



**TOPSHELF
PRINTERS**



*The Future of Branded Apparel
How Company Stores Are
Changing the Way
Organizations Manage Merch*

- By Topshelf Printers

FROM CHAOS TO CONTROL

How We Build Custom White-Label Stores That Simplify Merch for Every Team

1 *Understanding the Challenge*

We begin by understanding each organization's struggles from managing apparel orders, tracking budgets, to maintaining consistent branding across departments. This step ensures our solution directly addresses their pain points.

2 *Designing the Right Solution*

Once we understand your goals, our team designs a simple custom store tailored to your brand. This includes selecting on-brand products, creating custom visuals, and categories for easy navigation.

3 *True Integration*

Our stores are fully integrated. They are integrated with our apparel vendors, our production software, our equipment and our inventory. This ensures order accuracy and speed while you maintain full brand control.

4 *Launching the Store*

When your company store goes live, your employees or team members or customers can easily order their apparel anytime, anywhere.

5 *Managing and Scaling*

Once launched, our team will handle ongoing orders, inventory management, and billing keeping your program running efficiently year-round. As your organization grows, so can your store. New hire kits, birthday programs, awards, we can help you make it easy.

6 *Growing Together*

As time goes on, we can add more products and promotional products to round out your store and build your brand

How Orders Move Through TSP

When a customer places an order through their store, the process begins instantly. Our system automatically sources the blank garments from the nearest warehouse to ensure the fastest fulfillment possible. Once the blanks arrive at TSP, they're received, tagged with QR codes, and routed to the appropriate production areas for decoration. Every product passes through a dedicated quality control step before being carefully packaged and shipped to its destination.

This streamlined system keeps orders moving quickly. From automated sourcing to organized production flow, every step is designed to maintain accuracy, consistency, and speed. It's how we ensure each order big or small is delivered with the same level of care and precision TSP is known for.

Employee Kits, Gifts, and On-Demand Apparel All in One Place

At TSP, we don't just print apparel, we build complete brand experiences. Our fulfillment team curates and assembles employee kits filled with essentials like notebooks, bottles, lanyards, and premium branded wearables, all customized to reflect the client's culture and identity.

These kits make onboarding, recognition programs, and events seamless by combining stocked items with on-demand apparel, giving each order a personal touch without heavy inventory commitments.

With in-house production and integrated inventory tracking, TSP keeps your branded products ready when you need them whether, it's a single welcome box or a large-scale campaign across multiple locations.



STAHL'S Fulfill Engine

As TSP continues to grow, our partnership with STAHL'S remains a cornerstone of how we deliver excellence. By investing in technology and process innovation, we help keep our clients ahead of the curve.

We had the opportunity to sit down with Jayson Tompkins, Chief Digital Officer at STAHL'S and founder of STAHL'S Fulfill Engine, to learn how he sees the industry evolving and how partnerships like ours are driving meaningful change.



How does working with companies like TSP help expand the reach and impact of STAHL'S Fulfill On Demand?

Partners like TSP extend the Fulfill On Demand network by providing geographic reach, production diversity, and increased capacity. Their strengths—whether it's regional distribution, specialized decoration capabilities, or deep relationships with specific customer segments—allow STAHL'S and Fulfill Engine to offer faster turnaround, localized production, and more flexible program design.

What steps or systems does STAHL'S use to ensure consistent product quality?

Quality is driven through a blend of standardized production workflows, automation, and rigorous station-level controls powered by Fulfill Engine. Key elements include:

- Scan-to-print automation that eliminates manual setup errors.
- SLA-based prioritization to ensure the right jobs receive attention at the right time.
- Hotronix ProPlace IQ and other guided equipment integrations to standardize placement and technique.
- Barcode-based order routing so each order follows the correct decoration method and materials.
- Operator-friendly work instructions and visual prompts built directly into the FE workflow to reduce variation across teams or facilities.
- Continuous feedback loops with partners to improve materials, setups, and decoration processes.

The result is repeatable, high-quality output regardless of facility, operator, or job complexity.

How important is collaboration and communication when managing large-scale programs?

It's absolutely essential. Large-scale programs succeed when STAHL'S, Fulfill Engine, and partners like TSP operate as one connected ecosystem. This includes:

- Shared visibility into order flow, inventory, and production status
- Real-time communication on surges, exceptions, and special handling
- Program-level planning for big seasonal spikes or brand events
- Continuous alignment on SLAs, capacity, and performance metrics

When partners collaborate early—and consistently—the entire network becomes more predictable, scalable, and capable of taking on high-volume, fast-turn programs with confidence.

What makes a partner truly scalable, and how does STAHL'S technology support that growth?

A scalable partner isn't just one with high capacity—it's one with repeatable processes, predictable quality, and the ability to absorb new programs without breaking workflow.

