



Symphonix

PRINT | PROMO | APPAREL | COMPANY STORES



2025 SUMMER LOOKBOOK

WELCOME TO OUR 2025 SUMMER LOOK BOOK!

We decided to switch things up this time around and use our own employees to model this season’s apparel.

We hope you have as much fun browsing the Look Book as we did with this shoot! We have featured everything from performance sportswear to elevated looks you can wear to the office. Whether you are looking to be outdoors this summer, or keep things cool, we have highlighted some of the hottest promo items from pickleball sets to the latest and greatest coolers. We even included some pet promo – with office dog models of course!

Let us take you back in time through the history of sizing charts and how these tables came to be. We also dive into moisture-wicking apparel and how to choose the right performance clothing. Don’t forget to check out our spread on items made in the USA and advice on building a more sustainable promotional plan.

Get ready to have some fun in the sun and contact your Symphonix Account Manager to refresh your company store for this summer!



SYMPHONIX.AGENCY/SUMMER
GREAT IDEAS TO GROW BRANDS

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APPAREL



Peyton S.
Production
Manager



SWANNIES GOLF MONROE HAT



CUTTER & BUCK VIRTUE
ECO PIQUE STRIPE
RECYCLED WOMENS TOP



CARHARTT FORCE
SUN DEFENDER
SHORT SLEEVE SHIRT



Steve G.
CXO

CUTTER & BUCK
COASTLINE
EPIC COMFORT
RECYCLED
WOMENS
