

# FRONTPLAY

— H E A D W E A R —

Customized premium caps for your organization





*“One of the most effective tools for organizations to be seen is to let people display what they support. This makes caps an excellent area for any kind of brand to be acknowledged and recognized, which is exactly why we offer premium quality custom made headwear.”*

Aswad Khandker, Co-founder Frontplay Headwear

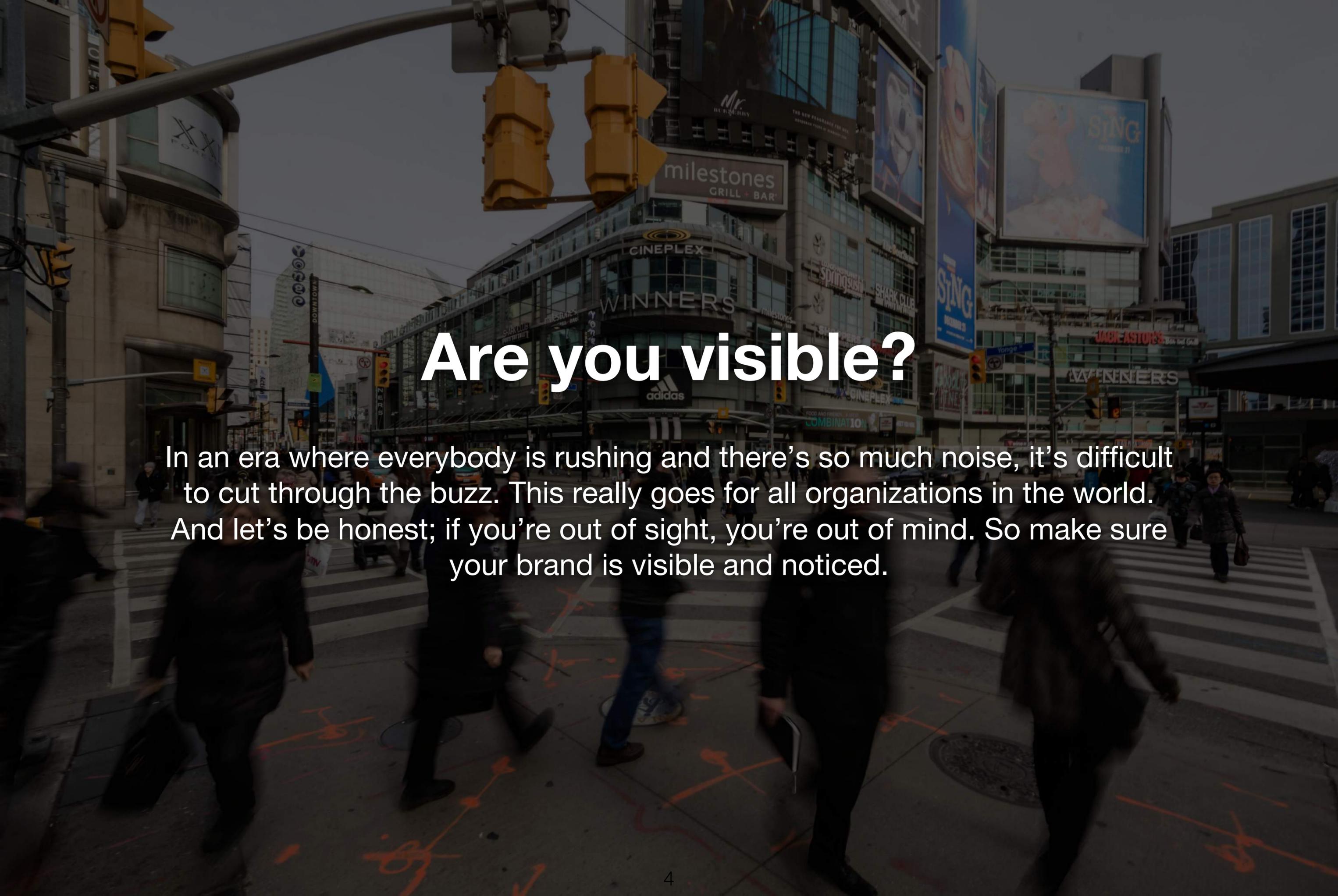




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A busy city street scene, likely in Toronto, with many pedestrians walking across a crosswalk. The background is filled with tall buildings covered in various advertisements and signs, including 'milestones GRILL + BAR', 'CINEPLEX WINNERS', 'adidas', 'SING', and 'JACK ASTOR'S'. The scene is slightly blurred, suggesting movement and a fast-paced environment.

