our **B&C rib is a 5-ply**, while the market standard is usually just 3 or 4-ply. This means **better shape retention** of the collar and cuffs, keeping the polo shirt **looking crisper** for longer for a more premium look.

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# COLOURS MAKE THE DIFFERENCE

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## FACTS

Which colours are used the most in branding?



### TIP

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Choose the shade that **matches your customer's identity**. Or choose **a contrasting colour** to make sure your customer's logo will stand out. And don't worry, B&C Safran line encompasses up to **28 colours** to choose from.

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95%

of brands use  
only 2 colours

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87%

of consumers admit  
to looking first at colours  
when making  
their buying decision.

# COLOUR CONSISTENCY IS KEY

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## FACT

Last month you completed an order for 150 red polos for one of your customers. The customer has been using these as an employee uniform, and today he's back for more. He needs the same colour, the same decoration and the exact same quality.

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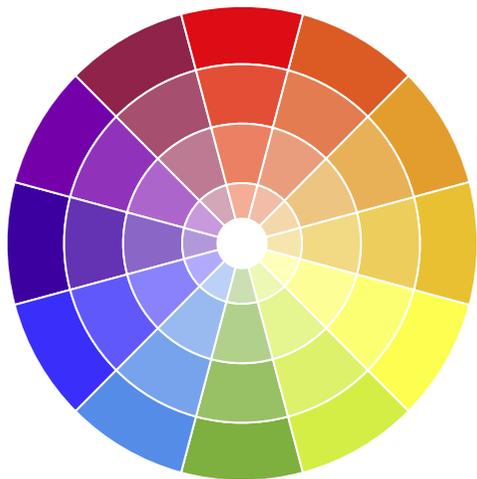
## TIP

Yes, this happens. All the time. With B&C styles, you can be sure that you will always get **the same garment quality, the same fabric** and above all **the exact same shade**. The red of yesterday is the same red today and will still be the same for the years to come. You can trust in our quality.

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# HOW TO CHOOSE COLOURS THAT GO WELL TOGETHER?

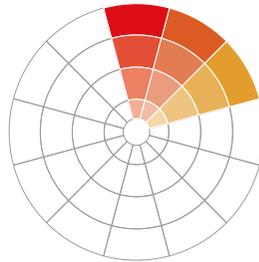
You have many ways to pick colours. Here are some tips:



The Colour Wheel

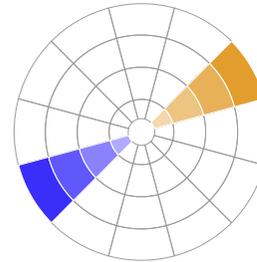
## Analogous

Colours that are adjacent to each other.



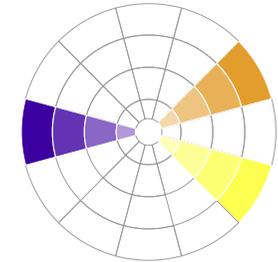
## Complementary

Colours opposite each other on the colour wheel.



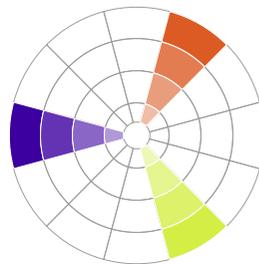
## Split complementary

Colours adjacent to your main colour's complementary colour.



## Triad

Three colours equally spaced around the colour wheel.



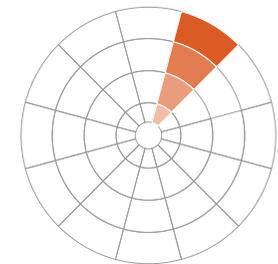
## Tetradic

Two sets of complementary colours.



## Monochromatic

One segment of the colour wheel uses variation in lightness and saturation.



# SIZE MATTERS...

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## FACT

People feel more confident and look more professional when wearing the right size clothes. Members of a team can be very different but still, they need to look the same when wearing their uniform. And they need to feel comfortable to perform their job efficiently.

## TIP

Relax, **with up to 6 sizes**, you can be sure your customers will find the size they need, whatever their actions and team.

MEN

6 SIZES

S > 3XL

WOMEN

6 SIZES

XS > 2XL

# BOUNDLESS OPPORTUNITIES

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## FACT

Casual, smart or sophisticated the polo shirt has ageless elegance which makes it uniquely versatile.

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## TIP

In fact, the polo shirt is the perfect complement to any staff uniform, whatever the business: be it hospitality, sport & leisure, light workwear, or for a more corporate company, ... So there's no reason not to suggest it to your customers.

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# A QUESTION OF PERCEPTION...

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## FACT

What you give is what you get.

What you offer (quality, services, inspiration,...) is what people will retain from your company.

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## TIP

Want to be perceived as a valuable partner that delivers high quality customised garments? Then you have to carefully select garments to recommend and make sure your decoration know-how is flawless.

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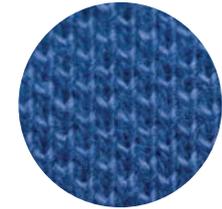
# QUALITY FEATURES



*Necktape*



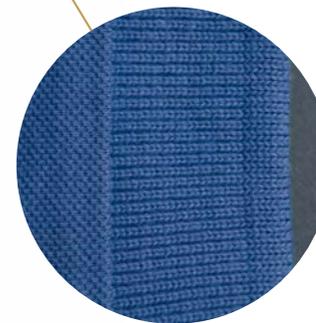
*High quality finish*



*B&C Fine Piqué  
180 & 230 g/m<sup>2</sup>  
100% ring-spun  
combed cotton*



*3 tone-on-tone  
button placket*



*Superior quality  
1x1 rib knitted collar  
and cuffs*



**B&C SAFRAN**



**B&C HEAVYMILL**

# THE POWER OF CONSISTENT QUALITY

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## FACT

You have no time to spend on claims.

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## TIP

From the customer's order to production and delivery of the customised garments, you have a lot to handle. You need to make sure each step has a quality process that ensures a happy customer at the end. B&C Collection fits with your business goals. You can trust the quality of the styles, fabrics, colours, service and availability – everything you need to avoid claims.

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# BE INSPIRED

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## FACT

Not all customers know how to differentiate themselves from the competition or how to make the best of their ready-to-customise garments.

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## TIP

Have a look at the coming trends. Whether is it colour, style of graphics, logo, or placement, if you can spot the next big thing you will be able to offer just the right advice when it comes to customisation.

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# WRAP UP

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- > B&C Fine Piqué **superior quality** for perfect decoration
- > Ultra-tight ring-spun combed cotton yarn allowing **for finer prints and perfect detailing**
- > **High quality finish**
- > Unique **comfort, softness** and **luxurious handfeel**
- > A **wide range** of available **sizes**
- > The market's **widest** and most **unique colour offer**
- > Tailored for **men** and **women**
- > A **choice of styles**

**Put your trust in B&C Collection and its polo shirt range.  
The quality, availability and consistency is there  
to serve your business.**

B&C SAFRAN

**THE  
MARKET  
REFERENCE**



**YOU STILL  
HAVE DOUBTS?**

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Join the **48 million people** that have already chosen B&C Safran and experience it for yourself.

**REQUEST  
YOUR FREE SAMPLE  
ON THE B&C WEBSITE**

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COLLECTION