

BASIC SUPPLY CO.

Website Shopping Manual & Tutorial

How to understand the brand, compare sourcing regions, find products and navigate the website

POWERED BY ROYAL APPAREL

ONE TRUSTED PARTNER. MULTIPLE SOURCING SOLUTIONS.

Why Basic Supply Co.?

Basic Supply Co. was created to give customers greater sourcing flexibility while maintaining the quality, consistency and customer service standards Royal Apparel has built for more than 30 years.

Every apparel program has different requirements. Some customers need premium Made in USA garments. Some need a premium imported blank with faster near-shore replenishment. Others need an opening price-point imported product for high-volume or value-driven programs.

Basic Supply Co. allows customers to address all of these needs through one trusted partner instead of managing multiple suppliers.

Basic Supply expands Royal Apparel's capabilities.

It complements Royal Apparel's Made in USA manufacturing; it does not replace it.

Royal Apparel Continues to Grow Made in USA

Royal Apparel is growing its Made in USA footprint with expanded production capacity. These investments strengthen our ability to support customers seeking American-made apparel, dependable domestic production, responsive replenishment and premium quality.

Royal Apparel Is Also Known for Sustainable Garments

Royal Apparel is also recognized for an extensive assortment of sustainable garments. Our collection includes organic cotton, recycled materials and other environmentally responsible fabrications, giving customers substantial options when sustainability is an important part of their program.

- Growing Made in USA manufacturing footprint
- Expanded domestic production capacity
- Premium American-made apparel
- Extensive sustainable garment assortment
- More than 30 years of apparel manufacturing experience

Which Sourcing Region Is Right for Your Program?

Royal Apparel Made in USA - Premium Domestic Tier

Royal Apparel's Made in USA collection is designed for customers who prioritize domestic production, premium quality, sustainable apparel options and a dependable U.S. supply chain.

- Premium domestic manufacturing
- Growing U.S. production capacity
- American-made programs
- Extensive sustainable garment choices
- Strong fit for brands, institutions and customers requiring domestic origin

Basic Supply Co. - Central America (CAFTA-DR) - Premium Import Tier

Our Central America collection is designed to compete in the premium import blank apparel market. It is intended for customers currently purchasing premium imported blanks who also value shorter lead times, faster replenishment and greater supply-chain flexibility.

- Faster lead times than traditional Asian sourcing
- CAFTA-compliant, using U.S. cotton/U.S. yarn
- Near-shore manufacturing
- Competitive pricing within the premium import tier
- Reliable replenishment potential
- Excellent balance of speed, quality and value

This region is well suited for decorators, promotional distributors, retail brands, music merchandise programs and ongoing inventory programs that require premium import quality with a more responsive supply chain.

Basic Supply Co. - Asia - Opening Price-Point / Value Import Tier

Our Asia collection is designed to compete in the opening price-point blank apparel market while maintaining the quality, consistency and service standards expected from Basic Supply Co. and Royal Apparel.

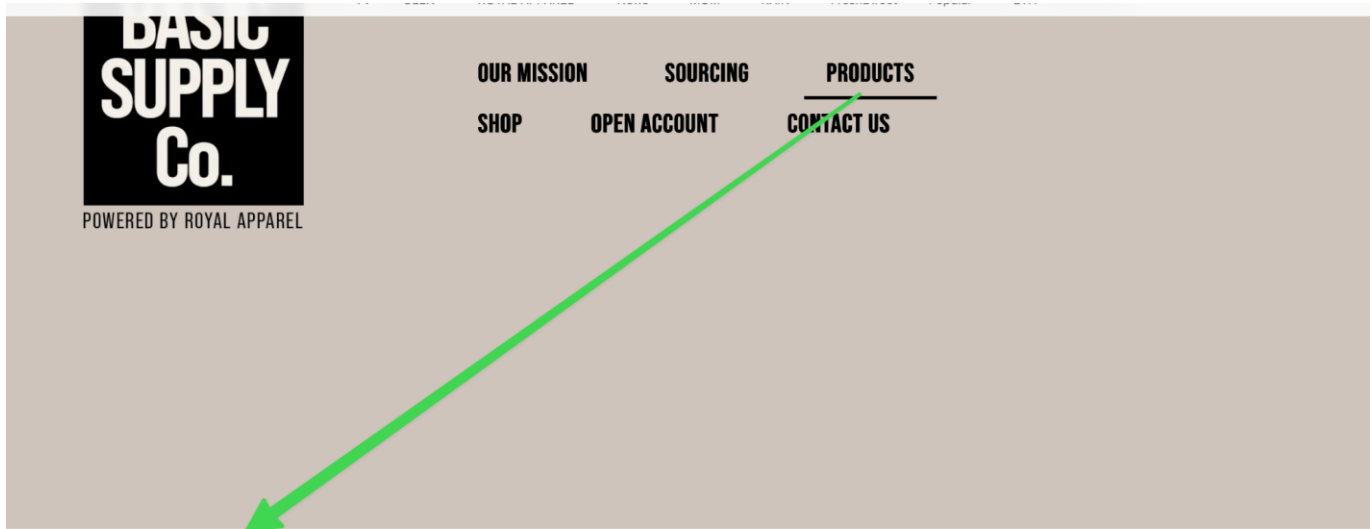
- Competitive pricing
- Excellent value
- Cost-effective sourcing solutions
- Large-volume production
- Extensive custom manufacturing capabilities
- Consistent quality standards

