

Every Street

AMAZON
MERCH-ON-DEMAND
SERVICE





What We Offer

TOP TIER ACCESS TO THE AMAZON MERCH ON DEMAND PLATFORM

- ❖ **Established trading partner with AMAZON**
- ❖ **Support from AMOD Marketing and customer base reserved for volume trading partners**

CREATIVE SERVICES

- ❖ **Design & Development**
- ❖ **CAD work / Print Files**

SYSTEM MAINTENANCE

- ❖ **New Product Uploads**
- ❖ **Manage and Update Listings**
- ❖ **Sales Reporting**



Why Work With Us?

- ❖ As a trailblazing trading partner with Amazon since 2014, Every Street stands as a seasoned expert in the realm of e-commerce. Over the years, we have forged a robust relationship with Amazon Merch on Demand (AMOD) that grants us Top-Tier access and privileges. Our unique position and comprehensive services make us the ideal partner to help you unleash the full potential of the AMOD platform.
- ❖ By working with us, not only do you get the benefit of the marketing and promotional elements of the platform - you also get the Analytical data provided by Amazon. This allows you to adjust your offering and target specific customers thereby boosting sales and revenue opportunities.
- ❖ We want to build long-lasting relationships with our clients. In our experience, establishing long-term relationships directly leads to success. Your success is our success so you can always be assured that we are working hard behind the scenes to make your products stand out from the competition.



Why Choose Us?

- ❖ **Strategic Advantage** - Our lengthy and successful partnership with AMOD has allowed us to cultivate invaluable relationships with key account managers. This unique bond enables us to grant our clients access to Top-Tier functions and heightened visibility within the dynamic AMOD marketplace.
- ❖ **Comprehensive Benefits** - By joining forces with Every Street, you not only harness the promotional features of the platform but also tap into Amazon's powerful analytical data. This data equips you to make informed decisions, adapt your offerings, and target specific customer segments effectively, ultimately leading to increased sales and revenue opportunities.
- ❖ **Commitment to your success** - At Every Street, we prioritize long-lasting client relationships, understanding that your success is intrinsically tied to ours. Our dedicated team works relentlessly behind the scenes to ensure your products not only stand out but thrive in the competitive e-commerce landscape.
- ❖ **Our Promise to You** - When you partner with Every Street for Amazon Merch on Demand, you unlock a world of strategic advantage, comprehensive support, and a steadfast commitment to your success. Together, we can elevate your brand's presence on the AMOD platform and drive revenue growth that exceeds your expectations.

Key Points & Considerations

- ❖ Our AMOD account, established in 2014, holds Top-Tier status.
- ❖ We collaborate with dedicated account managers, offering guidance to maximize sales through the platform.
- ❖ Our vast experience enables us to streamline listings and system maintenance processes.
- ❖ Monthly royalty and sales reports facilitate swift responses to trends and increased sales potential.
- ❖ Creative services are available upon request, with comprehensive guidance for easy artwork file uploads.
- ❖ Royalty payments follow the AMOD model, made 60 days in arrears.

Key Offerings

❖ **Creative Services**

Design & Development of Products and Stores: We excel in CAD work and print file creation, ensuring your offerings meet AMOD's rigorous standards.

❖ **System Maintenance**

Upload and Maintain Product Listings: Our team will efficiently manage and update your listings, maintaining visibility and optimizing sales.

Sales and Analytics Reporting: We provide you with crucial sales and analytics reports, empowering you to make data-driven decisions for maximum revenue growth.

Design & Development

- ❖ From your existing library of work, using our extensive experience we will guide you through any print limitations and can support adjustments as required.
- ❖ We can create for you or work to your briefs using our knowledge of selling trends, sizing and graphical requirements.
- ❖ If you want, the entire process can be dealt with by our team of designers and admin staff. We offer a flexible service where the level of experience can be adjusted to budget and complexity.



Design & Development Services

- ❖ **Senior Designer** (£90 per hour)**: Leverage the expertise of our head of design with over 20 years of experience, having worked with major brands such as Marvel, DC, Warner, Disney, Hasbro, Live Nation, and Sony.
- ❖ **Mid-level / Junior Designer** (£55 - £75 per hour)**: Our skilled designers are trained in the AMOD system and can quickly adapt designs to AMOD specifications, ensuring swift uploads and sales.
- ❖ **Administration Services** (£40 per hour)**: We offer SKU creation, reporting services, and back-end maintenance to keep your designs visible on AMOD.

Don't miss the opportunity to thrive in the world of e-commerce with Every Street as your strategic partner.