DOLMAN POLO



Alex B.
Traffic and Production
Coordinator

NIKE WOMEN'S
DRI-FIT ELEMENT
1/2-ZIP TOP



Taylor H.
Marketing
Associate

CUTTER & BUCK
COASTLINE
EPIC COMFORT
RECYCLED
WOMENS POLO



Ellen D.
Account
Manager



COMFORTWASH
BY HANES UNISEX
GARMENT DYE POLO
COLLAR SWEATSHIRT



Colin B.
Production
Manager

Peyton S.
Production
Manager



PORT AUTHORITY®
WOMEN'S SHORT
SLEEVE UV
DOCKSIDE SHIRT



PORT AUTHORITY MEN'S
LONG SLEEVE NAILHEAD
EASY CARE SHIRT

Steve G.
CXO



Kim B.
Account
Manager

DISTRICT PERFECT
WEIGHT® CVC
LONG SLEEVE TEE



A4 COOLING
PERFORMANCE
SHORT SLEEVE TEE

Taylor H.
Marketing
Associate



AUGUSTA
SPORTSWEAR
SLEEVE STRIPE
JERSEY

Ellen D.
Account
Manager



CORE365 LADIES'
FUSION CHROMASOFT®
PERFORMANCE T-SHIRT





BIG ACCESSORIES
CRUSHER BUCKET CAP

Peyton S.
Production
Manager



ADAMS EXTREME
ADVENTURER HAT

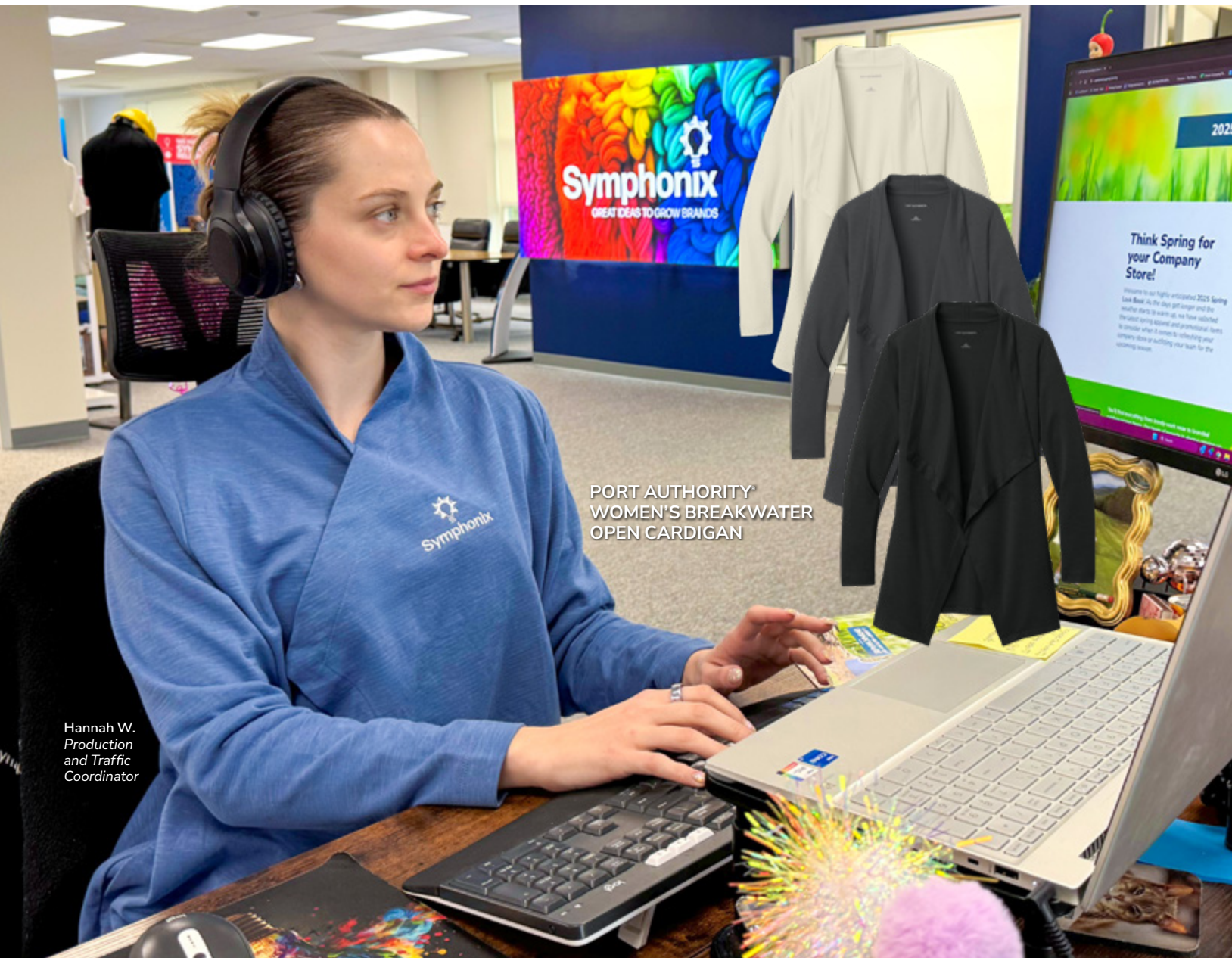
Kim B.
Account
Manager



MERCER+METTLE
SHORT SLEEVE
UV CAPITAL
TECH SHIRT

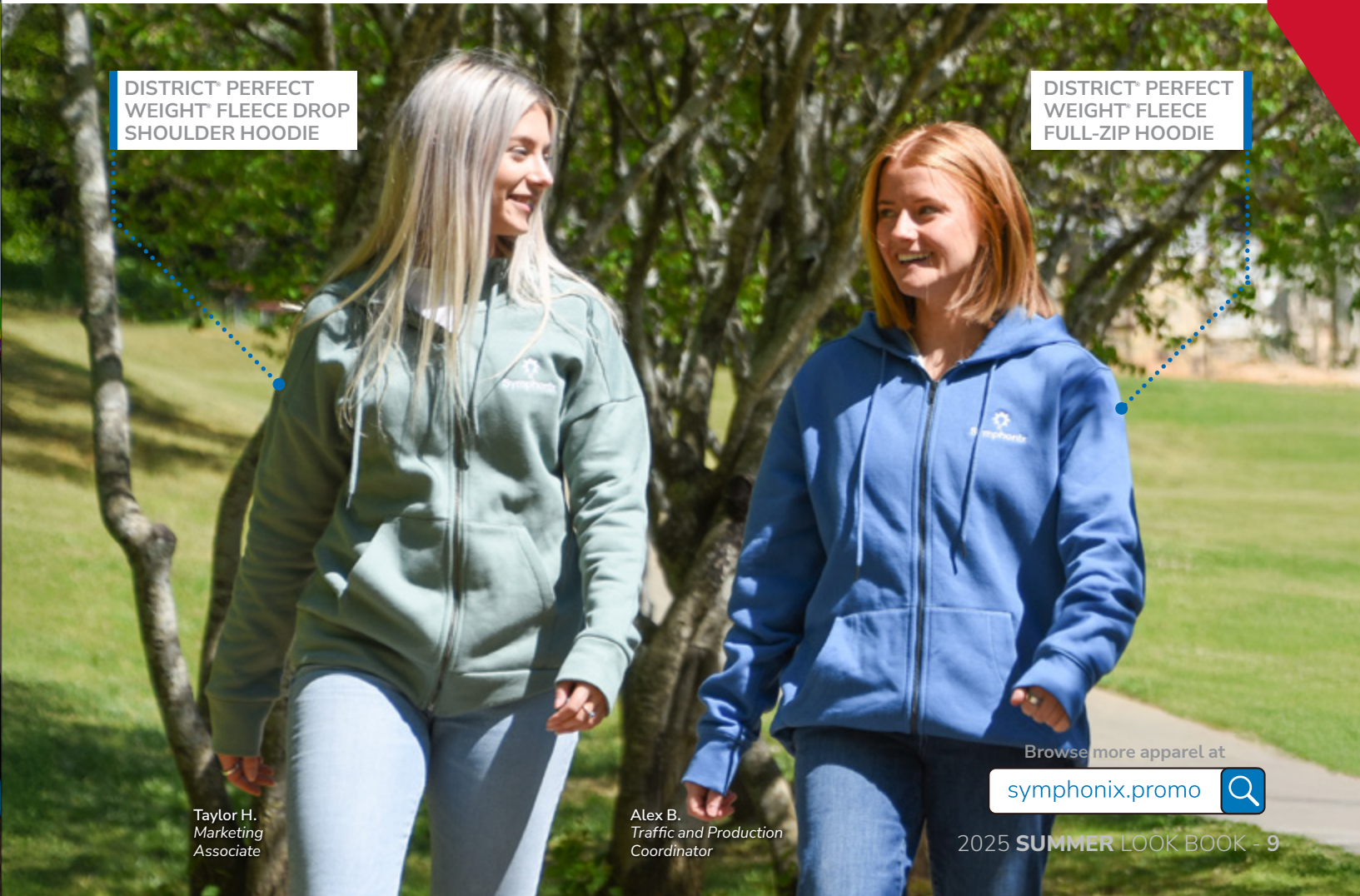


Colin B.
Production
Manager



PORT AUTHORITY®
WOMEN'S BREAKWATER
OPEN CARDIGAN

Hannah W.
Production
and Traffic
Coordinator



DISTRICT® PERFECT
WEIGHT® FLEECE DROP
SHOULDER HOODIE

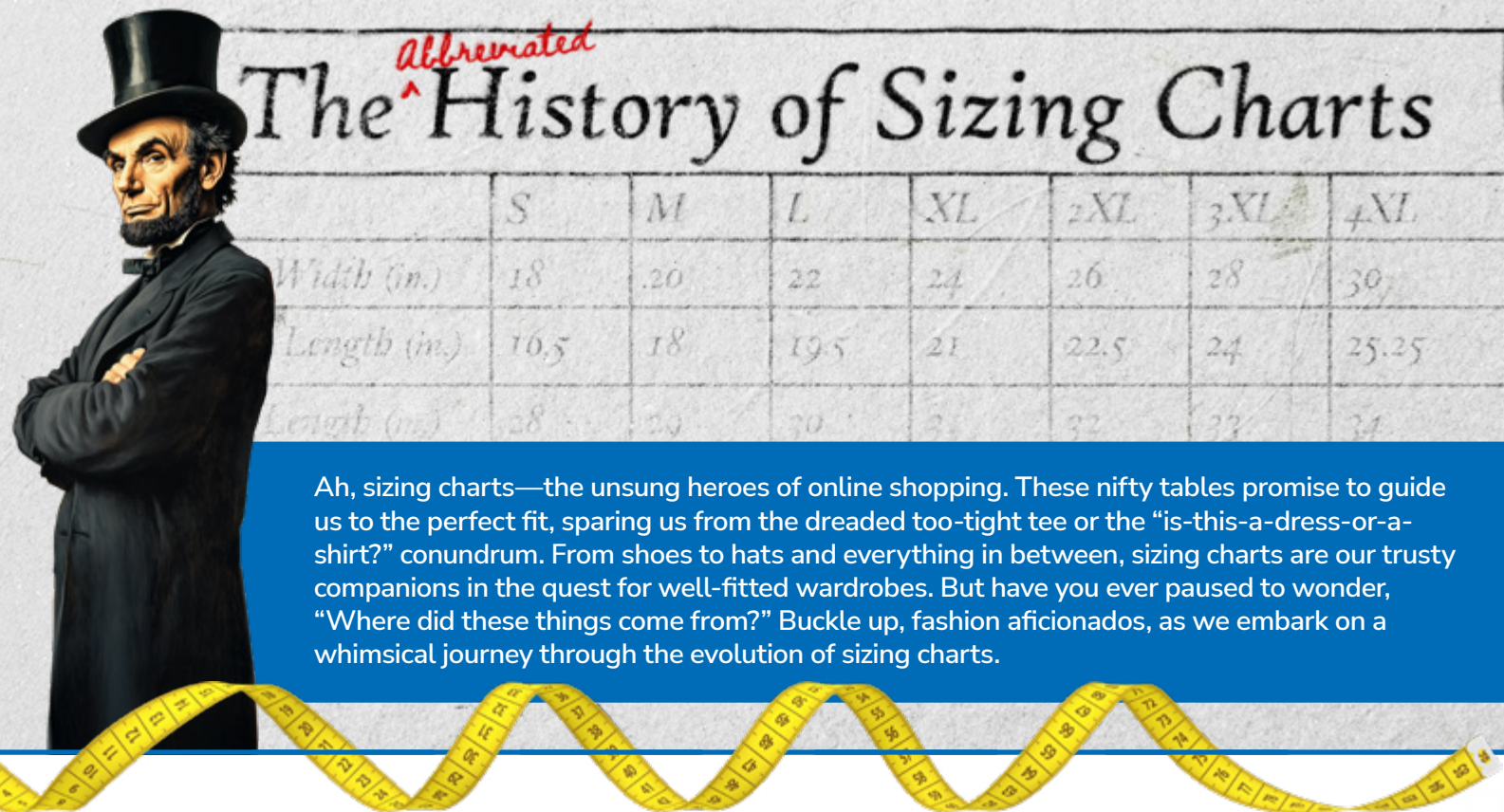
DISTRICT® PERFECT
WEIGHT® FLEECE
FULL-ZIP HOODIE

Taylor H.
Marketing
Associate

Alex B.
Traffic and Production
Coordinator

Browse more apparel at

symphonix.promo



Abbreviated

The History of Sizing Charts

	S	M	L	XL	2XL	3XL	4XL