Scalable partners demonstrate:

- Operational discipline and willingness to standardize
- Ability to adopt automation and data-driven workflows
- Flexibility to handle multiple decoration methods
- Alignment on SLAs and customer expectations

Fulfill Engine enables this by providing:

- One workflow for every order, regardless of brand or store
- Automated routing based on method, complexity, or priority
- Integrated equipment guidance (ProPlace IQ, hot folders, QR scanning)
- Network-level visibility into status, load, and performance

Partners who embrace these tools become part of a global, unified production platform that can grow indefinitely.

An Interview with Zach Donaldson, CEO of Topshelf Printers



SIMPLIFYING THE COMPLEX

For teams managing hundreds or even thousands of apparel orders, what does TSP do differently to make it easier?

Our stores make ordering effortless. Instead of forms and spreadsheets, each user simply logs in and selects what they want or what you need them to have with little to no oversight required. Administrators can control corporate spend through preloaded gift cards or give employees the option to pay directly. On our end, every order is individually specific and tied to that person. No more “Susan ordered a medium but got a large.” If there’s an issue, our customer service team can address it directly with the person who placed the order. It’s fast, transparent, and accurate because the system does the work for you.

THE WHY

What gap did you see in the industry that made you want to build TSP’s white-label fulfillment system?

When I looked at how organizations were managing apparel, I saw chaos spreadsheets tracking who ordered what, boxes arriving in bulk that someone had to unpack and distribute, and endless back-and-forth emails over sizes, logos, and budgets. Most companies were wasting time managing merchandise instead of managing their business. We built TSP’s fulfillment system to fix that. Our stores control brand standards, automate fulfillment, and remove guesswork. Every item follows approved artwork, colors, and decoration methods, so brand consistency is never left up to interpretation. We wanted to give companies a system where everything—design, ordering, production, and delivery works together seamlessly.

THE WHO

Who benefits most from this kind of solution and what challenges are you helping them overcome?

Organizations with distributed teams, multiple locations, or frequent onboarding benefit the most. HR, marketing, and finance departments no longer have to coordinate dozens of moving parts or manually track spend. Each team member can order from their store, within approved budgets and brand guidelines, without someone chasing down receipts or size lists. It brings control back to leadership while giving employees freedom of choice. They get the gear they actually want, and companies stop wasting money on another backpack or jacket no one uses. And because the same technology can be turned outward, businesses can even reward customers with a unique branded-product store simply by sending them a gift card and a link. It’s a frictionless way to turn appreciation into brand exposure.

IMPACT

From your perspective, what’s been the biggest transformation clients experience after switching to a TSP-powered company store?

The transformation is peace of mind. Our clients go from managing chaos to managing strategy. They no longer wonder who ordered what, or where their money went, it’s all tracked automatically. No more sorting boxes or chasing down exchanges. And the cultural shift is huge. Employees feel empowered to choose items that fit them and reflect their style, while leadership knows the brand and budget are being protected behind the scenes. Many companies also use their stores externally to reward clients or recognize partners through branded merchandise. It’s a simple gesture that leaves a lasting impression.



From Chaos to Control: How Aims College Streamlined Staff Apparel with TSP's White-Label Store

Before partnering with TSP, Aims College faced a familiar challenge inconsistent branding, disorganized apparel orders, and no central oversight. Each department ordered independently, leading to mismatched logos, uncontrolled spending, and wasted time.

Working closely with our team, Aims launched a custom, company store built to simplify ordering, standardize branding, and make staff apparel accessible to more than 1,200 employees. What was once a manual and a time-draining process has become a streamlined experience for both administrators and staff.

Challenges of Large Teams and Schools

For many schools and organizations, ordering apparel for hundreds or even thousands of people is a logistical headache. Collecting sizes, tracking payments, and ensuring brand consistency across departments often turns into a confusing, time-consuming process. With TSP's system, everything lives in one easy-to-use online store where employees or departments can order directly, and administrators can keep full visibility and control.

Whether you're giving out branded kits to new hires, sending appreciation gifts to staff, or running a school fundraiser, the process is effortless. You can even distribute gift cards or store credits that employees use at checkout, removing the hassle of managing budgets or inventory. Because items are produced on demand, there's no need to carry stock making it simple to offer unlimited product options without risk or waste.

Inside the Results: Aims College Shares Their Experience

We asked Aims a series of questions about their apparel program what wasn't working before, how the transition went, and what has improved since moving to TSP's company store system.

Before we worked together, what was the hardest part about managing staff apparel orders each year?

There was little to no management. Previously, all departments purchased their own apparel without review from Marketing/Communications of logo use, colors, layout, and item selection. We were often unaware of purchases until they were delivered from random vendors. This lack of oversight led to inconsistent branding across campus, uncontrolled spending, and uneven distribution opportunities, resulting in some departments receiving nothing, while others had multiple orders of high-end products. The process was, in effect, a purchasing free-for-all.

How did that process affect your time or workload?

