

# Reports

## BIG COTTON® WASHED & READY™



The new Big Cotton® Washed & Ready™ banner. Call your sales representative to discuss the Big Cotton® merchandising packages.



The Seal of Cotton is displayed on both the garment hangtag as well as store signage. Consumers perceive garments with the Seal of Cotton to have higher quality than products without, according to Cotton, Incorporated.



Big Cotton® Washed & Ready™ garments are the first "basics" on the market to be pre-washed.

The official debut of Big Cotton® Washed & Ready™ takes place in June, but verbal reports from bookstore managers indicate that the new garments will be well received by bookstore customers. The University of Kansas bookstore staff visited the GEAR For Sports headquarters in February to preview the Fall 2000 line-up and were very pleased with the new Big Cotton garments. Vicki Cannon who is the Assistant Manager for Merchandise for the KU bookstores had several comments regarding the new Big Cotton® Washed & Ready™ garments. "Students will be excited about the new Big Cotton® line for the same reasons that the bookstore is excited about it." Vicki reports that the new lower prices are also very attractive to both consumer and buyer. "Of course, the customer feels that they are getting a better value. We feel that we have a superior product at a lower price and that is going to drive quantities of merchandise. This will allow the store to get more turns, which is always exciting in the retail market."

As highlighted in the last issue of *GEAR Reports*, all Big Cotton® Washed & Ready™ garments (G1092, G1093 and G1094) are now pre-washed. "The reason why we chose to produce the Big Cotton line as pre-washed, was to control the shrinkage and color fastness of the garments," states Chris Young, Director of Merchandising. Young reports that washed products are very strong in the current marketplace.

Please note that the Big Cotton® Washed & Ready™ Hood (G1093) does feature a drawstring on the hood. This feature was added after receiving numerous requests from customers who had previewed the garment. Additionally, the Crew (G1092) is now being offered in XS sizing in the following colors: Navy (190), Butter (310), Red (555), Iced Heather (910), Oxford Heather (950) and Black (999).

## LIVING BY THE CODE

In April, GEAR For Sports® employees traveled to Honduras and Guatemala to visit several of the factories producing the company's sportswear. The individuals making this month's trip were Carl Allard, Vice President of Merchandising; John Joerger, Director of Global Human Rights Compliance; and Chris Young, Director of Merchandising.

As with all of the factory visits that the company conducts throughout the year, one of the main objectives is to ensure that each factory is operating in accordance with the GEAR For Sports Code of Conduct. This Code of Conduct must be adopted by all factory associates and suppliers. Additionally, the Code must be prominently displayed in each of the factories, posted in English as well as the local language(s) of the factory. Allard notes that "anyone can print a code of conduct, but it is our strong commitment to the compliance of the GEAR For Sports code that makes our company a leader in this industry."

In addition to the visits by the GEAR For Sports Global Human Rights Compliance and Merchandising Departments, the company employs international buying agents who are in the factories on a daily basis overseeing production. These agents have been described as the "eyes and ears" of GEAR For Sports that help to ensure that all products are produced under conditions consistent with the company values.



*Featured in photograph from left to right:*

**John Joerger**

GEAR For Sports Director of Global Human Rights Compliance

**Victor Apichola**

GEAR For Sports Quality Control Auditor

**Catarina Sanic**

Sewing and Trimming Department

**Ruben Corado**

GEAR For Sports Quality Control Auditor

**Carl Allard**

GEAR For Sports Vice President of Merchandising

**Enrique Woc**

GEAR For Sports Quality Control Manager

**M.R. Kim**

GEAR For Sports International Buying Agent Representative

*Contributing photographer, Chris Young*

## SPOTLIGHTING CUSTOMER SERVICE



For bookstore customers, reordering merchandise became that much easier when the Automatic Reorder (ARO) process was instituted several years ago. Lisa Aziz, Customer Service Manager for the Licensed Apparel Division, is a big fan of ARO. By reordering via ARO, the customer can expect a quick turnaround time (5 days or less). And when the campus is still buzzing with activity and empty four-ways abound throughout the store, quick turnarounds are essential. Aziz reports that "most of our bookstore customers are on board with the ARO process because it is very quick and convenient." She goes on to state that "if you haven't tried it, you need too."

ARO forms are available from your sales representative. These forms outline all of the order information that is needed to process the reorder. For your convenience, ARO's can be phoned or faxed in directly to your Customer Service Representative.



The Automatic Reorder (ARO) number is located on the hangtag. (circled number above)

## ON THE ROAD WITH UM



GEAR For Sports® applauds The University of Montana for their ingenuity in developing a mobile recruiting tool to raise awareness among prospective students, alumni and parents as it travels the nation's highways. This 53-foot semi-tractor trailer is certainly a new twist on advertising for UM. What an excellent way to reach future bookstore patrons as well!

**Go Grizzlies!**

*GEAR For Sports Reports* is a vehicle used to disseminate ideas and information to college and university bookstores. We welcome your comments, questions, suggestions and ideas about everything that impacts your bookstore. Please call, write, fax or e-mail any of the above information directly to us. Just let us hear from you! **Mail:** GEAR For Sports Reports Editor, 16002 W. 110th, Lenexa, KS 66219  
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