Width (in.)	18	20	22	24	26	28	30
Length (in.)	16.5	18	19.5	21	22.5	24	25.25
Length (in.)	28	30	32	34	36	38	40

Ah, sizing charts—the unsung heroes of online shopping. These nifty tables promise to guide us to the perfect fit, sparing us from the dreaded too-tight tee or the “is-this-a-dress-or-a-shirt?” conundrum. From shoes to hats and everything in between, sizing charts are our trusty companions in the quest for well-fitted wardrobes. But have you ever paused to wonder, “Where did these things come from?” Buckle up, fashion aficionados, as we embark on a whimsical journey through the evolution of sizing charts.

Tailor-Made Threads: The Pre-Sizing Chart Era



ONCE UPON A TIME, before the age of mass production, clothing was a bespoke affair. Skilled artisans would meticulously measure, cut, and sew garments by hand, ensuring a perfect fit for each individual. This personalized approach was the norm until the Industrial Revolution waltzed in with its steam-powered looms and assembly lines. But with great production came great sizing dilemmas.




Filling Out WAR-drobes

Interestingly, it was the battlefield, not the runway, that spurred the need for standardized sizing. Wars like the Napoleonic, Crimean, and American Civil Wars required armies outfitted swiftly and efficiently, which led to the era of mass-produced military uniforms. However, early attempts at sizing were more guesswork than science, leading to ill-fitting attire.

