

THE CUSTOM HOODIE BLUEPRINT

A PROCUREMENT & SPECIFICATION
MASTERCLASS

PROJECT NO. 091

SPECIFICATION DOCUMENT

DATE: 2024.05.15



ENGINEERING BULLETPROOF
RFQs FOR MERCHANDISE, STAFF
CLOTHING, AND PROMOTIONAL
PROGRAMS.

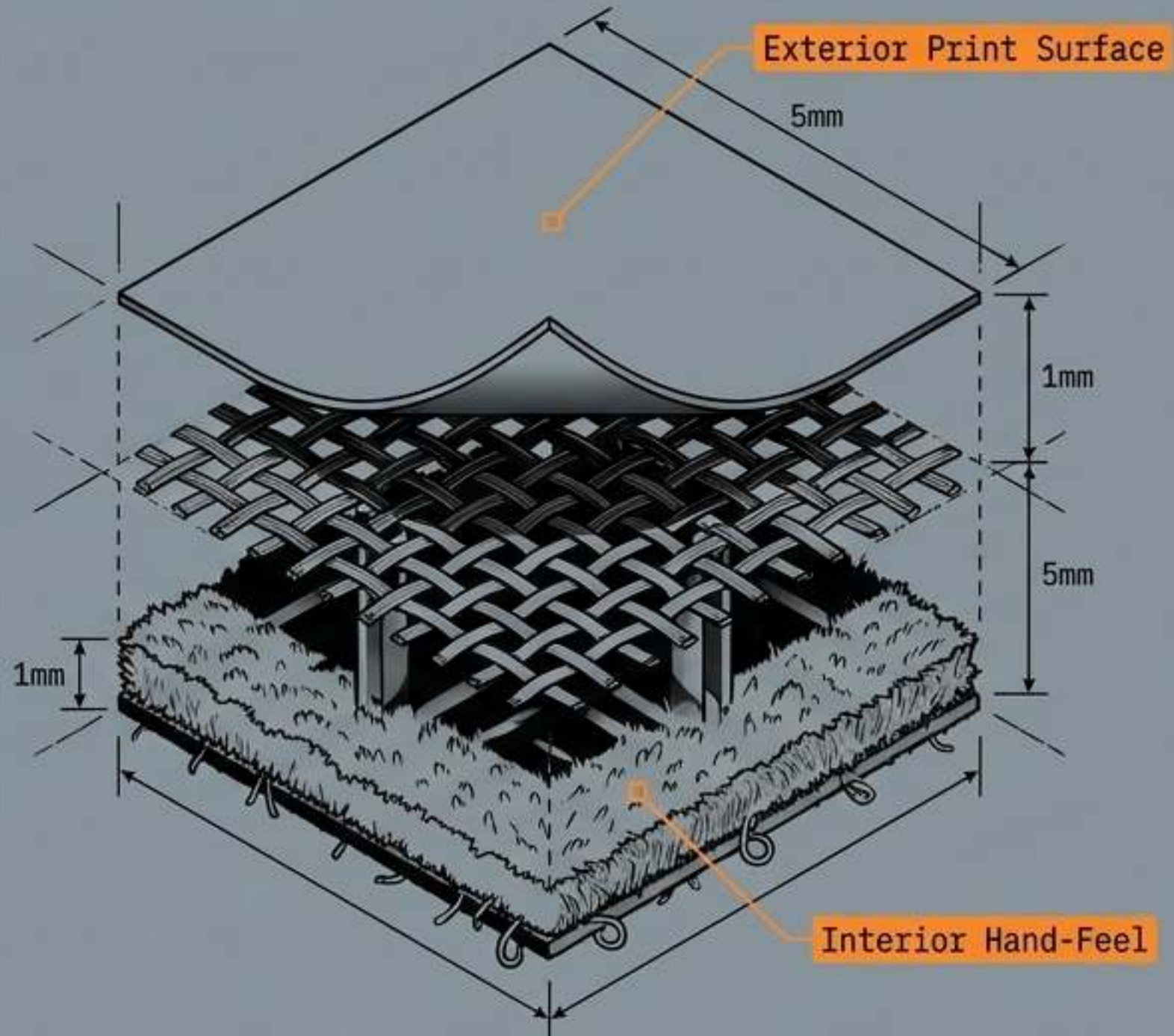
DEFINING THE PRODUCT CATEGORY

A custom hoodie is a hooded knit top (pullover or zip-front) engineered for decoration.
Do not confuse it with adjacent categories that require entirely different manufacturing constraints.

