

2025

Introductory Guide

Navigate Exclaim's Codex for essential tools and tips to streamline your merchandising operations. The Codex is designed to help you maximize your time, engagement and merchandise impact efficiently. It's a straightforward resource, equipping you and your team with insights to succeed.

EXCLAIM CODEX

Welcome to Exclaim! Make Your Mark

Exclaim turns your vision into reality, empowering teams to create lasting impact through custom branded apparel. From secure controls to precision tools, Exclaim is here to make your designs come to life and stand the test of time. With us, you're building more than merchandise—you're building a legacy, ensuring every product, every project, and every handoff adds value that lasts beyond today, supporting your team for years to come.

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With over 2 decades of experience in production, team sports, and personal gaming, I recognized the outdated practices in the custom-branded apparel industry and knew there was an opportunity for change. After five years of dedicated development, we're proud of what we've brought to market. I hope you will be too.

*Brian Teske
Founder/Owner*



What will be Inside of this Codex

1

MerchCraft

Explore our suite of online tools. Features and functionality developed to streamline your branded apparel experience.

2

Product Catalog

Browse our vast online product catalog for your team, fundraising, and event needs.

3

Production Methods

Understand our five production methods and the uses cases of each.

WWW.EXCLAIM.GG

STAY ORGANIZED, EVEN WITH MULTIPLE STORES



HOW IT WORKS

Manage Multiple Storefronts Seamlessly: With one unified dashboard, you can easily oversee all of your stores, switching between storefronts with distinct branding, products, and customer bases. This streamlined approach saves time and keeps everything organized.

Personalized Customization for Each Store: Each store can be uniquely customized, from product offerings and logos to hero banners and collections, ensuring every brand, team, or community has a tailored look and feel.

Efficient Order and Design Management: Centralize order tracking, design updates, and inventory management across stores. This integrated approach boosts efficiency and gives you full control across all store operations.

Tailored Promotions and Pricing: Set specific pricing strategies, discounts, and promotions for each store. This flexibility lets you align marketing efforts with audience preferences, driving maximum engagement and sales.

USE CASES

The Team Store feature allows you to equip your team with custom gear for any occasion—from match day to travel and live streaming. Tailor each store to represent your team's unique identity.

For organizations with teams at different competitive levels, such as Varsity/JV or Pro/Semipro, multi-store management enables product offerings to stay distinct for each team.

Multi-store management is also ideal for gaming communities or nonprofits running fundraising campaigns. You can create a unique store for each campaign with tailored pricing, products, and designs, simplifying management and maximizing each fundraiser's impact.

For organizations hosting multiple gaming or esports events, separate stores for each event allows merchandise to be marketed and sold independently, focusing on specific audiences while centralizing store management.

URLS

PRODUCTS

COLLECTIONS

PRICING

FUNDRAISING

STORE MANAGER

TREASURER



USER ROLES

1

Owner

Full Access.

2

Administrator

Full Access but not the owner.

3

Manager

Everything but financials.

4

Designer

Logos and product designs.

5

Order Entry

Order placement and logistics.

6

Store Manager

Manages your online stores.

7

Treasurer

Approve orders and pay invoices.

INVITE YOUR TEAM

Exclaim.gg provides a comprehensive set of user roles designed to support every function within your esports operation. Each role is purpose-built to align with specific responsibilities, ensuring team members have precisely the access they need without compromising security.

Understanding that each team operates uniquely, Exclaim.gg also offers a granular permissions system. This feature enables you to fine-tune access beyond the initial role assignment, allowing for detailed control over each team member's access level.

MERCHCRAFT ONLINE SUITE OF TOOLS

At Exclaim.gg, we understand that managing custom apparel projects can be complex and time-consuming. Whether you're outfitting an esports team, organizing a fundraiser, or managing multiple storefronts, you need tools that make the process efficient and seamless. That's why we developed MerchCraft, a suite of functions that empower teams and businesses to take full control of their merch operations from design to distribution.



TEMPLATES



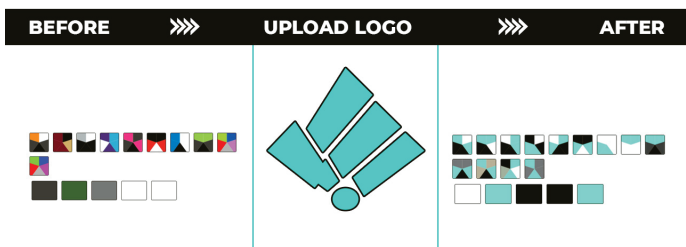
COLOR SWATCHES

DESIGN ONLINE WITH OUR PROFESSIONAL TEMPLATES

When it comes to creating unique, high-quality, and customized apparel through dye sublimation cut and sew, having the right tools can make all the difference in the final product. We provide a cutting-edge, responsive, and a user-friendly Online Designer that empowers teams, organizations, and individuals alike to bring their vision to life. Our designer offers a vast library of templates that can be tailored to suit any style. Whether you're designing team jerseys, team gear, or branded merchandise, our designer gives you full control to customize products effortlessly, incorporating your own logos, color schemes, and any additional details needed to achieve a truly professional and cohesive look.