Assumptions to Averages

Enter Adolphe Quételet, a Belgian mathematician with a penchant for statistics. In the 19th century, Quételet began applying astronomy's tactic of calculating statistical averages to determine typical human measurements. His work laid the foundation for applying averages to clothing sizes.

During the American Civil War, President Abraham Lincoln used Quételet's method of averages to gather valuable data for the war effort. The data collected influenced everything from ration distribution to weapon design and, of course, uniform sizing. The early sizing system included four categories: small, medium, large, and extra-large. However, these early sizing systems were predominantly based on chest measurements, with other measurements like waist, hips, and sleeve length assumed to be proportional or easily adjustable—not exactly a perfect fit.



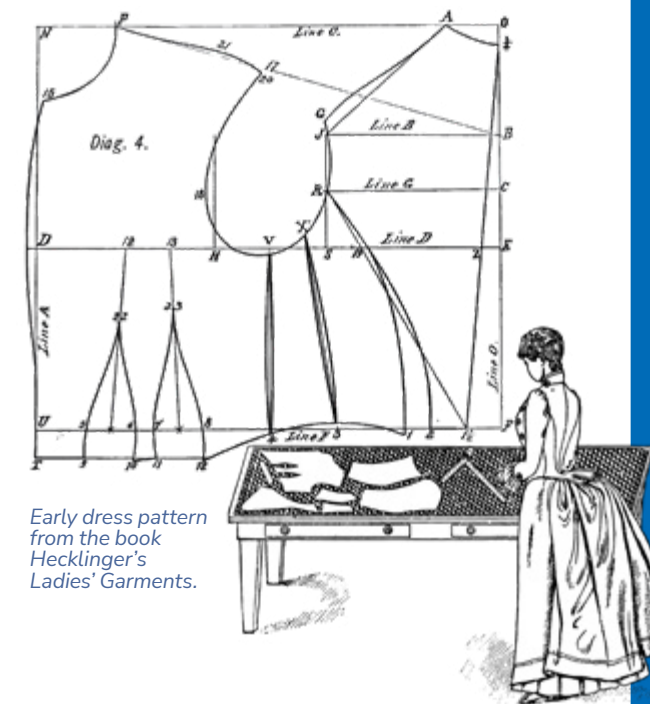
MEASURES OF THE SOLDIER	NUMBER OF SOLDIERS	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION
Height	55	5	0.5000	55	0.5000	7	0.5000
Weight	54	18	0.4005	54	0.4005	9	0.4005
Arm	53	21	0.4064	53	0.4064	11	0.4064
Forearm	51	165	0.399	51	0.399	12	0.399
Hand	57	430	0.4591	57	0.4591	13	0.4591
Foot	58	740	0.5709	58	0.5709	14	0.5709
Shoe	59	1075	0.3404	59	0.3404	15	0.3404
Head	1893	0.1395	0.5	1893	0.1395	16	0.1395
Neck	1035	0.3913	15	1035	0.3913	17	0.3913
Chest	1145	0.4061	21	1145	0.4061	18	0.4061
Waist	645	0.4706	30	645	0.4706	19	0.4706
Hips	160	0.4806	35	160	0.4806	20	0.4806
Leg	87	0.4933	41	87	0.4933	21	0.4933
Foot	35	0.4901	49.5	35	0.4901	22	0.4901
Shoe	7	0.4906	56	7	0.4906	23	0.4906
Hand	9	0.5000		9	0.5000	24	0.5000
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One of Quételet's earliest applications of statistical averages to humans was a large data set of Scottish soldier chest measurements.

Women's Sizing Takes Shape

While men's sizing was getting its act together (sort of), women's clothing remained in the custom-made realm. In 1881 Charles Hecklinger, an American tailor, introduced systematic methods for adapting women's clothing into block patterns. However, it wasn't until the 1920s that the trend began to shift towards mass production as manufacturing processes improved and the population increased.

The need for standardized women's clothing sizes accelerated during World War II, as the U.S. government sought to provide uniforms for the female military workforce. The Women's Army Corps (WAC) conducted extensive surveys of over 15,000 women to establish a standardized sizing system based on bust, waist, and hip measurements. Though the study received criticism for its lack of diversity and inclusivity among the sampled population, the survey still forms the foundation for current sizing standards.



Early dress pattern from the book Hecklinger's Ladies' Garments.



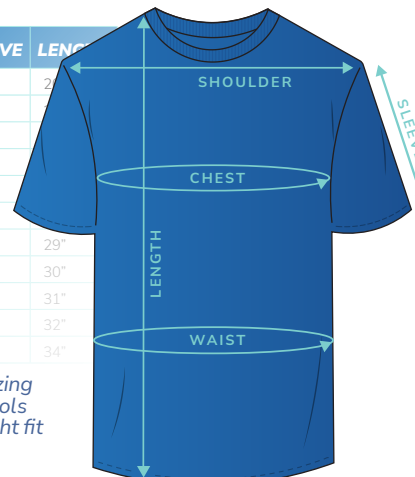
The Women's Army Corps helped set sizing standards for a wide array of clothing styles from 1942-1978.

The Ever-Evolving Quest for the Perfect Fit

Sizing charts have come a long way from their humble beginnings. They've been shaped by war, science, and the wild tides of fashion. While they may not be accurate for all body types, they certainly simplify our shopping experiences using a data-driven approach. So, the next time you're deciphering a sizing chart, tip your hat to the centuries of trial, error, and ingenuity that have gone into that grid of numbers and letters. Happy shopping!