The Complexities of AMOD

- ❖ **Amazon's Platform Rules and Guidelines** - Amazon has strict rules and guidelines for sellers, including content policies, copyright and trademark restrictions, and quality control. Adhering to these rules is crucial to avoid account suspension or termination.
- ❖ **Design and Product Quality** - Ensuring high-quality designs and products is essential to maintain customer satisfaction and positive reviews. This will require skilled graphic designers and admin team.
- ❖ **Market Research and Niche Selection** - Identifying profitable niches and designing products that cater to specific customer segments requires thorough market research and understanding of Amazon's customer base.
- ❖ **Design and Listing Optimization** - Optimizing product listings, including titles, descriptions, and keywords, is crucial for visibility and sales. Testing and continuous optimization are necessary.
- ❖ **Data Analysis and Decision-Making** - Regularly analysing sales data, customer feedback, and performance metrics is necessary to make informed decisions and improvements.
- ❖ **Brand Building and Reputation Management** - Building a strong brand and managing your reputation on Amazon is an ongoing effort that requires consistent and positive customer interactions.

In summary, running an Amazon Merch on-demand store involves navigating a complex ecosystem that combines e-commerce, design, marketing, legal considerations, and customer service. Success in this space requires a combination of expertise, diligence, and adaptability – all qualities Every Street have developed and can now offer to our clients.

Existing Artwork Specifications

- ❖ We prefer you to provide your artwork to us in the following format :
 - ❖ **PLEASE PROVIDE PNG FILES FOR UPLOAD**
 - ❖ Dimensions of 4500 pixels (width) by 5400 pixels (height).
 - ❖ 300dpi – Files must be kept under 25mb in size.
- *You can reduce file size by switching to INDEX COLOUR MODE***
- ❖ Alternatively, you may supply us with your original layered files as .ai or .psd and our creative team will produce the PNG files for an agreed fee.

What We Need From You

- Send us your collection. Artwork/Concepts or Print-ready files for upload.
- The essentials to action PRODUCTION and DESPATCH. This will include any authorisations required to complete listings and any individual instructions for packages leaving AMOD facilities.
- ❖ **PERMISSIONS TO LIST**
- ❖ **CONTRACTUAL AND LICENSING AGREEMENTS**
- Company details. We will require your full business and bank account details for administration and payment. Payment terms will align with those of AMOD – 60 days after purchase date.
- Descriptions and Titles – please see next slide.

Descriptions & Titles

Descriptions are a standard requirement for AMOD. Each listing will have an added description, which will consist of a small paragraph of text documenting your item and its properties.

❖ AN 'EVERY STREET' EXAMPLE:

We are officially licenced by (brand name). This is the real deal. We proudly declare that all of our products are designed and sourced here in (insert country) and then digitally printed to order. Perfect for all seasons and styles. Team it up with your favourite jeans for a classic look that will never go out of fashion. Check out our store front for more officially licensed clothing featuring pop-culture icons.

Product Types

- *Standard T-Shirts*
- *Premium T-shirts*
- *Comfort Colours Heavyweight T-shirt*
- *V-Neck T-Shirts*
- *Tank Tops*
- *Performance T-Shirt*
- *Long Sleeve T-Shirts*
- *Raglan T-Shirts*
- *Sweatshirts*
- *Comfort Colours Sweatshirt*
- *Comfort Colours Crop Sweatshirt*
- *Crop Top*
- *Pullover Hoodies*
- *Zip Hoodies*
- *Performance Hoodie*
- *Performance Polo*
- *Performance Quarter-Zip*

Standard T-Shirts



The featured design is showcased in Black, one of our 29 vibrant colours. For the Standard T-Shirt, we offer an extensive range of additional colours, fit and sizes, including Asphalt Grey, Baby Blue, Brown, Burgundy, Cranberry, Dark Green, Dark Heather Grey, Golden Yellow, Grass Green, Heather Blue, Heather Grey, Kelly Green, Lemon Yellow, Navy Blue, Olive Green, Olive Heather, Orange, Pink, Pink Heather, Purple, Purple Heather, Red, Red Heather, Royal Blue, Sapphire Blue, Silver Grey, Slate Grey and White. Sizes are available from X-Small to 6X-Large.

Premium T-shirts



The featured design is showcased in Navy Blue, one of our 21 vibrant colours. For the Standard T-Shirt, we offer an extensive range of additional colours and sizes, including Asphalt Grey, Baby Blue, Black, Brown, Cranberry, Dark Heather Grey, Grass Green, Heather Blue, Heather Grey, Kelly Green, Lemon Yellow, Olive Green, Orange, Pink, Purple, Red, Royal Blue, Silver Grey, Slate Grey, and White. Sizes are available from X-Small to 3X-Large.