The entire process was frustrating and very inefficient. We were often in the dark about purchases. Departments would order items that lacked in quality or didn't meet the Aims branding requirements. We had no way of tracking and monitoring what departments ordered, and trying to chase down information after the fact was difficult and sometimes pointless.

When you first heard about the idea of a company store for staff, what did you think?

We knew we needed to rein in the spending and product choices, but we were unsure how to approach it. We determined that Purchasing would need to take over the apparel purchases across the board, but building and managing a company store would've been very difficult, and we had no experience. Mike really listened to what our needs were and what goals we were trying to accomplish. Mike presented the company store idea by showing us the website's capabilities and how easy the process could be, while assuring us that we would still maintain full control over product selection and branding. Changes could be made quickly, and our selection of items is huge.

What's been the biggest difference since switching to the company store?

We love this site. It has helped us become very organized in managing our annual employee apparel purchase, which involves individual orders from over 1,200 employees. Sharing information about the website with employees is now very easy and always consistent. The billing is simple and clear. The delivery and sorting process is streamlined.

If another school or organization asked you about working with Topshelf, what would you tell them?

Using Topshelf has been a game-changer. Rolling out a large project like our annual apparel program could've been overwhelming, but it has been incredibly simple. The website is professional, easy to use for both end users and administrators, and simple to update. The payment process is managed by Topshelf and has been safe, secure, and problem-free. Communication and response time from Mike is always quick, and any questions or concerns are handled right away. Additionally, I am confident in the quality of the product and personalization, as all of our items purchased have been problem-free or addressed immediately.



Let's Simplify The Way You Manage Branded Apparel

We've seen firsthand how the right fulfillment system can change everything for schools, businesses, and growing teams who want to stay organized without losing the personal touch.

With TSP, you're not just setting up a store; you're partnering with a team that listens, adapts, and delivers every time.

From on-demand production and inventory management to custom decoration methods like embroidery, screen printing, heat press, and digital printing we handle it all under one roof. Our goal is simple: to make managing branded apparel and products effortless, whether you're outfitting new employees, creating event merch, or launching a full-scale online store.

Because at TSP, we're more than a print provider we're your fulfillment partner, your creative team, and your brand's biggest supporter.

**Let's Build Something Amazing Together.
Get In Touch Today**

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HERE FOR YOUR BRAND

As the on-demand industry continues to evolve, STAHLS' Fulfill Engine remains at the forefront of scalable, technology-driven solutions. Their focus on innovation helps partners like TSP stay ahead of shifting demand and emerging production methods.

In this section, Jayson Tompkins shares his perspective on the future of on-demand fulfillment, including the trends and technologies shaping what comes next.

What current technologies or methods are shaping the future of on-demand?

The most transformative innovations are

- AI-assisted artwork preparation and proofing
- Intelligent order routing across global partner networks
- Smart print stations with placement guidance and automated verification
- Hot folder and RIP automation removing manual file handling
- Universal barcoding and QR-driven workflows that eliminate guesswork
- Tight equipment integrations (Kornit, Epson, Hotronix, UV, laser)

These advancements shorten production time, reduce training curves, and enable teams to take on more volume with fewer steps.

What principles or innovations will define the next era of on-demand fulfillment?

The next era will be shaped by three core pillars

1. Full automation from order to ship.

AI-assisted routing, artwork prep, batching, sourcing, and print automation will remove manual steps that slow operators down.

2. Global, distributed micro-fulfillment.

Brands will expect production within 1–2 days anywhere in the world. That requires connected, quality-controlled partner networks—exactly what FE + STAHLS are building.

3. Unified front-end + production infrastructure.

Stores, sourcing, inventory, and production won't operate in silos. They'll operate as a single system, enabling brands to scale programs instantly without operational complexity.

The next era will be shaped by three core pillars. This ecosystem is what will differentiate the leaders from the legacy providers.

What's the biggest shift in how brands approach custom apparel?

Brands are moving from bulk production + warehousing to real-time, demand-driven creation. The biggest shifts include:

- Desire for zero inventory risk
- Expectation of fast refresh cycles for designs
- Multi-location fulfillment to reduce shipping cost and speed delivery
- Unique, personalized SKUs for smaller audience segments
- Preference for partners who can provide end-to-end automation, not just print capability

Brands want fewer vendors—but more capability. Fulfill Engine + STAHLS solves exactly that.

Where do you envision fulfillment and decoration technology heading?

We're moving toward a world where

- Every order is automatically prepared, routed, decorated, and shipped with minimal human intervention.
- Global fulfillment becomes on-demand and location-aware, with orders dynamically assigned to the closest qualified partner.
- Equipment becomes smarter, capable of validating prints, placements, and material usage automatically.
- Production software becomes the central nervous system, connecting machines, teams, and partners through unified data.
- Brands can launch programs instantly, with no operational lift, thanks to AI-generated stores, assortments, and artwork.

In short, the future is fully connected, automated, and globally distributed. And STAHLS + Fulfill Engine are building that future right now.