Progress on Precision

As the 20th century progressed, the push for more accurate sizing gained momentum. The National Bureau of Standards (now known as the National Institute of Standards and Technology) stepped in to create comprehensive sizing standards. By incorporating multiple measurements beyond just the chest or bust, these standards aimed to improve fit and reduce the frustration of ill-fitting garments.



SIZE	SHOULDER	CHEST	SLEEVE	LENGTH
4XS	13"	31"	6"	29"
3XS	13.5"	33"	6.5"	30"
2XS	15"	34"	7"	31"
XS	16"	36"	7.5"	32"
S	17"	38"	8"	33"
M	18"	40"	8.5"	34"
L	19"	42"	9"	35"
XL	20"	44"	9.5"	36"
2XL	21"	46"	10"	37"
3XL	22"	48"	10.5"	38"
4XL	24"	52"	11.5"	39"

In the age of online shopping, sizing charts have become essential tools for helping shoppers find the right fit without trying items on.



FIND YOUR PERFECT FIT



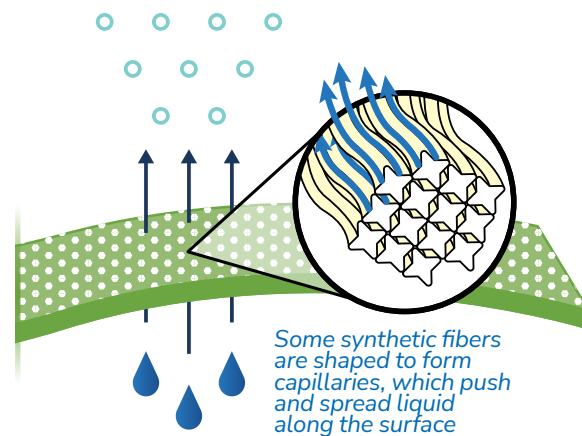
MOISTURE WICKING APPAREL

Let's face it, sweat happens. Whether you're managing a corporate event under the summer sun, handling a busy restaurant shift, or keeping cool at a tradeshow, staying dry and comfortable is key. That's where moisture-wicking apparel comes in.



What Are Moisture-Wicking Clothes?

Think of it as a personal AC system built into your clothes. These miracle fabrics pull sweat away from your skin and push it toward the surface, where it can evaporate faster than you can say "pit stains." Unlike cotton (which soaks up moisture and leaves you damp), these fabrics are engineered to push sweat to the surface for fast evaporation. Result? No more sticky situations.



Nike Dri-FIT: A Game-Changer in Moisture-Wicking Technology

One of the best-known examples of moisture-wicking technology is Nike Dri-FIT. Made from an innovative polyester microfiber, Dri-FIT uses advanced sweat-wicking technology to keep you cool and dry during intense activity. It features a unique system that draws moisture away from your skin and spreads it across the surface of the fabric, allowing it to evaporate more quickly.

A quick look at Dri-FIT's evolution:

- **1991:** Nike launched its Functional Innovative Technology (FIT) line, including Dri-FIT, Therma-FIT, and Storm-FIT, ushering in a new era of performance apparel.
- **1996:** Dri-FIT made its Olympic debut, showcasing its superior moisture-wicking capabilities on the global stage.
- **Early 2000s:** The technology was released to the public, revolutionizing how everyday athletes and professionals stay dry.

Whether you're running a marathon or navigating a full day of meetings, Nike Dri-FIT remains a top-tier choice for all-day comfort.

Best Fabrics for the Job:

While there's no one-size-fits-all answer to picking the perfect fabric, the following materials stand out as champions of moisture management.

POLYESTER	POLYPROPYLENE	NYLON	MERINO WOOL
BENEFITS: Durable, lightweight, breathable, and widely available, this synthetic fabric is a go-to for many activewear brands.	BENEFITS: Lightweight, with thermal properties. Resists moisture entirely, so sweat moves instantly to the surface to dry.	BENEFITS: Nylon is breathable and exceptionally stretchy, ensuring a snug fit without restricting movement.	BENEFITS: Breathable, odor-resistant, and regulates body temperature, making it perfect for outdoor adventures.
BEST FOR: <ul style="list-style-type: none">• Sports jerseys• Gym clothes• Performance wear	BEST FOR: <ul style="list-style-type: none">• Thermal wear• Base layers• Socks	BEST FOR: <ul style="list-style-type: none">• Leggings• Sports bras• Yoga pants	BEST FOR: <ul style="list-style-type: none">• Base layers• Hiking gear• Outdoor socks
BONUS: Polyester's quick-drying properties make it ideal for high-intensity workouts	BONUS: Provides excellent insulation for colder climates	BONUS: Its smooth texture adds comfort for long hours of wear	BONUS: Sustainable and versatile across climates, keeps you warm in winter/cool in summer

How to Choose the Right Performance Clothes for You

When shopping for performance clothing, keep these factors in mind to make the best choice for your needs:

- **Purpose:** Are you looking for workout gear, travel clothes, or everyday wear? Different fabrics suit different activities.
- **Breathability:** Opt for materials like polyester or merino wool for better airflow.
- **Layering:** For colder weather, pair polypropylene or merino wool as a base layer with insulated jackets.
- **Sustainability:** Look for eco-friendly options like bamboo fabric or recycled polyester for a greener choice.
- **Fit and Comfort:** Stretchable fabrics like spandex blends ensure better movement and flexibility during active use.



