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**Cuda Apparel Introduces Custom Apparel E-Stores**

**By Zane Troester**

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Cuda Apparel Introduces Custom Apparel E-Stores

For More Information Contact:

Zane Troester

General Manager

(888) 792-4278

[www.cudaapparel.com](http://www.cudaapparel.com)

Spokane, WA, December 20, 2004 - Cuda Apparel Inc. has announced that it has introduced a new online marketing program called "Custom Apparel E-Store" that is getting rave reviews from customers throughout the nation. For example, Lynette Fisk, Information Services Manager at CCT/CYT in San Diego, says that, "As a growing, national organization CYT (Christian Youth Theater) needs a branded, professional image and the Custom Apparel E-Store is helping us build that image. However, we want to be a great youth theater program, not a retailer. Based in San Diego, we have branches from Spokane to Chicago to Atlanta who will all benefit from our CYT Custom Apparel E-Store."

"CYT now has the capability of providing branded, customized contemporary apparel to branches across the country – without the headaches or hassles of filling orders, shipping packages or maintaining an expensive inventory! Even with the whiz-bang technology available to us today, there is no way CYT would have built so many options into our own national website so quickly. Cuda Apparel has been easy to work with, excited about our program and creative in their approach to helping us. I can't wait to see what happens next!"

Cuda's Custom Apparel E-Stores allow businesses, organizations, and schools to sell garments adorned with their logos year-round with no inventory or order fulfillment costs. There is a small set-up fee to activate and create the E-Stores, but after that, E-Store owners accrue no additional charges and receive a percentage of the gross sales from the site. Ron Turner, Recruitment Coordinator at Upper Columbia Academy, notes "The Custom Apparel E-Store is a great way for any school program in need of fundraising to generate ongoing income."

## Cuda Apparel Introduces Custom Apparel E-Stores

Cuda's Custom Apparel E-Stores offer the convenience of Internet ordering and the selection of a large shopping mall without the stocking costs and administrative cost to the clients. The E-Stores operate effectively as a link from a customer's existing website, or stand-alone.

The E-Store program also can be used as a fundraiser for schools and non-profit organizations in another way. Schools and non-profit organizations can seek business partners to obtain a Cuda Apparel E-Store to enable the company's employees and customers to purchase their logo apparel, yet donating the proceeds to the school or non-profit organization. In this way, a continuous revenue stream is created for schools and non-profit groups.

The business community likes the idea because Cuda Apparel's E-Stores fill a need by servicing

employees, customers and clientele with the company's own imprinted logo garments; further, the E-Store allows the business to donate to a worthy cause without impacting existing budgets.

Brusan Wells, the Executive Director of the Spokane Lilac Festival, says that the Lilac Festival Association wanted to set up a Cuda E-Store because "A Custom Apparel E-Store provides us a better opportunity to serve our community, the Lilac City."

Readers can view an E-Store in action by logging on to [www.cyt.org](http://www.cyt.org) and then clicking on the link for the CYT Custom Apparel E-Store, or by going to [www.cudaapparel.com](http://www.cudaapparel.com), and clicking on the "Custom Apparel E-Stores".

Cuda Apparel is a leading manufacturer of custom decorated apparel in the Pacific Northwest specializing in embroidery, screen-printing, tackle-twill and multi-media applications. The company's clients range from small businesses to Fortune 500 companies, colleges, schools, associations, and organizations in need of specialty decorated garments and accessories.

Zane is the General Manager at Cuda Apparel, Inc. which specializes in custom screenprinting and embroidery.

### **Cuda Apparel Offers Real-Life Business Training to High Schools Nationwide!!!**

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screen-printing and tackle-twill, has rolled out a new, hands on learning program for middle schools and high schools nationwide. The best part of it all is that schools can earn money while utilizing this great tool.

This innovative real time education partnership teaches students skills such as marketing, sales, business trends, e-commerce, margins and percentages, charting, business organization skills, time management, goal setting, teamwork, creative thinking and much more.

Through the partnership, students are provided fully functional e-commerce websites selling their schools' customized merchandise such as logo or themed hats, caps, t-shirts, sport shirts, sweatshirts, jackets, sweatpants, bags, robes, and other decorated merchandise. Students manage and operate the e-commerce site. The partnership entitles the students to access and utilizes Cuda Apparel's know-how, webmaster, experienced marketing and sales personnel, bookkeeping and administration personnel among others to assist with their website management and operations. "Cuda Apparel personnel serves as experienced and talented mentors to the students" says Zane Troester, Cuda Apparel General Manager.

It is the school business classes' duty to promote the website around the school and community, and that is where the students will gain the hands-on marketing experience. Students will also be given monthly reports from Cuda Apparel discussing the sales figures for each month so students can see how their marketing is working and compare data month-to-month, make projections, chart progress, and more.

"To my knowledge, never before has a similar opportunity been provided to schools that offers such a unique educational opportunity plus provides revenue for the DECA or other school business clubs involved," says Troester, "From each purchase that is made from the school's website the class or group that takes on this project will get a portion of each sale. The school is not required to stock inventory, bill customers or be concerned about shipping or handling. We do all this for the partnership".

In addition to the DECA classes and business clubs, art classes at the schools can get involved in the

e-store creating designs to be placed onto the apparel and accessories. Then the computer classes, business classes, or technology classes can add the products and descriptions to the website. Revenues can be split between appropriate groups, or can go to the coordinating entity and the others can receive credits.

All classes can benefit with this outstanding program; the business classes and DECA Clubs can help other classes such as band and P.E. put together fund raisers using the decorated apparel and accessories they sell on line. Cuda Apparel has several fundraisers already developed for schools to execute.

To see examples of these stores and to better understand the partnership go to [www.cudaapparel.com](http://www.cudaapparel.com) then click onto custom apparel e-stores. For more information call (509) 325-0135 or 1-888-792-4278 or e-mail [zanet@cudaapparel.com](mailto:zanet@cudaapparel.com).

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Cuda Apparel Offers Real–Life Business Training to High Schools Nationwide!!!

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