



RICHARDSON[®]
CUSTOMIZATION LOOKBOOK

Andy Best
LIFE · LOVE · ADVENTURE

Pabst

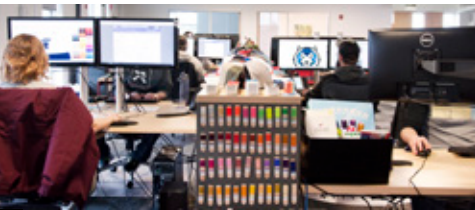
JACOBSEN
SALT CO.

O U R C A P I S Y O U R C A N V A S

RICHARDSON

SPRINGFIELD, OREGON

OPPORTUNITY:
SHOWCASE OUR CAPABILITIES AND PRODUCT COLLABORATIONS
IN A WAY THAT HELPS GUIDE CUSTOMERS IN MAKING THE BEST
CAP, BEANIE, OR HAT FOR THEIR TEAM, BUSINESS, OR BRAND



Our mission is to make product that players ask for, because ballplayers demand the best. In making the best caps for on-field play, we've learned how to apply our shapes, fits, and features to performance outdoor and lifestyle headwear designed to be worn everywhere and anywhere.

Since 1970, our love for the game has inspired us to innovate, and while we will always remain connected to baseball, we also have a lot of fun collaborating with companies, brands, and businesses. Today, Richardson is an industry-leading designer, manufacturer, and marketer of performance-driven athletic, outdoor, and lifestyle headwear. Everyone on our team is dedicated to making quality product and providing superior customer service.



WEAR THE BEST™

ANDY BEST

SOMEWHERE, EARTH

OPPORTUNITY:

CREATE A PRODUCT LINE THAT INCORPORATES ANDY'S WORK TO SUPPORT A CAUSE-MARKETING, SOCIAL MEDIA CAMPAIGN / INSTAGRAM : @ANDY_BEST #CAPFORACAUSE



Andy has studied art his entire life, starting with pastels, sketching, and oil painting in his grandmother's studio. He attended film school in Portland, OR, then worked as an independent commercial filmmaker, turned photographer. While chasing his dream of sharing the beauty of Earth, he hopes to inspire others to leave a better trace. Andy is a regular contributor to National Geographic Adventure, ROAM, and Lone Bison Films, and also creates content for brands that share his passion for the outdoors.

Andy Best x **RICHARDSON**
LIFE-LIVE-ADVENTURE



ANDY BEST

PABST BLUE RIBBON

MILWAUKEE, WISCONSIN

OPPORTUNITY:

DEVELOP A PROMOTIONAL PRODUCT SOLUTION FOR LARGE-SCALE EVENTS / DESIGN A LINE OF QUICK-TURN CAPS FOR INDUSTRY INFLUENCERS