This region is ideal for value-driven programs, high-volume opportunities and customers that need scalable global sourcing without sacrificing confidence in specifications, quality control and service.

Step 1 - Browse Basic Supply Co. Products by Manufacturing Region

When you select Products on the Basic Supply Co. website, the products are organized by manufacturing region. The page does not present one undifferentiated list. Instead, it allows you to scroll through the styles available from each sourcing region.

This organization helps you compare products based on country or region of manufacture, market tier, lead time, pricing and program requirements.



Products

Our stock line includes 4.4–6.0 oz jersey tees, an 8.3 oz hoodie, and 12 oz canvas totes. Depending on your project's needs, you can choose from options sourced under the Central America–Dominican Republic Free Trade Agreement (CAFTA-DR) or South-East Asia.

Central America–Dominican Republic Free Trade Agreement (CAFTA-DR)



South Asia



The Products page begins by grouping styles under their manufacturing region.

What the customer should understand:

The headings on the Products page identify the sourcing region for the products shown below them. Scroll through the regional sections and select a style to open the full product page.

Step 2 - Switch Between Royal Apparel and Basic Supply Co.

On RoyalApparel.net, the USA / Import filter allows you to switch between Royal Apparel's Made in USA products and Basic Supply Co.'s import-sourced styles.

To view Basic Supply Co. products:

- Open the Filters panel.
- Locate the USA / Import section.
- Select Import (Basic Supply Co.).
- The product listing will update to display Basic Supply Co. imported styles.

To return to Royal Apparel:

Clear the Import filter to return to Royal Apparel's product assortment and Made in USA styles.

Sort By: Product ID 

Page 1 of 1 for 9 Products



Use the Import (Basic Supply Co.) filter to display Basic Supply Co. styles.

Brand distinction:

Royal Apparel is known for Made in USA manufacturing and an extensive sustainable garment assortment. Basic Supply Co. identifies the globally sourced collection.

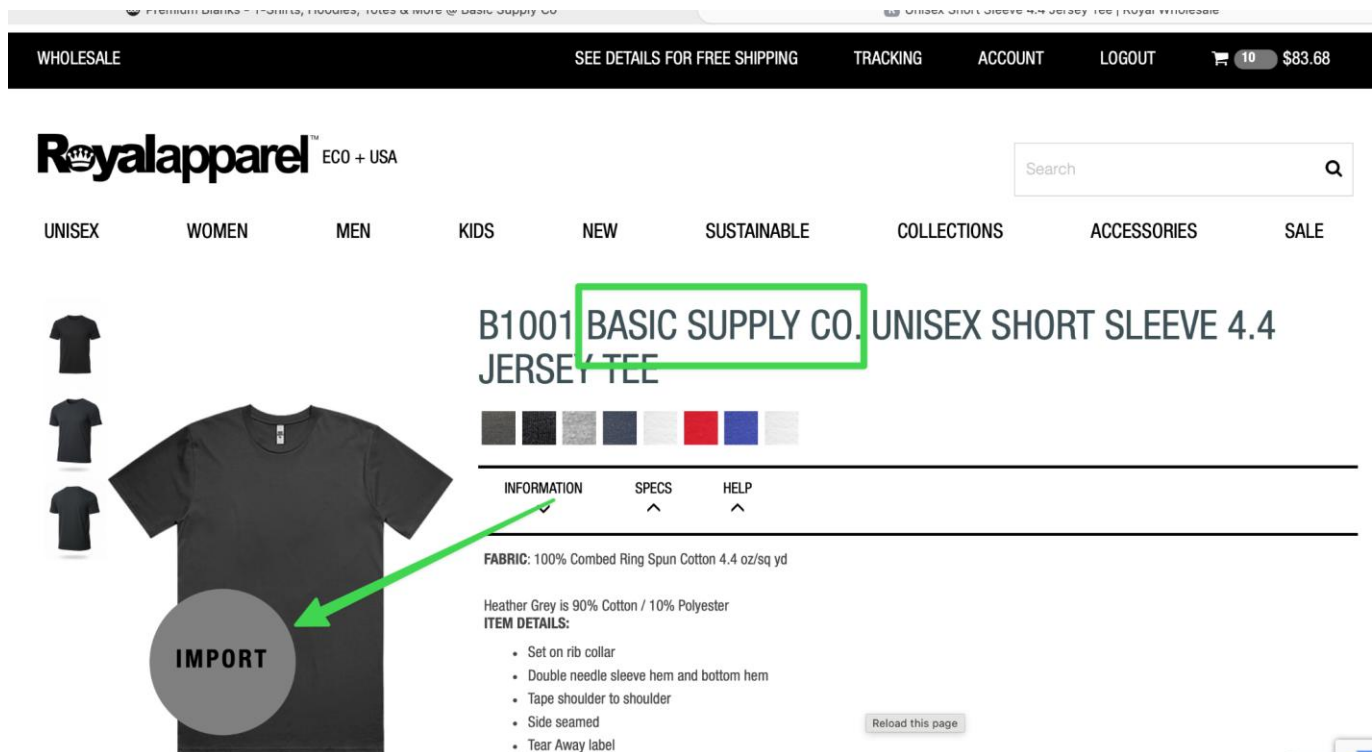
Step 3 - Identify a Basic Supply Co. Product