Time to Upgrade Your Wardrobe

Choosing the right moisture-wicking clothes can completely transform how you feel throughout your day. Whether you're hitting the gym, climbing a mountain, or giving a company presentation, the right fabrics keep you dry, comfortable, and confident.



STAY COOL,
LOOK SHARP



PROMO



H2GO REEF TUMBLER 24OZ



FUN IN THE SUN



DELUXE FUN IN THE SUN KIT

- Clear EVA Drawstring Backpack
- Waterproof Phone Pouch
- Koozie
- Lip Balm / Sunstick
- Rubberized Sunglasses



LIFE'S A PICNIC
ROLL-UP BLANKET



DAYBREAK RECYCLED MULTIPURPOSE TOTE



SUMMER BREEZE
PORTABLE HAMMOCK

PORTABLE RECLINING
RPET BEACH CHAIR

RECYCLED SPORT FANNY PACK



CARBON FIBER PICKLEBALL SET

STAY COOL / HYDRATED



MOD EASY ACCESS 16-CAN COOLER



CANYON 300Z RECYCLED STAINLESS STEEL BOTTLE

ECO FRIENDLY

Spill-resistant lid with lock



ECO FRIENDLY

RETRO SPORT RECYCLED BOTTLE SLING



TORCH CAN COOLER 2.0



CUSTOM ICE POP COOLIE



PORTABLE RECHARGEABLE FAN WITH FLEXI TRIPOD



TRAVISMATHEW GIMME COOLER

PET PROMO



FETCH-IT DOG TOY



Lady Office Pupper

TRITAN BOTTLE WITH SILICONE PET BOWL



2-IN-1 FLYING DISC PET BOWL

Frankie Miniature Office Pupper

TECH



SPIRAL FILAMENT 80 LUMEN RECHARGEABLE LANTERN

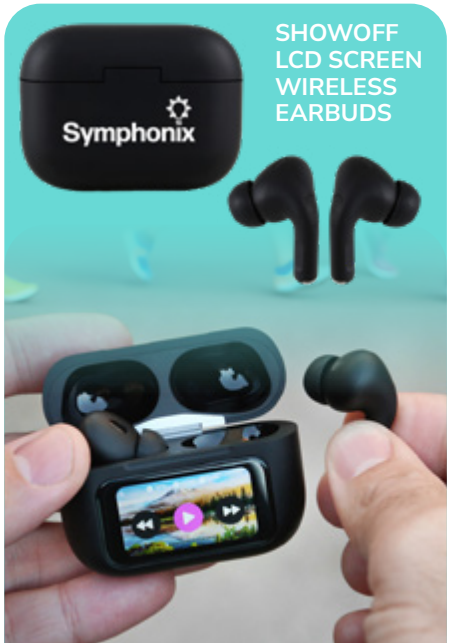


SCRIBBLER GLOW MEMO BOARDS

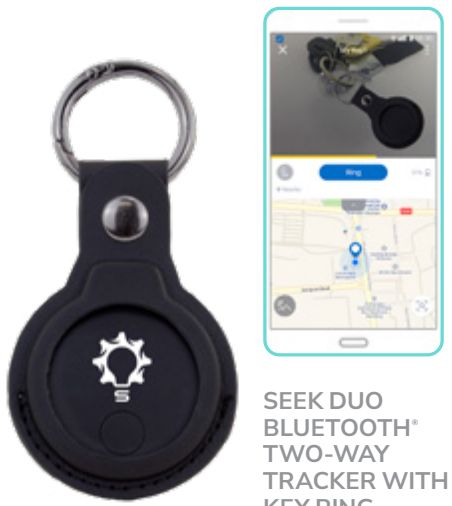


FULL COLOR RECYCLED DESK MAT

ECO FRIENDLY



SHOWOFF LCD SCREEN WIRELESS EARBUDS



SEEK DUO BLUETOOTH TWO-WAY TRACKER WITH KEY RING



RISE & SHINE CLOCK WITH LIGHT-UP SPEAKER & CHARGER

Browse more promo items at

symphonix.promo

Made In The USA

Navigating Tariff Turbulence



In an industry where timing, cost, and consistency matter, tariff volatility is more than just a headline—it's a business challenge. Over the past few months, we've seen an unpredictable wave of tariff proposals and implementations, especially concerning goods imported from China. One week the rules shift, and the next week they shift again. For marketing and procurement teams tasked with managing budgets and timelines, that kind of uncertainty can lead to serious headaches.

At Symphonix, we stay on top of global supply chain trends so our clients don't have to. When tariffs threaten to inflate costs or delay delivery, we get to work—quickly identifying smarter alternatives using our vast network of suppliers.