TAXONOMY MATRIX	CONSTRUCTION	MATERIAL	DECORATION IMPACT
 CUSTOM HOODIE	Hooded, knit top, pullover/zip.	Base impacts comfort/fit.	Decoration affects flexibility/placement.
 CREWNECK SWEATSHIRT	Lacks the hood and all hood-related structural seams.	Similar knit top.	No hood seam obstruction.
 OUTERWEAR JACKET	Weather-focused construction.	Woven shells, internal insulation.	Requires specialized needle access.
 PERFORMANCE FLEECE	Athletic fit, distinct seams.	Different pile depths and stretch behaviors.	Lower heat settings, unique backing.

ENGINEERING THE BASE FABRIC

Never rely on generic terms like 'heavyweight' or 'premium.'
Specify the physical reality of the textile and demand supplier documentation.



- ☐ Environment
Intended climate, indoor vs. outdoor use, expected activity level.
- ☐ Construction
Pullover vs. zip-front.
- ☐ Tactile Specs
Desired warmth, fabric weight impression, **interior hand-feel.**
- ☐ Performance
Stretch capacity, breathability, opacity.
- ☐ Finish
Surface smoothness (critical for print behavior) and laundering expectations.

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The Anatomy of Trim & Construction

Every component requires a defined specification. Garment and trim colors must be physically reviewed when exact coordination matters.

Hood & Neck: Specify hood construction (single/double ply), drawcord material/routing, and critical child-use/workplace safety restrictions.

Storage: Identify exact pocket type (e.g., kangaroo pouch, side-seam, zippered).

Torso Fastenings: For zip-fronts, specify zipper material, gauge, and tape color considerations.

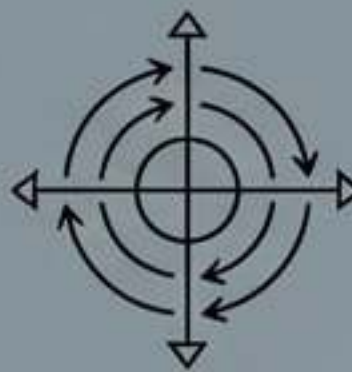
Terminals: Define cuff and hem tension, height, and ribbing expectations.



Sizing: A complete size distribution must be stated. Request exact size charts for the proposed style and demand fit samples where sizing risk is material.

DECORATION DIAGNOSTICS

The choice of decoration is dictated by image detail, color count, and the fabric's physical limits.



PRINT & TRANSFER

Behavior: Relies on surface smoothness.

Validation: Screen mockups cannot show fabric texture. Request a **physical proof** or decorated sample to assess hand feel, opacity, stretch limits, and heat effects on the fleece.

EMBROIDERY

Behavior: Interacts deeply with garment seams and stretch.

Validation: Always review a **physical "sew-out"** to verify lettering legibility, stitch interpretation, thread density, backing usage, and any resulting fabric distortion.

APPLICATION RULE

Decoration choice depends on image detail, color count, placement, fabric surface, stretch, garment seams, and order mix.

NAVIGATING THE DANGER ZONES

Placement determines production viability.



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Pockets & Zippers: Large prints may cross pocket or zipper areas only if the artwork is specifically engineered for that gap.	
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Critical Compliance: Any placement involving skin-contact, drawcords, or workplace visibility visibility compliance needs immediate sample testing.	
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Artwork & Personalization Mapping

Visual Diagram



Artwork Specs:

Provide vector artwork and exact color references. Specify final size and location using stable reference points. Explicitly confirm if artwork is centered on the body, aligned to a zipper, or positioned relative to a seam/pocket.