Every Street

Comfort Colours Heavyweight T-shirt



The featured design is showcased in Fern Tie Dye, one of our 13 vibrant colours. For the Comfort Colours Heavyweight T-shirt, we offer an extensive range of additional colours and sizes, including Black, White, Deep Blue, Plum, Purple Tie Dye, Grey Tie Dye, Dark Grey, Raspberry Red, Pink, Beige and Blue Tie Dye, Umber Tie Dye. Sizes are available from Small to XX-Large.

V-Neck T-Shirts



The featured design is showcased in Dark Green, one of our 10 vibrant colours. For the V-Neck T-Shirts, we offer an extensive range of additional colours and sizes, including Black, Baby Blue, Purple, Pink, Sapphire Blue, Red, Navy Blue, Dark Heather Grey and Heather Grey. Sizes are available from Small to XX-Large.

Every Street

Tank Top



The featured design is showcased in Royal Blue, one of our 10 vibrant colours. For the Tank Top, we offer an extensive range of additional colours and sizes, including Black, Navy Blue, Purple, Neon Pink, Sapphire Blue, Red, White, Dark Heather Grey and Heather Grey. Sizes are available from Small to XX-Large.

Performance T-Shirt



The featured design is showcased in Light Blue, one of our 8 vibrant colours. For the Performance T-Shirt, we offer an extensive range of additional colours, fit and sizes, including Black, White, Slate Grey, Royal Blue, Navy Blue, Asphalt Grey and Red. Sizes are available from X-Small to XX-Large.

Every Street

Long Sleeve T-Shirt



The featured design is showcased in Heather Grey, one of our 5 vibrant colours. For the Long Sleeve T-Shirt, we offer an extensive range of additional colours and sizes, including Black, Navy Blue, Dark Heather Grey and Royal Blue. Sizes are available from Small to XX-Large.

Raglan



The featured design is showcased in Black/White, one of our 7 vibrant colours. For the Raglan, we offer an extensive range of additional colours and sizes, including Black/Heather Grey, Dark Heather Grey/White, Navy Blue/Heather Grey, Navy Blue/White, Red/White, Royal Blue/White. Sizes are available from Small to XX-Large.

Every Street

Sweatshirt



The featured design is showcased in Navy Blue, one of our 5 vibrant colours. For the Sweatshirt, we offer an extensive range of additional colours and sizes, including Black, Dark Heather Grey, Royal Blue and Heather Grey. Sizes are available from Small to XX-Large.

Every Street

Comfort Colours Sweatshirt



The featured design is showcased in Light Green, one of our 8 vibrant colours. For the Comfort Colours Sweatshirt, we offer an extensive range of additional colours and sizes, including White, Pepper, Grey, Navy, Blue Jean, Light Green, Crimson and Orchid. Sizes are available from Small to XX-Large.

Every Street

Comfort Colours Crop Sweatshirt



The featured design is showcased in Rose Quartz, one of our 6 vibrant colours. For the Comfort Colours Crop Sweatshirt, we offer an extensive range of additional colours and sizes, including Blue Jean, Pepper, Dusk, Ivory and Espresso. Sizes are available from Small to XX-Large.

Every Street

Comfort Colours Crop Top



The featured design is showcased in Black, one of our 6 vibrant colours. For the Comfort Colours Crop Top, we offer an extensive range of additional colours and sizes, including White, Pepper, Ivory, Rose Quartz and Chambray. Sizes are available from Small to XX-Large.

Pullover Hoodie



The featured design is showcased in Dark Heather Grey, one of our 15 vibrant colours. For the Pullover Hoodie, we offer an extensive range of additional colours and sizes, including Asphalt Grey, Black, Bright Pink, Burgundy, Dark Green, Dusty Blue, Heather Grey, Kelly Green, Lemon Yellow, Navy Blue, Purple, Red, Royal Blue, Sage Green. Sizes are available from Small to XX-Large.

Zip Hoodie



The featured design is showcased in Purple, one of our 8 vibrant colours. For the Zip Hoodie, we offer an extensive range of additional colours and sizes, including Black, Heather Grey, Dark Heather Grey, Dark Green, Red, Royal Blue and Navy Blue. Sizes are available from Small to XX-Large.

Every Street

Performance Hoodie



The featured design is showcased in Asphalt Grey, one of our 5 vibrant colours. For the Performance Hoodie, we offer an extensive range of additional colours and sizes, including Black, White, Royal Blue and Navy Blue. Sizes are available from Small to XX-Large.

Performance Polo



The featured design is showcased in Navy Blue, one of our 3 vibrant colours. For the Performance Polo, we offer an extensive range of additional colours and sizes, including Black and Asphalt Grey. Sizes are available from Small to XX-Large.

