



APPENDIX

Case Studies

Stories about how we work, sharing the goal, feeling the urgency and delivering.



Celebrating the launch of a business turns into an ongoing partnership

A referral to VestGen while they were deep in the administrative work of launching their company. The CMO needed a partner who wouldn't leak the confidential launch. We understood the assignment: sent mockups, respected their time while they went quiet for weeks and worked heads-down, then executed along side their big day. A single order became a full corporate merchandise program.*

HOW WE STARTED

One special launch order.

System wide fulfilment of Peter Millar ¼ zips, Helly Hansen Vests or Hat/Yeti – drop ship to various location specific to the order, on-brand color palette, zero margin for error.

WHERE WE ARE NOW

A full-service merchandise partner.

Their own branded microsite, HQ event merchandise, and campaigns run from coast to coast.



Prepaid inventory (prioritize speed to value)



Welcome & onboarding boxes



HQ events + campaigns at sites nationwide



Just-in-time decoration — ~10 day turn (prioritize flexibility in the offering)



Gift cards & company-wide bulk pushes



Their brand guide is our bible

“I love my 1/4 zip Peter Millar. I wore it to my country club last night and it was a nice conversation starter.”

— VestGen employee, gearupgifting.com

They trust us with employee and client names and addresses — and have never once asked us to prove we'd protect them. That's not oversight. That's earned trust.

**Launched with \$5.3B in assets in 2023 — today at \$7B*

A vendor backed out. We built a Hat Bar in under three weeks.

Edward Jones' National Event Coordinator called with 2.5 weeks until her event — their on-site embroidery vendor had just dropped the service. Hail Mary pass to Gear Up Nation™

The call

Vendor drops on-site embroidery, ~2.5 weeks out

The pivot

We said no to off-site embroidery — pitched a Hat Bar instead

The pitch

Premium caps + totes, 10 unique on-brand/event centric patches — she picked 5

The event

VIP Guests personalize on-site; buzz spreads beyond the guest list. Lots of organic interest in the gear & lots of happy clients

Gear Up Nation didn't just make hats: What a great on-site activation actually creates.



TIME

The hat-imprint process — a reason to stop and stay.



SPACE

The booth — a place to gather and mingle.



SUBJECT

The hat + patch — something worth talking about.



BELONGING

Small talk becomes a memorable interaction built on your brand.

PROOF: STANDARD EVENT ATTENDEES APPROACHING THE BOOTH TO ASK IF THEY COULD BUY A HAT.

The goal wasn't for her clients to feel like billboards for Edward Jones. It was for them to feel valued, like a personal guest who got a gift an awesome gift.

From \$0 to \$100K+ in four weeks.

No merch operation, no budget, no calendar — a DM to the founder with an idea turned into real production, and a partner still trusted six months later.

\$100K+

gross merch sales, first 4 weeks

34.8K+

brand followers, 6 months later

137K+

Jacob's following, 6 months later

4.92★

Merch store rating



Speed

Idea to launch in ~2 weeks — then tested live, adjusting in real time.



Creativity

Built the original logo & brand, portfolio, and capsule launch collection— merch with identity, not swag.



Strategy

Sell the emotion — wholesome, high integrity and personal value. \$0 → pre-sale to support production; premium product demanded a higher ticket price, and the assumption our purchaser and user are different people; — confirmed with win-loss calls

“I've worked with Gear Up Nation for nearly six months and I've been nothing short of amazed. It's so nice to fully pass off responsibility — with full trust — knowing our customers get high-quality products. Our store has a 4.92-star rating, and I truly believe it's because of the work Gear Up Nation puts in on the backend.”

— Jacob, Banana Bread Baddie founder · Google review