

Cardeens

FINE CUSTOM SHIRT MAKERS

For Over 30 Years

Dear Future Dealer,

For over 35 years, Cardeens has maintained itself as an industry leader by providing an attractively priced, reliable shirt 100% of the time – that's our guarantee. Our shirts are truly custom; each order is **hand-cut and sewn to your specifications** with the assistance of our highly-skilled and creatively talented team. The ordering process is simple and easy to use yet allows unparalleled flexibility in design and styling options.

Cardeens inventories **over 400 fabrics** including everything from **100% Sea Island & Egyptian cotton 2-plys** to intricate Dobby and Jacquards showcasing the latest fashion trends. New fabrics are released regularly to ensure you always have something fresh to show your customers. Cotton/poly, micro-fiber blends and silks complete our fine fabric selection, and **we also provide cut, make and trim services** if you have special fabrics in mind. Set-up charges range from \$165.00 to \$350.00, depending on your individual needs. Delivery takes three to five weeks.

By working with the Cardeens, dealers have the opportunity to develop a stand-alone custom shirt business or the flexibility to grow a supporting line for a retail business. We can even tailor a **Stock Shirt Program** just for you! Whether you're fitting **Big and Tall** customers or outfitting for that special occasion, our many offerings of traditional dress, casual, tuxedo and western shirts and scores of special treatments mean that you'll always be able to say **"Yes!" to your customer.**

Please contact us with your questions and comments. Your new **high-margin, no-inventory** shirt line is a simple phone call away!

Sincerely,



Ryan Van Andel
Senior Manager
Sales & Operations

Cardeens, Inc.

5128 Valley Blvd.
Los Angeles, CA 90032
Phone: (323) 227-1983
Fax: (323) 221-2004
custserv@cardeens.com



Attention: New Dealers

In addition to being opened as a "select" dealer equipped with Cardeens' full service line, you receive the following benefits exclusive to new accounts:

- Waived pattern charges for the 1st three months
- Full new dealer education program inclusive of everything from measuring to merchandizing
- Dedicated team member to work with one-on-one in review of new orders, avoiding costly mistakes
- Become part of Cardeens team where expert opinions and advice are always a phone call, fax, or email away
- 50% off initial personal order

"Select" Accounts*

- Automatically sent all new fabrics
- Automatic weekly notifications of line changes
- Designated "Select" email communication for fastest response.
- 10% off personal orders
- Cooperation with up to two, pre-approved promotions annually
- Regular newsletter including updates, tips, trends and other need-to-know information
- Complimentary shirt copying
- Access to exclusive CMT fabric offerings
- Access to professional, print-ready marketing material

*All accounts are reviewed and evaluated annually to determine eligibility.

Training is an important step in establishing a great working relationship with your new shirt maker. Regardless of how much experience you may have in the custom shirt business, we find value in one-on-one interaction. For us, understanding your business is just as important as you understanding ours. We take the time to get the foundation down in order to get you selling at your full potential. And while we have loads of experience setting up successful accounts across the country, keep in mind that nothing beats one-on-one training in our showroom. Please call us to set up an appointment.

Cardeens INC. SET-UP KITS



Briefcase set-up
\$200.00
This briefcase measures 18x13x5. It will be retrofitted for perfect swatch spacing and includes pockets for all your business needs.

Brown Binder set-up
\$250.00
Comes with two durable Brown Binders and 50 white pages. This is a beautiful set up if you have a shop or just for presentation purposes. This also comes with the basic set-up materials.

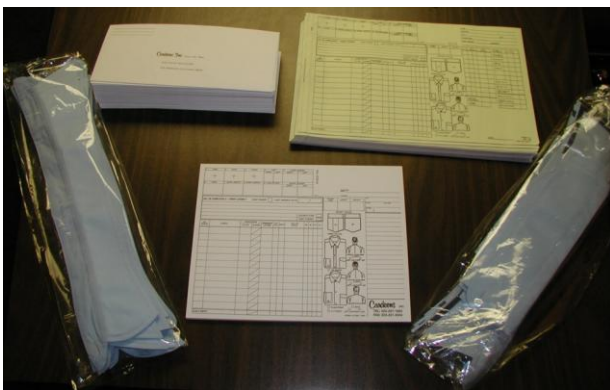


Swatch Stack set-up
\$165.00
This set-up contains 15 Swatch stacks and all of the Basic set-up materials. This set up is convenient for outside sales.



***Basic set-up
materials include:***

- 400-500 Swatches
- 1 Illustration book
- 100 Fax Forms (Personalized)
- 25 Alteration Forms
- 1 Order Work Pad
- Measuring Tape
- Price list



Extras

Additional Supplies are available upon request

- Complete set of display collars
- Complete set of display cuffs
- Button Chart
- Work Pads
- 4-Part Order Forms
- Measuring Tape



Cardeens INC.

Measuring guide

Hips: Run tape around the body where you would normally find the top of rear trouser pockets.