Every Street

Performance Quarter-Zip



The featured design is showcased in Black, one of our 2 vibrant colours. For the Performance Quarter-Zip, we offer an extensive range of additional colours and sizes, including Navy Blue. Sizes are available from Small to XX-Large.

Print Limitations

- ❖ **T-SHIRTS** – Prints are front only*
- ❖ **SWEATSHIRTS** – Available as front print/front and back print.*
- ❖ **HOODED TOPS** – Back print only*
- ❖ **AMOD** also offer an additional range of printable goods and we can also help you with these. This is a fantastic way of maximizing turnover from your designs with minimal up-front work/costs.

Please review next page for details.

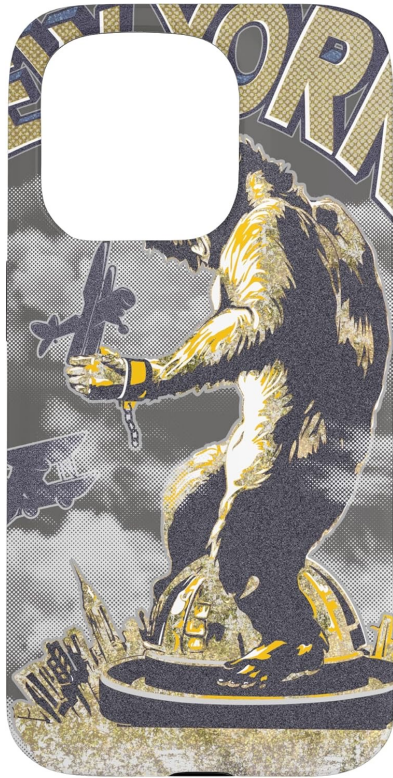
* All printed apparel are subject to maximum size restrictions (please see 'Existing Artwork Specifications' page for details).

Product Types - Accessories

- *Baseball Hat*
- *Trucker Hat*
- *Sport Sun Visor*
- *Sport Backpack*
- *Pop Sockets*
- *iPhone Cases*
- *Tote Bags*
- *Throw Pillows*
- *Tumbler*
- *Ceramic Mug*
- *Water Bottle*
- *Hardcover Journal*

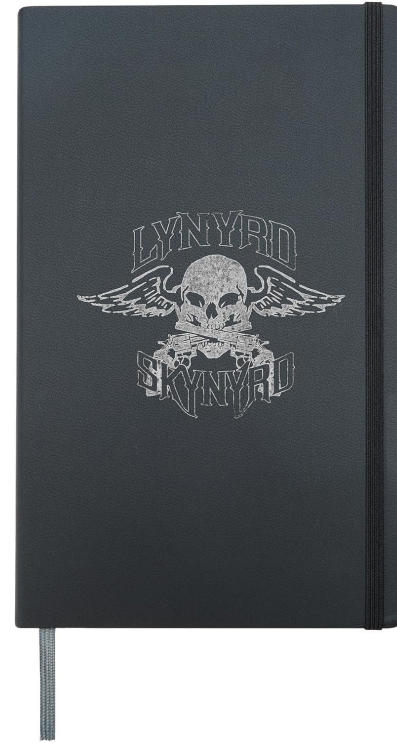
Every Street

Accessories



Every Street

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Every Street

Accessories



Our range of accessories, including Baseball Hat, Trucker Hat, Sport Sun Visor, Sport Backpack, Pop Sockets, iPhone Cases, Tote Bags, Throw Pillows, Tumbler, Ceramic Mug, Water Bottle and Hardcover Journal. Each product is available in a single stylish color, with various models.

Every Street

Territories

☐ USA

☐ UK

☐ EU (DE, FR, IT, ES)

☐ JP

New Territories starting in soon.

☐ AU

☐ TURKEY

☐ POLAND



Expand Beyond AMOD – Sell With Us Across All Platforms

Our Partnership Model Doesn't Stop at Amazon Merch on Demand.

- ❖ **We actively sell across multiple platforms including:** Amazon Seller Central, eBay, Etsy, Shopify – Our Own Brand Websites
- ❖ **How You Benefit:**
 - We create high-quality mockups and handle product listings directly from our internal dashboard.
 - Our Sales & Admin teams manage everything – from listing to customer service.
 - We print in-house and dispatch globally via Royal Mail, ensuring high quality and fast turnaround.
- ❖ **Recommendation:** We invite our IP partners to join us on these additional platforms, increasing exposure and royalty potential. Let's maximize your IP's reach together. We can build your Brand Amazon Web Stores at fixed fees.
- ❖ **We need full support for All Brands to be listed in the form of:** Letters of Authorisation, GS1 Authorisation. Any other form of Brand authorisation required by Amazon and other platforms from the IP owners and / or Agents.

Every Street

THANK YOU
FOR YOUR
TIME!