Data Structure

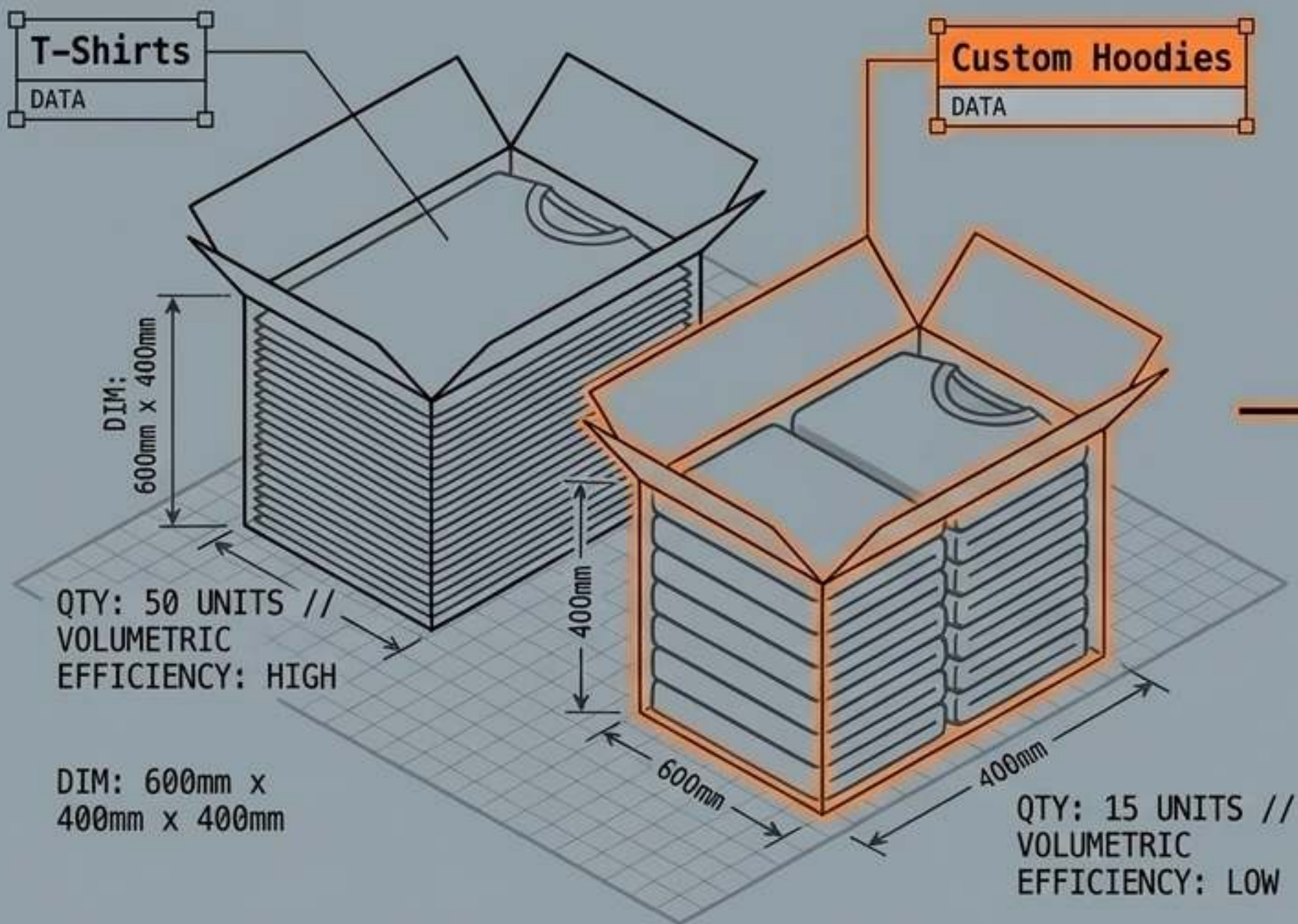
Name	Number	Garment Style	Color	Size
SMITH	09	Pullover	Slate	Large
JOHNSON	23	Zip-Up	Charcoal	Medium
LEE	45	Pullover	Bone	Small

Personalized Data:

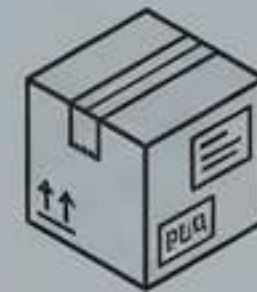
Names and numbers cannot be provided loosely. Deliver them in a structured table explicitly tied to garment style, color, and size. Require final approval of spelling and mapping before production begins.

Volumetric Logistics & Packing Realities

Hoodies occupy significantly more carton volume than lightweight tops. Logistics must be engineered into the RFQ.



Packing Constraints



- **Constraints:** Provide strict destination and handling constraints. Define requirements for folding, individual poly-bags, size labels, wearer-name labels, department sorting, and carton identification.