Waist: Run tape around the fullest part of the natural waist. Not the trouser waist.

Chest: Run tape around under arms across bosom. Make sure arms are down in a relaxed position.

Add necessary inches over the above skin measurements for your customers desired fit and style requests. Overages of 4 to 8 inches will accommodate most requirements.

Cuff: Run tape around wrist bone and increase this skin measurement by 3". Consider an additional ¼" for watch clearance.

LONG SLEEVE: Run tape from center of back at base of the neck over the shoulder down to the small finger knuckle and subtract 1 ¾".

Yoke: Run tape from shoulder knobs across the base of the neck. (Note; you must lift the tape to the base of the neck or you will be short by ½")

Waist length: Run the tape from the top of the shoulder at the base of the neck to the pant waist position. (Measure down the front)

Shirt length: Measure same as waist length and continue to bottom of crotch.

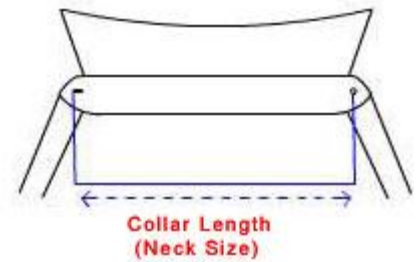
Collar size: Run tape around the center of neck and add ½".

Short sleeve: Run tape from center of the back at base of neck over the shoulder to desired length.

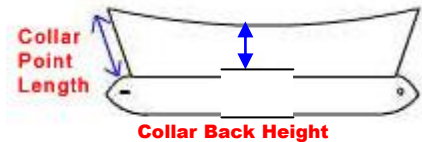
Cardeens cutting and construction methods are based on these measuring techniques.

HOW TO MEASURE A SHIRT

1. **Neck:** Unbutton shirt. Place shirt down so the back is facing you. Flip up the collar to expose the neckband. Starting on the left, place tape measure in the middle of the buttonhole and measure across to the center of the button on the right.

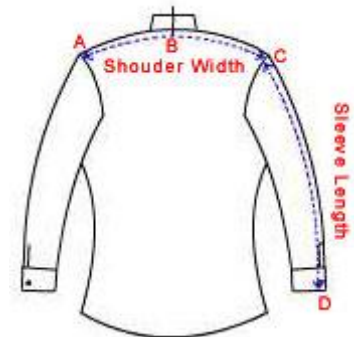


2. **Collar Point Length:** Measure the length of the collar, from the collar point to the neckband.



3. **Collar Back Height:** At the center back of the neckband measure the neck band height.

4. **Yoke Measurement:** Measure from shoulder to shoulder from point A to B to C.



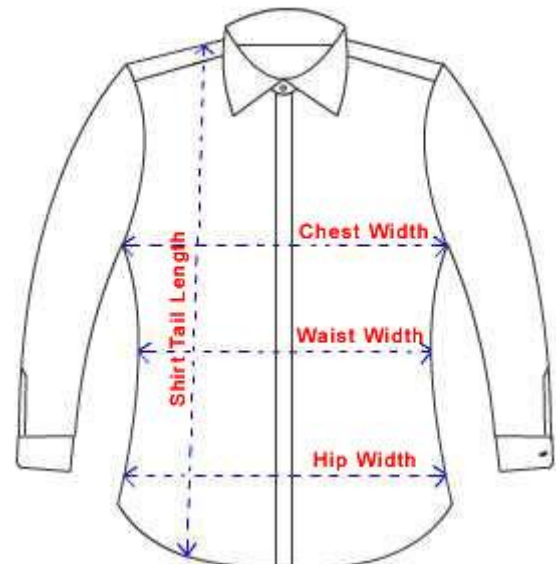
5. **Sleeve Length:** Measure from the center of the back at the neck point B to shoulder edge point C down to the sleeve cuff point D.

6. **Shirt Tail Length:** Measure from front shoulder at neck point, down to the bottom of the shirt tail.

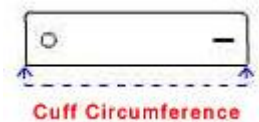
7. **Chest Width:** Measure with the shirt facing up, smoothed out, and buttoned. Measure from under the armhole edge on the left, across the chest to under the right armhole edge on the right.

8. **Waist Width:** At the waistline of the shirt, measure from the left edge across to the right edge.

9. **Hip Measurement.** At shirt tail bottom, measure from the left edge across to the right edge.



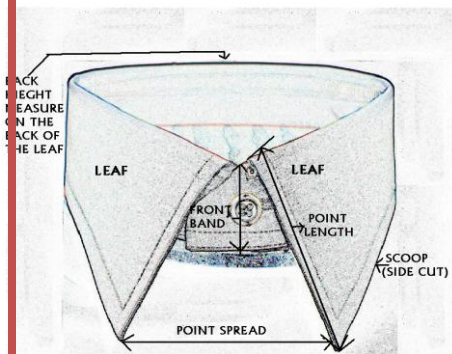
10. **Cuff Circumference:** Open cuff and measure from the right edge to the left edge of the cuff length.