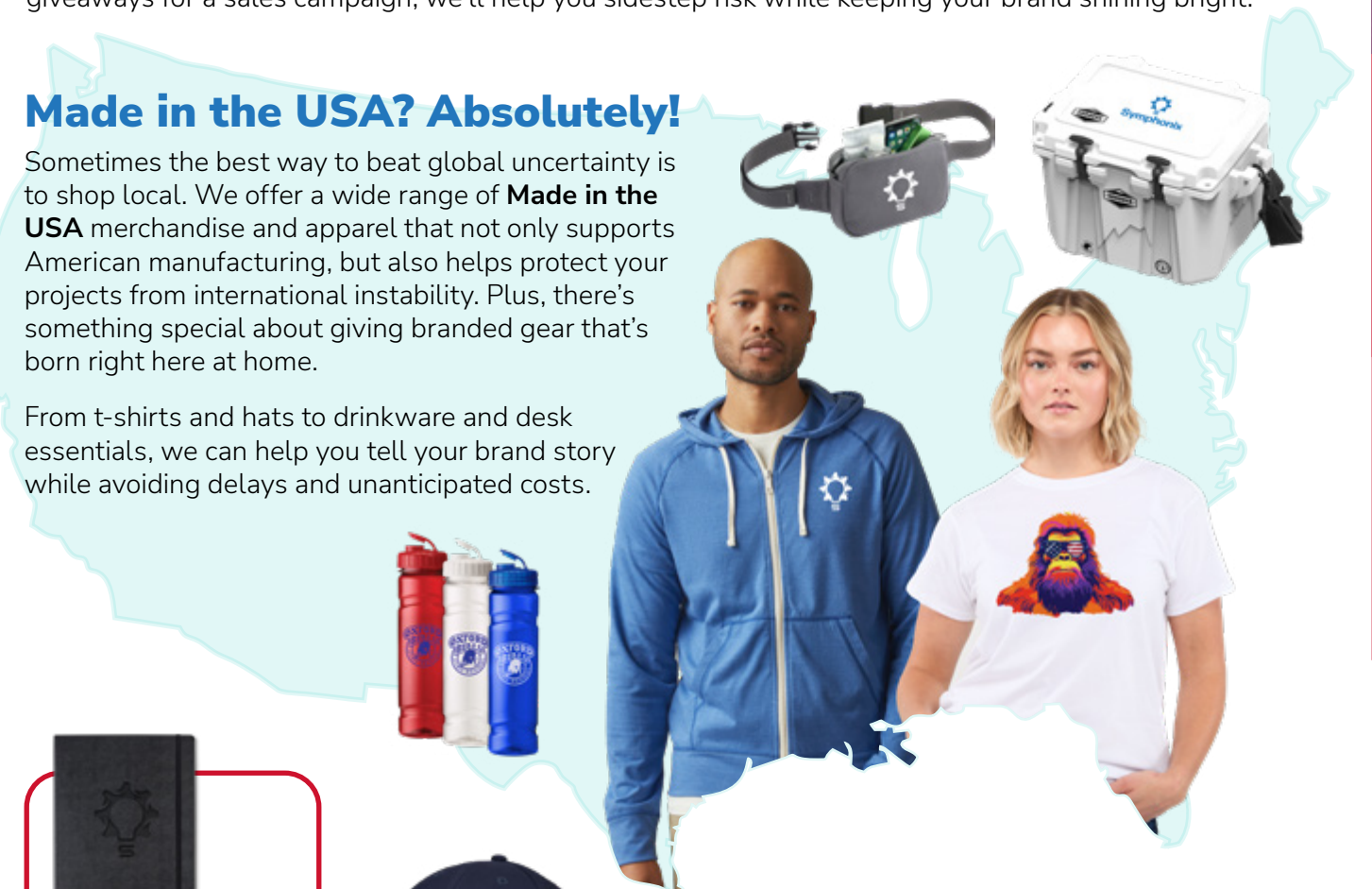
Sourcing Solutions Beyond China

While China has long been a dominant player in the promotional products and apparel markets, it's not the only game in town. We've developed strong partnerships with suppliers across **Vietnam, India, Bangladesh, Mexico, and other more tariff-friendly countries**—many of which offer the same quality, speed, and price points that our clients have come to expect. Whether you're ordering summer apparel for a company picnic, custom bags for an event series, or unique promotional giveaways for a sales campaign, we'll help you sidestep risk while keeping your brand shining bright.

Made in the USA? Absolutely!

Sometimes the best way to beat global uncertainty is to shop local. We offer a wide range of **Made in the USA** merchandise and apparel that not only supports American manufacturing, but also helps protect your projects from international instability. Plus, there's something special about giving branded gear that's born right here at home.

From t-shirts and hats to drinkware and desk essentials, we can help you tell your brand story while avoiding delays and unanticipated costs.



Let's Make This Summer a Smooth One

As your trusted marketing execution partner, Symphonix is here to help you navigate challenges before they become problems. Tariff volatility may be out of your control—but your sourcing strategy doesn't have to be. With the right planning and the right partner, you can stay ahead of disruption and keep your programs running on time and on budget.



LET'S TALK
SMART
SOURCING



Make Every Impression A Little Greener

Let's be honest, navigating the world of recycled, eco-friendly, and sustainable products can be confusing, even for well-intentioned buyers. Terms like **recycled content**, **biobased**, **compostable**, and **carbon-neutral** are everywhere, but not always clearly explained. How do you know if a tote bag is made from post-consumer recycled material? Or if a plastic tumbler is truly biodegradable?

At Symphonix, we believe great branding doesn't have to come at the expense of the planet. In fact, some of the most engaging and memorable promotional merchandise is also the most sustainable.

Here are a few smart strategies for building a more sustainable promotional plan.



Material Selection

Look for products made from:

- **Recycled materials** – like rPET from used water bottles, recycled cotton, and post-consumer paper
- **Natural and renewable resources** – such as bamboo, cork, jute, wheat straw, and organic cotton
- **Biodegradable or compostable elements** – including PLA bioplastics and cornstarch-based materials

These materials are not only better for the environment, but they also provide texture, color, and stories that traditional plastics simply can't offer.

End-of-Life Planning

Truly sustainable promotional merchandise considers what happens when it's no longer needed. Look for items that are:

- **Recyclable or compostable**
- **Refillable or repurposable**
- **Packaged in minimal or eco-friendly packaging** (no plastic wrap unless it's recycled)

We even love items that include QR codes to educate users on how to recycle or reuse the item properly—a great opportunity to tell your brand's sustainability story.