Replenishment Rules



- **Replenishment:** For future programs, request a repeat-order plan without assuming permanent stock availability or exact shade continuity.

Substitution Protocol

- **Substitutions:** Define how approved substitutions are handled (never automatic if fit, shade, or construction matter).

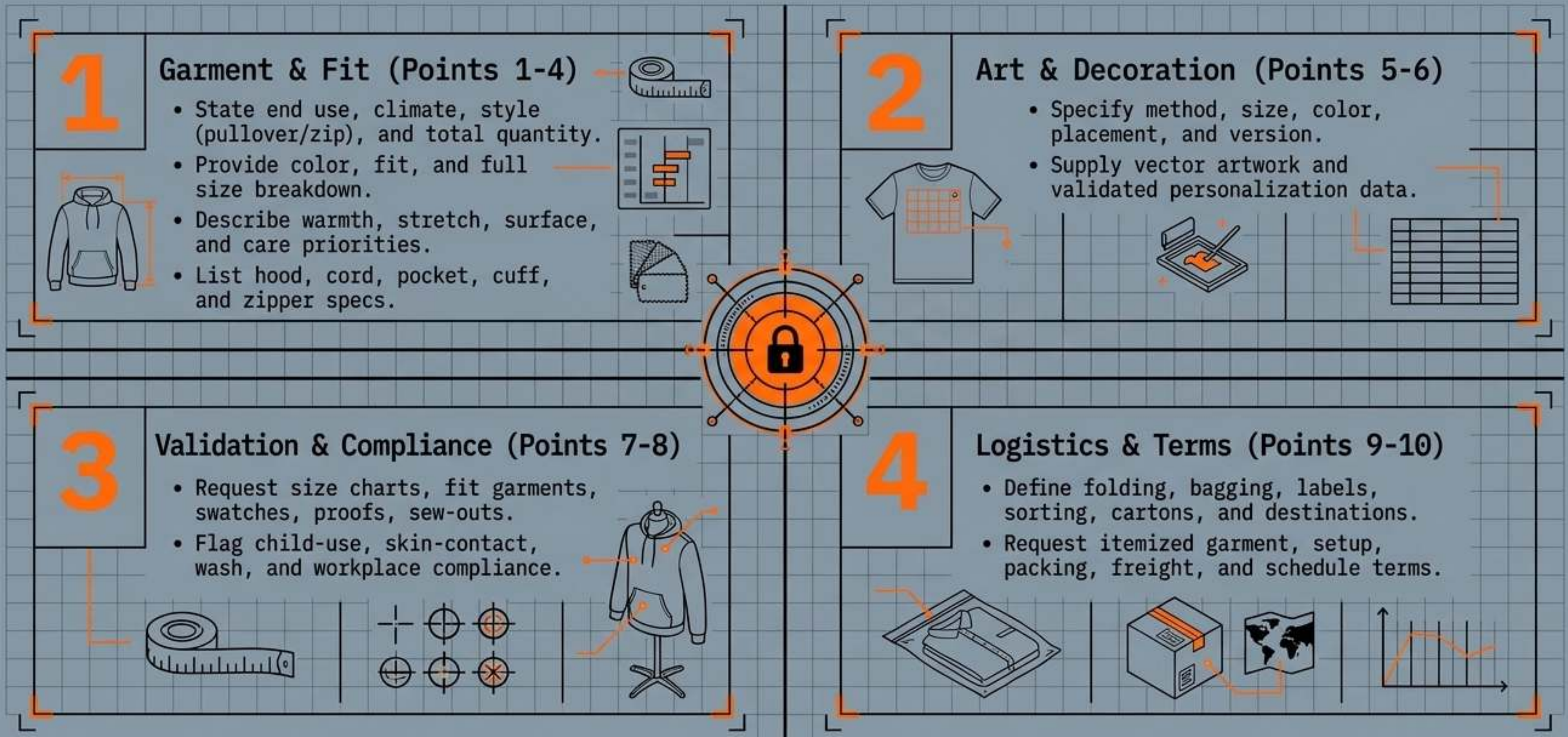


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The Master RFQ Dashboard

The 10 synthesized points for a bulletproof quotation.



The Law of Interdependence

A custom hoodie quotation is reliable only when these three variables are reviewed together as a single locked system.