DESIGN SMARTER WITH MERCHCRAFT

Our Color Swatches tool serves as an ideal introduction to navigating our website and exploring customization options. Easily browse through our diverse templates, each available in multiple colorways—these may not match your exact brand colors right now, but they offer a great place to start. The Online Designer offers speed and ease of use, allowing you to test color separations and find the perfect color sequence. Plus, colors are fully adjustable through drag-and-drop functionality, so you can view different palette arrangements instantly. Ready to see your design in brand-specific colors? Read on.



LOGO COLOR MATCH

When producing custom apparel, precision in representing your brand colors is essential. Our Logo Color Match tool ensures accuracy effortlessly. Designed for teams, businesses, organizations, and events, this feature analyzes and samples colors from your uploaded logo, applying them directly to your apparel designs. This guarantees your brand's visual identity is consistently and precisely maintained, helping you create cohesive and professional merchandise.



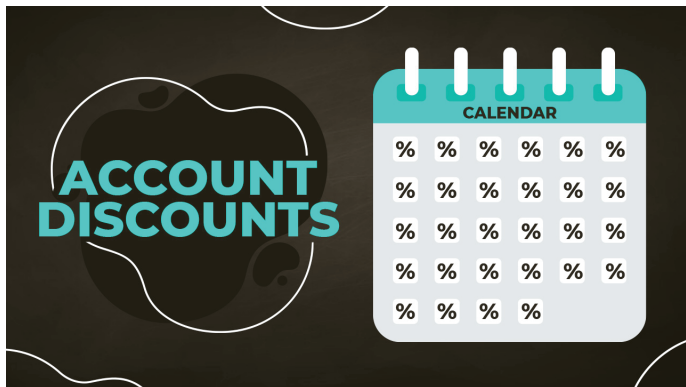
ROSTERS

Managing team details for custom apparel orders can be challenging, especially with varying sizes, names, and personalized information. To simplify this, we've integrated the Rosters feature within our MerchCraft suite, enabling users to efficiently save and manage essential details like team sizes, names, numbers, aliases, and flags. This tool ensures every order is customized to specifications and organized for a seamless experience from start to finish.



BULK DISCOUNTS

We recognize the need to manage costs effectively when ordering custom apparel for large teams, organizations, or businesses. That's why we've embedded Bulk Discounts within our MerchCraft suite, so you save more with each additional item. Whether ordering for a single event or outfitting a full organization, our Bulk Discounts feature ensures real-time savings, making cost-effective customization easier as your order grows.



ACCOUNT DISCOUNTS

We reward customer loyalty with our MerchCraft Account Discounts feature, tracking purchases and sales to deliver cumulative discounts based on 365-day activity. For teams, communities, businesses, and schools, higher purchasing or sales activity unlocks greater discounts. Additionally, our onboarding process includes program boosts tailored for scholastic, reach, and business accounts, enhancing rewards for high-volume users. You will always receive the better of the two discount methods.

LIVE PRODUCT PREVIEWS



We've placed turbo boosters on the design process. Skip all the back and forth with our Live Product Previews. Design directly online with immediate feedback. Share with your team and get their input or invite them to join you in the design process. Attract sponsors by placing their logo on your mock up.

MULTI-CART SAVE



Managing an esports team or brand means you're juggling several projects. Utilize our multi-cart save feature to assemble and compartmentalize your apparel needs. If you have simultaneous needs you can save each as it's own shopping cart and switch back to them at any time. If you are weighing your options, you can also utilize the tool to save variations of the same project. Download or email yourself the shopping cart as an estimate at any time.

PURCHASE ORDERS



This tool allows scholastic organizations to submit purchase orders (POs) directly into our system, streamlining the approval and production process while keeping everything aligned with school budgets and procurement policies. You can also invite your business office members to your account with treasurer role to further streamline the process.

