



# SVGMS Memo

Subject: Ordering an embroidered logo item from Land's End Business Outfitters

Date: Saturday, March 29, 2014

## Background:

The idea here is that you can order an embroidered piece of apparel or numerous other products from a high-quality on-line source. The logo I've set up is the one featured on the SVGMS web site, with the club name, the image of the piece of unakite representing the outline of Virginia (sawn by a member in the club's rock shop) and SVGMS with a star noting our location, and our 'motto', May The Quartz Be With You.

You can select your shirt/jacket/other item to be embroidered from a large number of styles and sizes on the Land's End Business Outfitters site. Note that there are some items (like most of the T-shirts) that are only available with logos that are screen-printed (not embroidered) on. Different process, not applicable here - minimum orders of 72 instances of each item are required for screen printing. With an embroidered article, the minimum order is one item.

The Business Outfitter's site is a subset of the much larger Land's End commercial site. My understanding is that you can also pick items from this part of their business for embroidery, in case you can't find a color, size or style that suits you from among the business selections. It is found at <http://www.landsend.com>

Along with being able to choose your style, size and color, there is some flexibility with the logo itself. The text portions of the logo ("The Shenandoah Valley Gem & Mineral Society" and the 'motto' "May the Quartz Be With You") can be requested in colors other than the default blue. For example, on a dark colored shirt, you can ask for white thread for the text for better contrast. The graphic portions (the unakite with SVGMS and the star) are fixed as far as color goes. I have also had them remove portions of the text to have something fit on a particular item - so if you don't care for the 'motto', you can ask to have it left off and see if that can be done.

On-line Ordering Process (can also be done by phone/from printed catalog w/this info):

1. Visit <http://www.landsend.com/business>
2. I recommend that you sign up for emails and register an account
  - a. Emails = announcements of sales, specials, discounts like free shipping or free logo application
  - b. Account = printed catalogs several times a year, ease of reordering
3. You will need to know the logo number, which is **1356123**. To Land's End, I am the "owner" of this logo, and by providing you with the logo number, I am giving you "permission" to use it.
4. You can save this logo number to your account "library" so you don't have to find it or look it up each time
5. Go through and make your selection(s), add them to your shopping cart and checkout - remember, embroidered items only, no screen printing with this logo
6. During checkout, you will need to input the logo number and location on the shirt you want it applied (left chest, right chest...)
7. There will also be a box for special requests - this is where you would note the reversing of thread color, for example. I recommend asking to get a sample of the logo in the colors you've picked sent to you by email

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8. The final cost of the item will be a total of the cost of the article itself, a logo application fee (\$8.50 per item for this logo), shipping & handling, and sales tax (in some cases). If you have a discount code, you put it in at this stage.
9. When you submit your order, you will get an email confirmation.
10. In a couple of days, you will get a logo approval message. They will typically send you a virtual version of the logo and color of the item you've picked so you can see what it looks like.
11. There will be an 800 number to call. Note your order number and call them to discuss the details. They are very friendly, helpful and knowledgeable! If you decide you want to see the logo on a different color, they can send you a mock-up as you are speaking with them. They can let you know if there are unadvertised colors of the item you are interested in available. They will go out of their way to get you just what you want.
12. It takes 10-14 business days for this to occur from start to finish with standard shipping. Second day shipping cuts a couple of days off and adds about \$3 to the cost for an item or two.

I have had very good results with their sizing descriptions and durability of their garments, and my experience extends across polo shirts, dress shirts, jackets and other items. I believe you will be pleased with the quality and selection. The email specials are worth following!

Disclaimer: Other than being a satisfied customer, I have no relationship with Land's End and I do not gain anything from any business you choose to give them.

If I can offer you any additional information to assist you with this, please let me know.

Jack Glenn, SVGMS Web Site Co-ordinator

Actual stitched sample:

Logo # 1356123

Nickname: "SVGMS logo1"

Logo Size: 3.51" X 1.85"

