

STL Shirt Co NEWSLETTER



Good morning Shirtsters!

May the 4th be with you. Or the 5th, 6th, 7th, whenever this newsletter actually gets out of my drafts.

April was an awesome month for us. It was a month of learning new things and getting out of the shop to see what other people are doing in the merch world. And boy we learned a lot. Here's a quick glance at our April:

Specialty Print Class in Chicago

Myself, Alex, and Joe took a quick trip to Chicago in late March to an event hosted by Madelab, a company that specializes in teaching screen printers how to level up their print game. And we have to say, it was awesome!

Our eyes were opened to the world of specialty inks, different print processes, and so much more. So often, you get stuck inside your own box and just do what you know how to do. But, getting out and seeing the different things that can be created was truly amazing!

In fact, we learned so much while at the event in Chicago, we decided to have one of the Madelab experts come in to help fine-tune our processes and print techniques. Miguel spent 3 days with us and we hope to use his knowledge to make our shop the most efficient it's ever been! Plus, we got to see the easter bunny!



Chippily Online Store Summit

We run a lot of stores here at STL Shirt Co. Our online store platform, Chippily, invited us up to their headquarters to show select vendors some store best practices and we left there PUMPED!

Now, we're pretty good at running online stores but the folks over at Chippily and Burghardt's Sporting Goods are pros. We couldn't wait to leave so we could start working on our next-level online stores for our customers! Be on the lookout for an online store revamp update soon!

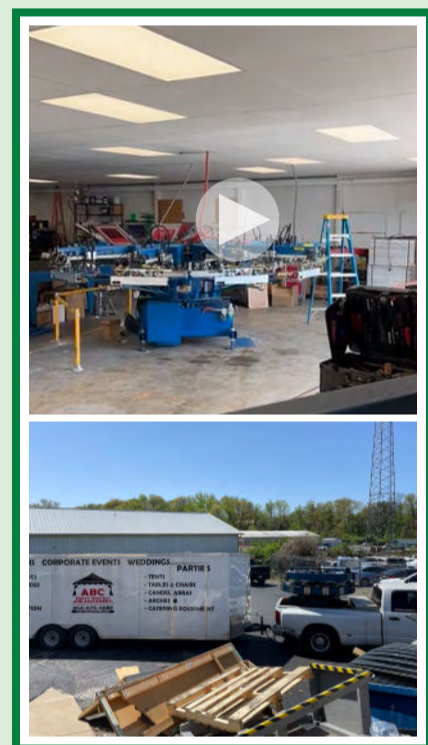
We also went to a Milwaukee Bucks Playoff game while in Wisconsin, because why not! Now, they lost the game and got eliminated from the playoffs but check out this T-SHIRT CANNON GATLING GUN THEY HAD!!!!!! You can bet that by the next St. Patrick's Day parade, we'll have one of these firing shirts at rapid speed!



New Press, Who Dis?

Our oldest press has officially been retired. The M&R Challenger was an absolute monster. She had almost 4 million prints the day she left and we really were sad to see her go. But out with the old and in with the new. We replaced it with a newer M&R sportsman and the print crew couldn't be happier. Check out the quick video of the teardown and setup.

No word on if the guy who bought the old press made it back home to Mississippi.....



Social Media Highlight

Cinco de Mayo

Workday ASMR

Friday Orders

Sim Process

We're In STL

Set Staff Free

Employee Spotlight

We'd like to highlight not just one person this month, but a team of women who absolutely kill it on press, Vanessa Zavagoza and Marisa Rico. These ladies are in charge of running one of our 8-color presses and man do they crank out some shirts! They have been employees here for almost 5 years and have been on press for about 2 of them. They can print whatever you throw at them. 40-1 color, 10 pc jobs or 1-6 color, 3000 pc jobs. It's all a piece of cake. Never any complaining and they show up every day with a smile on their face.

Oh, and I can't forget to mention Vanessa's homemade tamales! Once a month she gets up early and cooks up a tamale storm for the folks here at work and boy do we love it. Nothing quite like an authentic Mexican Tamale!

I speak for all when I say we appreciate this incredible print team and would not be able to print orders as fast as we do without them!



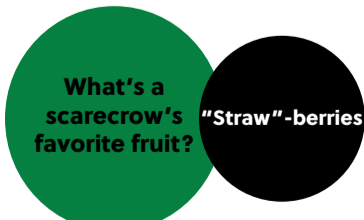
Trending Designs

A few designs that have come through the shop the past few weeks.



Joke of the Month

We think we're funny here at STL Shirt Co, so why not send that funny out to our customers with a joke?



Online Store Deals

We are offering an online store promo for all of May and June. If you set up your fall school spirit wear store before June 1st, we'll give you \$75.00 to spend on your store apparel once it's live! Or if you can't do it that early, we'll give you \$50.00 to set it up before July 1st.

Connor McDonnell
Future Artillery Operator



P.S. Happy Mother's Day to all you wonderful mom's out there!
And a special shoutout to my wonderful Mom and my amazing wife and Mom of 2 (soon to be 3) beautiful kids!