EXCLAIM

TEAM FUNDRAISING



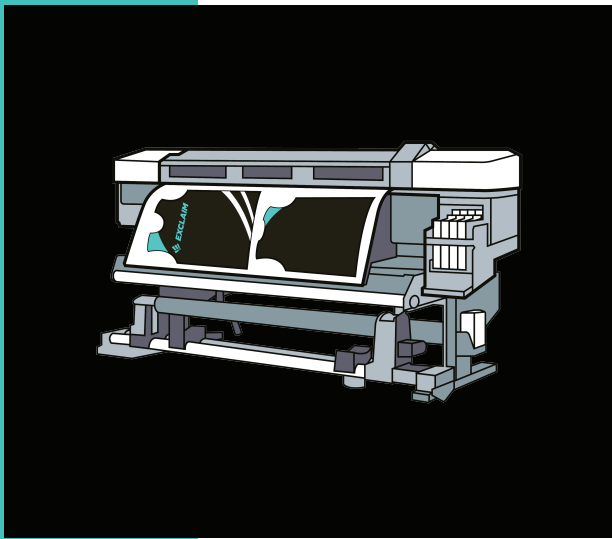
We've refined several print-on-demand production workflows which gives you the ability to open a 24/7/365 fundraising store. Products print and ship as the orders are placed and the funds will instantaneously go into your account. Control your own pricing, promocoed, products and collections. Capitalize on seasonality, a big win, or a fun design on the fly.

PRODUCTION METHODS

Explore Exclaim's 5 Methods

With so many apparel printing techniques available, selecting the right one for your project can feel complex. Each method—Screen Printing, Embroidery, Cut and Sew Sublimation (All Over Print), Sublimated Blanks, and Direct-to-Film (DTF)—brings unique qualities that influence pricing, design flexibility, and scalability. Screen printing remains the go-to for vibrant, durable colors in bulk, but embroidery stands out for premium, textured designs. Meanwhile, sublimation offers all-over prints perfect for intricate patterns,

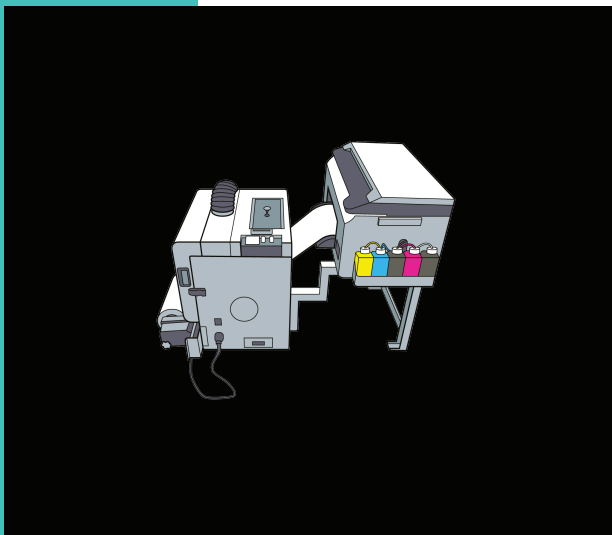
while DTF and sublimated blanks provide vibrant, scalable options without minimum order limits. This guide unpacks the cost considerations of each method, such as color usage, print areas, and bulk scaling, offering insight into the ideal match for single items or large orders. Whether creating team gear, branded merch, or individual custom pieces, understanding each method's pricing and suitability can help you make an informed choice that aligns with your goals and budget.



Cut & Sew Sublimation

Cut and sew sublimation is perfect for all-over designs on polyester-based garments, enabling full-color, edge-to-edge prints. This method involves printing designs onto fabric panels before sewing, resulting in seamless patterns and intricate detail coverage. It's ideal for complex patterns, gradients, and multi-color images that require full control over the entire fabric area. Pricing is higher per item compared to other methods, but it scales well in bulk. Sublimation is particularly popular for unique, vibrant sportswear and esports jerseys.

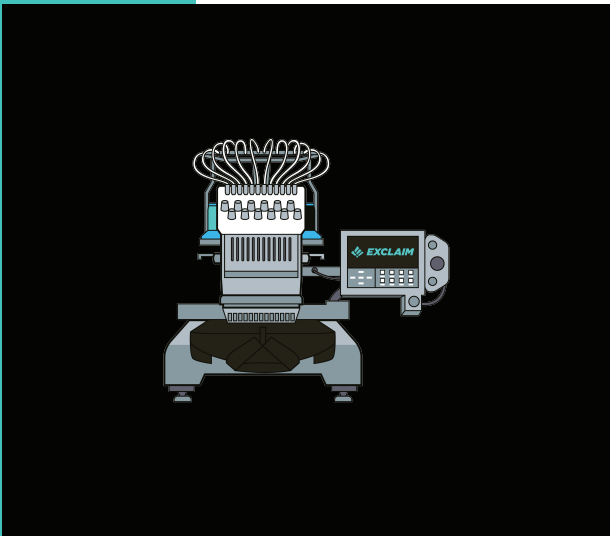
Best for: Jerseys, team gear



Direct to Film (DTF)

