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EXPERT BRAND INTRODUCES PRIVATE LABEL PROGRAM THAT SETS A NEW STANDARD IN CUSTOM BRANDED APPAREL

*– Los Angeles-based Apparel Company Offers Unprecedented Speed-To-Market and
Extensive Customization for Private Label Apparel –*

VERNON, Calif., March 5, 2020 – Expert Brand, a leading B2B manufacturer and wholesaler of active lifestyle, fitness and corporate apparel, is excited to introduce its Private Label program offering speed-to-market and extensive customization and decoration capabilities. Ideal for gyms, yoga studios, marathons, retailers and corporations looking for the highest quality branded apparel, Expert Brand’s private label services include a low minimum order quantity (MOQ) and quick turnaround options unmatched by competitors.

Further differentiating Expert Brand from alternative solutions is the fact that it manufactures its own fabrics while also cutting and sewing in-house. The company’s fully customizable private label apparel program is not found elsewhere, making it a standout choice for companies seeking to develop their own private label clothing. Expert Brand also prides itself on its unlimited customization options, exceeding customers’ expectations in the areas of color, styling, branded neck labels, logo placement, tags and bagging. Decoration techniques available include sublimation, silk screen, heat transfer, embroidery and reflective ink print or type. Through its custom branded color option, fabrics can be dyed to meet a brand’s exact color specifications.

“What truly defines our Private Label program is our proven ability to deliver products quickly while also maintaining the highest level of quality for each piece created,” said Expert Brand Owner Sion Shaman. “Customer satisfaction and quality control are of the utmost importance, which is why we’ve taken unprecedented steps to create our own fabrics that we also cut and sew. Every step of this integrated process is meant to assure customers that Expert Brand will exceed their demands when it comes to turnaround time, quality and customization.”

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Custom packages offered by Expert Brand’s Private Label program are tailored to the needs of each individual customer, with an impressive 15-day turnaround option. The company’s speed-to-market solution is made possible by continuously stocking more than 1.5 million yards of finished and unfinished fabrics, in addition to more than 2 million units of garments. This makes quick turnaround and timely replenishment of private label apparel possible for clients nationwide. The program includes three tiers depending on the volume of orders, ranging as low as MOQ 144 pieces per style per color to more than 3,000 pieces – with customized programs available for larger orders.

“Expert Brand’s Private Label program operates efficiently due to an investment in superior automation,” said Shaman. “Thanks to our state-of-the-art facilities and cutting-edge IT solutions, we’re able to provide customers with a seamless process, impeccable customer service and worry-free fulfillment of their branded apparel needs.”

In business for more than 25 years, Expert Brand’s owners are the creators of the fabric used for all their apparel. Based in the Los Angeles garment district, the company has set itself apart with its deep roots in the athletic apparel and promotional clothing niche while simultaneously offering private label services for any business or organization looking to produce an apparel line with their own branding. Their turnkey private label service includes everything from fabric development and garment design to custom labels and replenishment inventory solutions. The private label clothing company is proud to offer select wholesale clothing options manufactured in the USA.

Additional information about Expert Brand’s Private Label program can be found online at www.expertbrand.com/private-label.

About Expert Brand

For 25 years, Expert Brand has served as a leading manufacturer and wholesaler of lifestyle, fitness, high performance and corporate apparel. With some products Made in the USA, the company has found its success through quality fabric and collections that combine fashion, function and fit. Known for its quick turnaround, competitive pricing and Private Label program, Expert Brand is the choice of leading wellness facilities and corporations nationwide.

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