

LOCAL CUSTOM T-SHIRT COMPANY SEES EXPONENTIAL GROWTH

CreateMyTee.com surpasses 2010 sales in first four months of 2011

ANN ARBOR, MICH. — After the first four months of 2011, CreateMyTee.com had already broken its sales record for the entire 2010 year. In fact, the custom apparel site has grown more than 350% every year since 2009, making it one of the fastest growing small businesses in the country.

CreateMyTee.com is a website that specializes in custom screen printed apparel. The site allows customers to design their own t-shirts, tank tops, sweats, jerseys and other garments. Customers choose from a variety of brands, garments and colors and upload their own images and fonts or work one-on-one with a designer to create a customized graphic design.

CreateMyTee was officially started by Josh Fales in 2008. Fales got his start selling t-shirts on the campus of Albion College in 2006, when he was just an undergrad in need of “adult beverage money.” As a member of Sigma Nu fraternity, he had access to a large social network and group of friends that helped him sell tees. His perseverance and focus paid off. After graduation, one of his fraternity brothers, Nick Shelton, took over selling tees on campus—a job that eventually turned into CreateMyTee’s Campus Rep positions.

CreateMyTee has received a lot of positive feedback, mainly due to the efficiency of their creation process. The site advertises fast turnarounds of three to five business days, but the crew has produced and shipped t-shirts in as little as two days. The entire crew works together from start to finish to “make shirt happen”—which is one of the company’s slogans that doubles as their office motto. CreateMyTee’s easy process, affordable garments and high quality workmanship has earned them repeat customers, such as the Good Shepherd Episcopal School in Florida, who had this to say about their most recent order:

“I can’t tell you how many compliments we’ve gotten on the adult tech shirts. We’ll definitely be using CreateMyTee for next year’s race and [will be] recommending your services. Thanks again for all your help.”

Custom Printed Apparel



Office: 888.392.9631
Fax: 734.418.1025
4343 Concourse Dr, Suite 330
Ann Arbor, MI 48108

Fales couldn't be happier with CreateMyTee's growth and credits its success to his outstanding crew, adding,

"We have worked so hard for so long. It's hard to believe it's finally started to happen!"

Fales said that the company's success is a balancing act, adding, "You have to be open to changes but stay true to your vision."

Regarding future goals for the company, Fales said that he wants to create a team that everyone wants to be a part of, then make CreateMyTee a household name, adding,

"If you think custom t-shirts, you'll think CreateMyTee."

****CreateMyTee.com was founded in 2006 by Josh Fales and specializes in custom screen-printed apparel for groups, organizations, teams, clubs, and events. For more information, please visit www.CreateMyTee.com. Make Shirt Happen!*

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