# Are you visible?

In an era where everybody is rushing and there's so much noise, it's difficult to cut through the buzz. This really goes for all organizations in the world. And let's be honest; if you're out of sight, you're out of mind. So make sure your brand is visible and noticed.



# Our focus areas

Sports Clubs	Brands	Destinations	Artists and Labels	Events and Festivals	Employers
<p>Merchandise to fans in fan shops and arenas as well as to club members internally in order to enable them to show what they love and represent.</p>	<p>High quality headwear to</p> <ul style="list-style-type: none"> <li>○ dress brand ambassadors with.</li> <li>○ complete your clothing assortment in order to sell to brand lovers.</li> </ul>	<p>Quality caps are excellent souvenirs in merchandise stores, for tourists and visitors of premium destinations.</p>	<p>As an idol, it's vital to keep the fans happy. Headwear merchandise to listeners and concert visitors is extremely popular.</p>	<p>People are proud to participate in certain events and festivals, and would love to show where they've been. Make sure to benefit by it.</p>	<p>Headwear is sometimes an obvious part of employees' professional attire in service occupations. Let them wear good-looking ones so that they can take pride in it.</p>



# Cap styles overview



Flat Brim Cap



Baseball Cap



Dad Cap



Stretch Cap



Trucker Cap



# Flat Brim Cap



## What characterizes this style?

- Flat visor/brim.
- High front panels, which make the logotype clear and visible.
- Also called Snapback Cap.
- Goes well with a customized sticker on the brim.

## Fun Fact

The Flat Brim Cap is a relatively progressive cap, which became popular in modern time around the beginning of the 21<sup>st</sup> century when celebrities within music and sports started wearing them.

### Size

Adult: 57-58 cm  
Kids: 54-55 cm  
Custom size

### Panels

5 or 6

### Crown

High or Mid

### Fabric

Free of choice

### Closure

Snapback or  
Fitted

### Brim style

Flat; square or round

### Color

Free of choice

# Baseball Cap



## What characterizes this style?

- The most classic cap style.
- Curved brim and slightly tilted front panels.
- Suitable for all kind of occasions; from casual sports to high-end fashion events.
- Goes well with a customized sticker on the brim.

## Fun Fact

The Baseball Cap was and is a part of the traditional baseball uniform worn by players to protect the eyes from the sun while playing, but has since the 1980s also become a prominent fashion accessory.

### Size

Adult: 57-58 cm  
Kids: 54-55 cm  
Custom size

### Panels

5 or 6

### Crown

High, Mid or Low

### Fabric

Free of choice

### Closure

Free of choice

### Brim style

Curved

### Color

Free of choice

# Dad Cap



## What characterizes this style?

- Unstructured front, making the cap shape after the forehead.
- Low profile cap.
- Slightly curved brim.

## Fun Fact

We are not completely sure, but we have heard the term “Dad Cap” comes from the fact that dads (yes, fathers) used to wear them. Regardless, the Dad Cap saw an increase in sales very recently, when artists and other celebrities made this style a fashion trend by showing off in it.

### Size

Adult: 57-58 cm  
Kids: 54-55 cm  
Custom size

### Panels

6

### Crown

Low

### Fabric

Free of choice

### Closure

Free of choice

### Brim style

Slightly curved

### Color

Free of choice

# Stretch Cap



## What characterizes this style?

- Stretchable fabric and sweatband to fit head.
- Closed back and no adjuster needed.
- Best cap for performance activities.

## Fun Fact

This cap is as functional as it is stylish. With its fitted model and flexible fabric, it's the most comfortable and suitable cap for performance related activities. The Stretch Cap fits several hat sizes due to its great ability to stretch.

### Size

L/XL: 58-61 cm  
S/M: 55-58 cm  
Custom size

### Panels

5 or 6

### Crown

Mid

### Fabric

97% cotton,  
3% spandex

### Closure

Fitted  
(completely  
closed in the  
back)

### Brim style

Curved

### Color

White, black, navy  
blue and grey

# Trucker Cap



## What characterizes this style?

- Mesh material in the back part of the cap.
- Great for athletic purposes, as the cap breathes.
- Comes in the shape of both Flat Brim and Baseball Cap.

## Fun Fact

This style originated during the 1960s when, amongst others, truck drivers wore these for promotional purposes – hence the name. The Trucker Cap is also called Mesh Cap or Netback Cap for obvious reasons. This cap gained popularity around the beginning of the 21st century.

### Size

Adult: 57-58 cm  
Kids: 54-55 cm  
Custom size

### Panels

5 or 6

### Crown

High or Mid

### Fabric

Free of choice on front. Mesh on back panels.