DTF is a versatile printing method that transfers designs onto a wide variety of fabrics using specialized transfer film. It offers strong durability, vibrant color, and is suited for both single items and bulk production without a minimum order requirement. Unlike DTG, which works best on cotton, DTF can be applied to any fabric, including synthetic blends. This method is ideal for detailed, multi-color designs, especially on small runs, and provides a balanced feel on the fabric without heavy layering, making it ideal for logos, names, and intricate graphics.

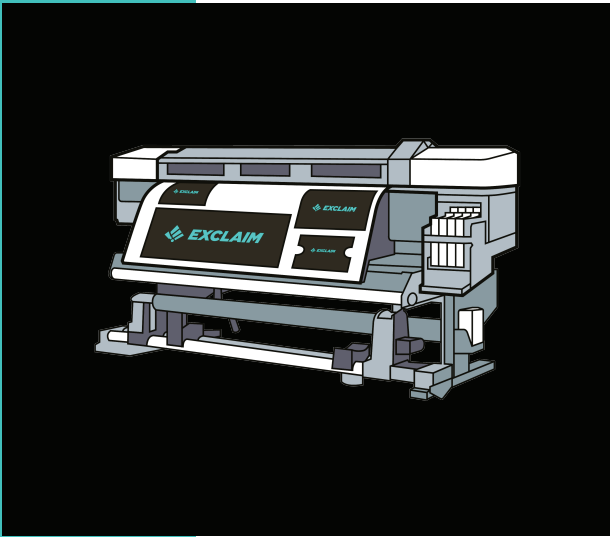
Best for: Basic merch, stock apparel, and fundraising



Embroidery

Embroidery adds a high-quality, textured design that stands out and lasts. This technique is best for logos, monograms, and badges on durable fabrics like polos, caps, and jackets. Pricing is based on stitch count, with more complex designs requiring additional stitches and therefore, a higher cost. Bulk orders reduce per-item costs, but embroidery is generally not recommended for very intricate designs. Its premium look makes it a popular choice for corporate apparel, creating a long-lasting impression with a polished, tactile finish.

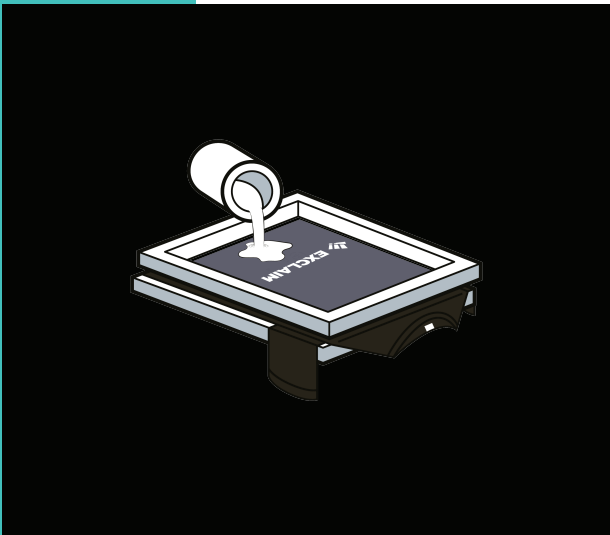
Best for: Hats, polos, jackets, and bags



Sublimated Blanks

Sublimated blanks combine the convenience of pre-sewn garments with custom design flexibility. This method uses heat to transfer inks onto polyester garments, making it excellent for vibrant, detailed prints with a soft, lightweight finish. Sublimation doesn't require minimum orders, so it's cost-effective for both small batches and individual pieces. Designs become part of the fabric, ensuring durability and a soft feel. Ideal for on-demand apparel with vivid colors, sublimated blanks are often chosen for promotional items, athletic wear, and uniforms.

Best for: Gaming mouse pads and drinkware



Screen Printing

Screen printing is ideal for large orders where bold, vibrant colors and durability are essential. With layers of ink applied through stenciled screens, it can achieve Pantone color-matching for consistent branding, although matching exact colors may require additional setup fees. Since each color requires a separate screen, this method is most cost-effective with simpler designs and higher quantities. Screen printing excels with large runs but may be less suited for small orders or intricate, multi-color designs due to setup costs and time.

Best for: Bulk order t-shirts and sweatshirts.