Cardeens INC. *Guide for Collars, Cuffs and Monograms*

Collar styles

Style	Back Height	Spread	Point length	Front Height
BD = button Down	1 = 1 ½"	1 = Euro Narrow	21 = 2 ¼"	0 = ½" Short
B = Blunt	2 - 1 ¾"	2 = Narrow	22 = 2 ½"	L = ¾" Low
C = Cutaway	3 = 2"	4 = Average	30 = 3"	S = 1" Normal
E = Eyelet	4 = 2 ¼"	6 = Medium	31 = 3 ¼"	H = 1 ¼" High
R = Rounded	5 = 2 ½"	8 = Wide	32 = 3 ½"	V = Vanishing
T = Tab		9 = Extra Wide	33 = 3 ¾"	
			40 = 4"	
			41 = 4 ¼"	
			42 = 4 ½"	
			43 = 4 ¾"	
			50 = 5"	



Cuffs

- | | |
|-------------------------------------|---------------------------------|
| A Rounded corner french cuff | C Convertible |
| AB One Single button clipped corner | D Cutaway french cuff |
| B single button cuff | F Square french cuff |
| 2B Two-button cuff | LB Large button cuff |
| BR single button rounded cuff | P Tab cuff (add 1 ½" over skin) |
| 2BR button rounded cuff | R Rounded french cuff |
| | W 3 Button cuff |

Monogram Positions

- | | |
|---|---|
| B | Bosom (4" in from the 3 rd button) |
| C | Cuff (1/2" above bottom edge of cuff) |
| E | European Position (opposite 5 th button 4" in) |
| S | Sleeve (3" above cuff on the sleeve) |
| P | Pocket (Center of the pocket) |

Please note:

- *All collars have removable plastic stays. (See sample order form for exceptions)
- *Collars and cuffs are single fused. (Double fuse and omit fusing are available)
- *Monogram letters will appear as written and will be placed on the left side of shirt unless otherwise noted.
- *For extreme no tie space write "0-" Before collar code. Writing this makes it almost overlap
- *Writing "No tie space" makes the collars touch but not overlap.
- *For straight point dress collar, Collar style code (i.e.; BD, T, E, C, B, R) not needed. (See sample order form).

1. HIPS	2. WAIST	3. CHEST	4. CUFF	5. LONG SLEEVES
40 + 6	34 + 6	40 + 6	RIGHT 9 3/4 LEFT 10	RIGHT 33 LEFT 33 1/2
6. YOKE	7. WAIST LENGTH	8. SHIRT LENGTH	9. COLLAR SIZE	SHORT SLEEVES RIGHT 20 LEFT 20
18 1/2	21	32	15 3/4	

STORE

STORE NAME

F 912244

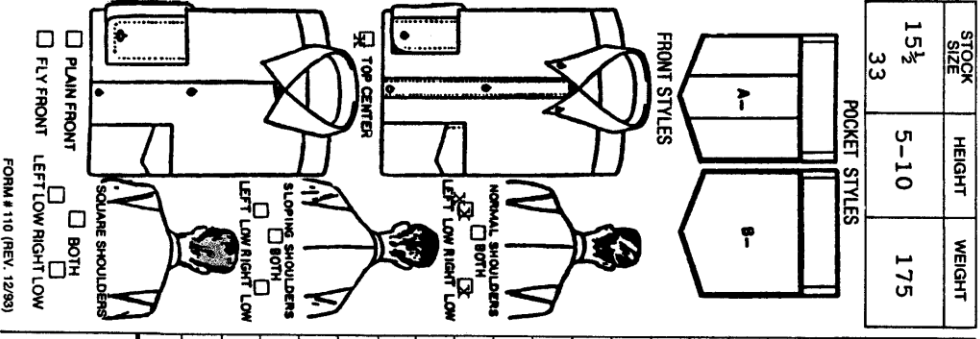
CUSTOMER NAME John E. Customer

DATE 1/1/2001 ADDRESS 1234 5TH STREET

FILL IN COMPLETELY - PRINT LEGIBLY FIRST ORDER LAST ORDER#/DATE 9813 / 3/99

Only on L15BBS&B49BB - DOUBLE FUSE Button Down Collar only DMIT FUSING

NO. SHIRTS	FABRIC	MONOGRAM		CUFF STYLE	POCKET	COLLAR STYLE	TAB	BD	STAY	EYE
		COLOR	NUMBER							
1	D23WF	NAVY	31	JEC	BR B	BD2430-S		X	DM	t
1	L15BBS	Dark Navy	36	JCE	F	NC C2630-S				Perfm
1	W21WB Collar & Cuffs									
1	W21WB	Black	34	JCE	AHNO	0-2130-S				
1	B49BB	Navy	26	JEC	A B	2430-S				
1	B50CB	Brown	10	JEC	F B	E2430-S				X



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