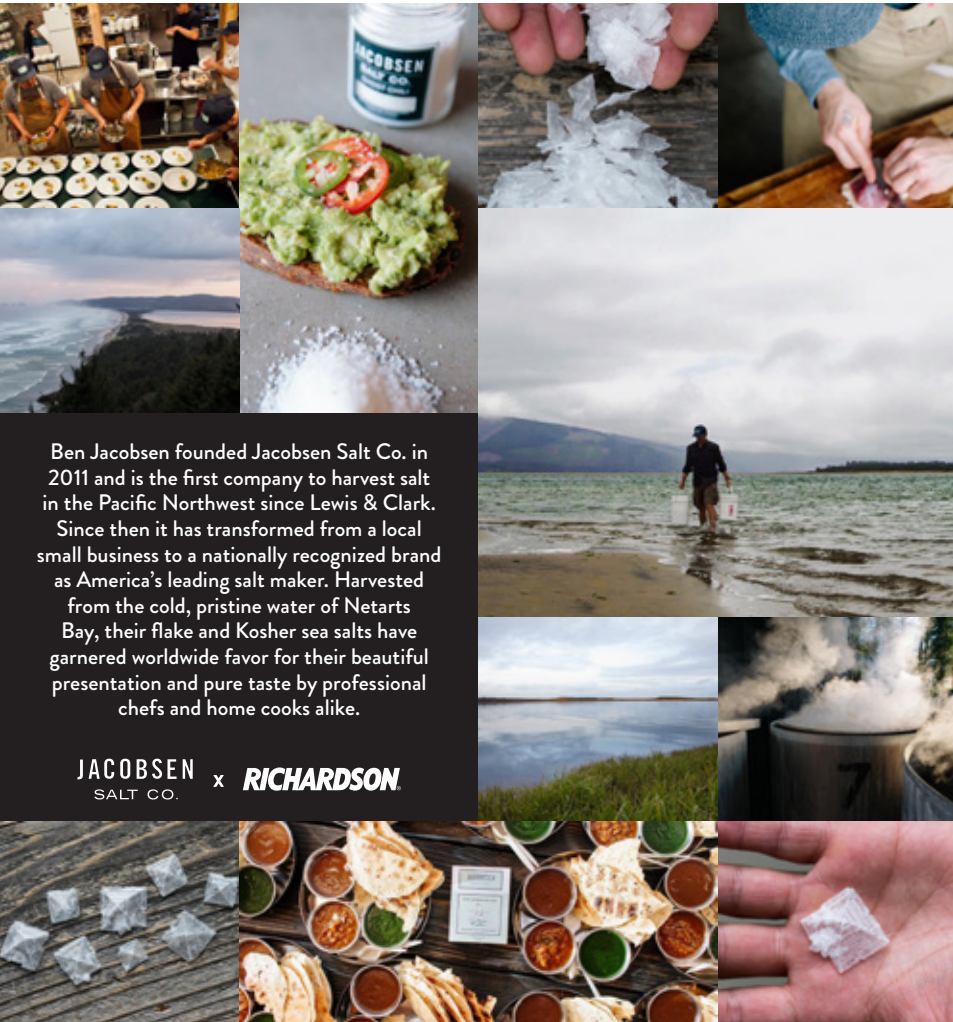


JACOBSEN SALT CO.

NETARTS BAY, OREGON

OPPORTUNITY:

REDESIGN THE ORIGINAL JACOBSEN SALT CO. CAP WITH RICHARDSON FIT, SHAPE, AND FEATURES / PRESENT ADDITIONAL DESIGN OPTIONS FOR MARKETING TEAM



INNOVA DISC GOLF

ONTARIO, CALIFORNIA

OPPORTUNITY:
 DESIGN PERFORMANCE HEADWEAR THAT MATCHES THE
 QUALITY OF INNOVA'S INDUSTRY-LEADING DISCS / CREATE
 A LIFESTYLE LINE THAT EMBODIES THE BRAND



LANE FROST BRAND

ATOKA, TEXAS

OPPORTUNITY:
DEVELOP AN ASSORTMENT OF HEADWEAR THAT PAYS TRIBUTE
TO THE LEGACY OF LANE FROST THROUGH ATTENTION-TO-
DETAIL, QUALITY, AND CRAFTSMANSHIP



Lane Frost Brand was created to honor the 1987 PRCA World Champion Bull Rider. Lane died in the arena at the 1989 Cheyenne Frontier Days after completing a successful 85-point ride on a brahma bull named, Takin' Care of Business. "I always wanted to do something to honor my Uncle. Lane was such a unique person, and people were drawn to him. He paved such a path. I'm just thankful to be able to provide the product to keep his Legacy going." ~Stetson Frost

LANE FROST x **RICHARDSON**



STETSON FROST

PRIVATE LABEL

Built from scratch to your exact specifications.

Our Private Label program gives you total control of the design process. Start with any cap in our catalog and customize how you see fit.



CONSTRUCTION FEATURES

- Multiple Closures/Backstrap Options
- Fabric/Material Upgrades
- Performance/Functionality Upgrades
- Custom Patterns
- Flat/Curved/UForm Visors
- Mix and Match between Styles

PRIVATE
LABEL

PROGRAM DETAILS

- Full customization
- Highest quality retail product
- MOQ 288 per style and decoration logo / 144 per color, 72 pcs per size
- Standard Delivery 4-5 months development lead time
- Delivery time after art approval



DECORATION OPTIONS

- Custom Internal Label
- Embroidery/Patches/Labels
- Debossed Faux Leather
- Full Panel Printing
- Seam Tape Printing
- More available locations for all decoration types

BEST SELLING STYLES

The following section showcases a few popular/trending styles built for some of our favorite partners. These caps have been customized to bring out the best of our private label capabilities, and designed to take the heavy lifting off of your shoulders. Keep it simple and choose one of these proven blueprints to brand recognition and margin building.

For more information on our Private Label program, reach out to your Richardson Territory Manager.

115 LOW PRO TRUCKER



Style 115 in Smoke Blue/Aluminum; shown with woven label patch on front, woven label on back, and private internal label on sweatband.

112PL TRUCKER



Style 112 in custom colors; shown with flat embroidery on front, woven clip label on back, and private internal label on sweatband.



112PMPL PRINTED MESH TRUCKER



Style 112 shape in custom colorway, custom denim material substitution; shown with laser-cut sublimated patch on front, sublimated mesh panels, woven clip label on back, and private internal label on sweatband.

113PL FOAMIE TRUCKER



Style 113 in custom colorway; shown with sublimated foam front panels, woven label on back, one color seam tape on inside of crown, and private internal label on sweatband. Hat on left with flat visor, hat on right with slightly curved visor.



217PL MACLEAY



Style 217 in Navy; shown with three color screenprint and private internal label on sweatband.

257PL 7 PANEL TWILL STRAPBACK



Style 257 in custom colorway; shown with two color screenprint on front, flat embroidery over opening on back, one color seam tape on inside of crown, and private internal label on sweatband.

255PL 7PINCH FRONT STRUCTURED SNAPBACK



Style 255 in custom colors, R-Active Lite material substitution, laser-vented back panels, Stay-Dri performance sweatband addition; shown with rubber sonic weld on cotton twill applique, one color seam tape on inside of crown, woven clip label on back, and private internal label on sweatband.

**F LANE
FROST**


TRAEGER®

INNOVA
DISC GOLF



P.O. Box 71130 | Springfield, OR 97475
richardsonsports.com