### Closure

Free of choice

### Brim style

Curved or Flat (if flat, then square or round)

### Color

Free of choice



# Basics



## 1. Colors

### ***For fabrics***

When it comes to fabric colors, we work with color swatches and are able to offer a range of different options. Tell us your need and we will find a perfect match!

### ***For threads***

For thread colors, we prefer not to just give you a range to choose from due to the massive jungle of threads. Instead, we will match the embroidery threads with your desired pantones.



## 2. Fabrics

We have several different fabrics in our assortment. Should you need something special, don't hesitate to get in touch and we'll do our best to find your fit.

Below are our most popular fabrics:

- Cotton
- Acrylic/Wool blend
- Mesh
- Polyester
- Spandex blend

# Basics cont'd

## 3. Logotype

Logotypes are possible to print, embroider and attach in patches. Check out our most popular logotype applications here.



2D embroidery (applicable on front, side and back)



3D embroidery (applicable on front, side and back)



Patches in artificial leather or rubber

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## 4. Closure

We offer four closure options in addition to fitted style (i.e. keeping the cap completely closed in the back). The closure allows the user to adjust the cap size after his/her preferences.



Clip closing  
(Antique gold, silver or black/nickel)



Tri-glide  
(Antique gold, silver or black/nickel)



Plastic snapback



Velcro

# Additional customizations



## Inside label

A woven label on the inside of the cap is the easiest way to make the cap appear as your own brand.



## Hang tag

Add hang tags to your caps in order to elevate your brand new collection of caps to new heights.



## Care label

Add information on fabric composition, laundry care instructions and country of origin in a care label.



## Inside taping

The taping is an excellent way to get a personal touch on the cap's inside.



## Sticker

The sticker adds great value and is an eye-catching detail which enhances the cap's premiumness.

## Other customizations

Looking for something else? We have experience from special fabrics, velcro logotypes and sublimation prints, among other creative ideas. Get in touch with us directly and we will consult you on how we can create something unique together.

# Thinking outside the box

We are not a regular headwear company. Why? Well, we don't hold stocks on thousands and thousands of different basic caps just to wait for you to choose among and put your logotype on. Instead, we allow you to think outside the box and make your design come to life by creating your unique cap fully from scratch.



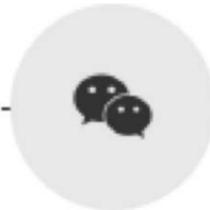
# From start to finish

## 1. Idea



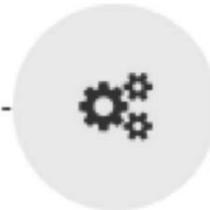
Everything starts with an idea, whether you already have one in mind or would like to develop one with us.

## 2. Design development



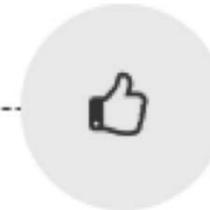
We discuss your needs and desires in order to help you decide on a winning design that will enhance your brand.

## 3. Production



Your designed cap is put into production. During this whole process, we keep a close dialogue with you in order to keep you up-to-date with current status.

## 4. Quality Control



When production is finished, we make a last quality check to ensure the caps meet our standards in quality and design.

## 5. Delivery



Your caps are delivered to your requested address, equipping you to make impressions on your surroundings.

# Frontplay Headwear

You might have never heard of Frontplay Headwear, but chances are that you have heard of some of the clients we have worked with. The reason for this is simple; we do what we do to show off your brand, not ours.

While we stay highly involved during the design and production stages, our time to shine ends once the product is delivered. At that point, the merchandise we provide is meant to strengthen your connection with your own customers, fans and supporters. That way, you will be able to create high-quality and natural ways for them to express their sense of community.

If this sounds like something for you, we would love to help you achieve it with your brand playing in front!



# Good to know

## **What's your Minimum Order Quantity?**

Our MOQ is 150 pieces per style and design. The larger the volume, the bigger the flexibility and opportunity to create more unique designs.

## **How much does it cost?**

We offer competitive rates, however we can only give you final prices after we have received your design and a volume indication.

## **How long does it take?**

The lead time from submitting final design to receiving the products at hand is around 4-6 weeks.

## **Is it possible to receive a sample before ordering?**

Yes, however we charge a small sample fee which is deducted from the total invoice once the final order is placed. Moreover, we help our customers with digital mockups pre-order at no added cost.

## **To which countries do you deliver?**

We ship to the whole world.

## **Can you help us with other products?**

We solely focus on headwear. By doing so, we have throughout the years become both pioneers and experts within our field. Thus, in addition to caps, the only other product category we operate within is beanies. Get in touch with us for more information on our beanie offering.



## GET IN TOUCH

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