Usefulness = Sustainability

The best sustainable product is the one that gets used again and again. Prioritize items that are:

- **Durable and high-quality**
- **Practical in everyday life** – like reusable totes, drinkware, notebooks, or tech accessories
- **Likely to stay visible** – on desks, in bags, or at home, delivering long-term brand impressions

This approach prevents waste and ensures your brand makes a lasting impression—literally.



Certifications That Count

It's easy to say a product is "eco-friendly"—but how do you know it truly is? Look for reputable certifications such as:

- **GOTS** (Global Organic Textile Standard)
- **OEKO-TEX®** (tested for harmful substances)
- **FSC®** (responsibly sourced paper and wood)
- **GRS** (Global Recycled Standard)
- **Fair Trade and B Corp** (ethical sourcing and production)



These third-party certifications give your brand credibility and confidence.

Responsible Production & Sourcing

Sustainability goes beyond the product itself. Ask the following questions:

- Was this item made with low-impact processes that reduce energy and water use?
- Is it manufactured by partners with ethical labor and environmental practices?
- Can it be sourced regionally to reduce shipping-related emissions?

At Symphonix, we work with supplier partners who share our values and have made sustainability a top priority.



Do-Good Givebacks

Some products go the extra mile by donating a portion of profits to environmental nonprofits, planting trees, or removing plastic from the ocean. These items don't just represent your brand—they become a small act of advocacy in your customers' hands. One popular partnership is the "1% For The Planet" program where one percent of sales are donated to environmental nonprofits.



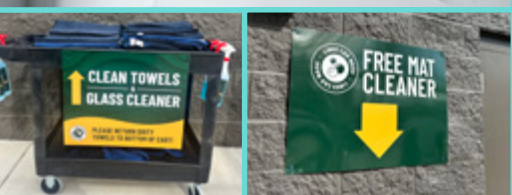
Symphonix can help you find promotional merchandise that reflects your values without sacrificing creativity, quality, or impact. Whether you're rethinking your swag strategy or designing an eco-conscious company store, we'll guide you toward smarter, more sustainable choices.



GET GREENER IMPRESSIONS



CLIENT SPOTLIGHT



LINKS CAR WASH GRAND OPENING

THE SITUATION: Links Car Wash approached us before any of their locations were even open yet to discuss their various needs including signage, uniforms and other print materials. They were aware of our experience working with other car wash companies in the past and knew we would be fully equipped to take this on.

THE SYMPHONIX SOLUTION: We brought our deep understanding of the car wash industry to the table and developed a tailored, multi-faceted approach to address Links' needs.

Centralized Company Store

- We launched a customized company store so individual locations can order uniforms, name badges, marketing materials, decals, and signage.

Expert Signage Guidance

- Since we were already very familiar with the car wash industry, we were able to suggest signage and specific materials and sizing.

Direct Mail Awareness & Ribbon-Cutting Preparation

- They needed to gain awareness for the new location, so we targeted townhomes, condos, and apartments within a 5-mile radius for a direct mail campaign to build anticipation.

Event Branding & Materials

- For the ribbon-cutting ceremony, we supplied branded promotional materials, including a custom tent and tablecloth, wash menus, free wash tickets, and branded pens.

THE RESULTS: The grand opening event was a huge success. Customers were not only excited but also incentivized to visit again, thanks to the actionable value of the free wash tickets.

Now, as they expand to new locations across the US, Symphonix is proud to continue supporting their growth, helping to replicate this success on a nationwide scale.



"Symphonix has truly helped us bring the Links Car Wash brand to life! From print materials and promotional items to signage and uniforms, their team has been there every step of the way. We're grateful for their expertise and for our partnership!"

EDEN ONBOARDING WELCOME KITS

THE SITUATION: Eden came to Symphonix with an immediate challenge—they wanted to create premium onboarding kits for their new team members but had been facing setbacks with:

- Unresponsive Vendors
- Tight Deadlines
- Creative Brand Cohesion
- Distribution & Storage



THE SYMPHONIX SOLUTION: Understanding Eden's requirements and pain points, Symphonix provided a comprehensive, tailored approach to meet their needs.

Efficiency in Brand Management

- We carefully reviewed Eden's brand guide to ensure design elements and imprint colors met their standards.

Streamlined Proofing Process

- Virtual proofs were provided at every stage, but we also took a few extra steps in quality control. A sample kit was produced, and we sent detailed photos and videos of the unboxing so they could see the experience from start to finish.

Comprehensive Inventory Storage and Distribution

- Symphonix coordinated the initial drop shipments to 50+ locations. Using custom technology, an intake process was built to streamline future distribution.



"Great company to work with. Very responsive, our welcome kit came out awesome."



THE RESULTS: Our meticulous attention to detail and client-focused approach solidified a lasting relationship with Eden. We are now actively working on simplifying many of their other marketing efforts.



VIEW MORE CASE STUDIES IN OUR PORTFOLIO





Your Full-Service Promotional Brand Marketing Partner

Our signature mix of creative design, fulfillment, and client-first service is the formula for bringing your brand to light with consistent, brand-compliant marketing and advertising.

- Online Company Stores
- Creative Services
- Apparel & Uniforms
- Pick, Pack, & Ship
- Promotional Products
- Events & Tradeshows
- Commercial Printing



Want to know more about Symphonix?



MEET THE TEAM 



704.372.7888 | symphonix.agency/summer

A FEW SATISFIED CLIENTS



WHAT CAN WE DO TO HELP YOU SUCCEED?