Every Basic Supply Co. style page clearly identifies the collection in the product name. This prevents confusion between Royal Apparel Made in USA products and Basic Supply Co. imported products.

The product title will include the words Basic Supply Co.

B1001 | BASIC SUPPLY CO. | UNISEX SHORT SLEEVE 4.4 OZ JERSEY TEE

The style page also displays an import or manufacturing-region indicator near the product image so the product origin can be recognized immediately.



The style name calls out Basic Supply Co., and the product page identifies the item as imported.

Look for both identifiers:

1. Basic Supply Co. in the product title.
2. The import or manufacturing-region icon displayed on the style page.

Step 4 - Understand the Manufacturing Region Icons

Manufacturing-region icons appear on the style page to show where a product is made. These icons act as a quick visual glossary so customers can understand the sourcing region without searching through the product specifications.



Made in Central America

Made in Central America icon.

Basic Supply Co. Made in Central America

This icon identifies products manufactured in Central America. These products are positioned in the premium import tier and are designed to compete with premium imported blank apparel brands.

- Near-shore sourcing
- Faster lead times than traditional Asian sourcing
- Premium import quality positioning
- Greater replenishment and supply-chain flexibility



Made in Asia

Made in Asia icon.

Basic Supply Co. Made in Asia

This icon identifies products manufactured in Asia. These products are positioned in the opening price-point / value import tier.

- Competitive pricing
- Excellent value
- Cost-effective sourcing solutions
- Large-volume and custom manufacturing capabilities
- Consistent quality standards

How to use the icons:

Use the icon on each style page to quickly identify the manufacturing region and understand which market tier the product is designed to serve.

Step 5 - Continue Shopping or Return to the Basic Supply Website

At the bottom of each Basic Supply Co. style page, two prominent navigation buttons allow you to continue shopping or return to the Basic Supply Co. landing page.

* Please note that dozen and case pricing requires the same size, color and style.

Shop Basic Supply Co.

Basic Supply Co. Website

Navigation buttons at the bottom of a Basic Supply Co. product page.

Shop Basic Supply Co.

Select this button to return to the complete Basic Supply Co. style assortment. Use it when you want to continue shopping, compare products or view other Basic Supply Co. styles.

Basic Supply Co. Website

Select this button to return to the Basic Supply Co. landing page. From there, you can access Our Mission, Sourcing, Products, Open an Account, Contact Us and other Basic Supply Co. information.

Recommended website journey:

Basic Supply Co. landing page -> Products organized by region -> Product style page -> Shop all Basic Supply styles or return to the Basic Supply landing page.

Custom Manufacturing Capabilities

Basic Supply Co. is more than a stock blank apparel collection. Central America and Asia can also support custom manufacturing programs, depending on the project, quantities and specific requirements.

- Private label programs
- Custom colors
- Garment dye
- Specialty fabrics
- Retail packaging
- Custom trims
- Large-scale production

The Basic Supply Co. Advantage

Basic Supply Co. makes it easier to select the right sourcing strategy for each apparel program while working with one experienced partner.

- Royal Apparel Made in USA: premium domestic manufacturing with a growing U.S. footprint and expanded production capacity
- Royal Apparel sustainable apparel: an extensive assortment of organic, recycled and environmentally responsible garments
- Central America: premium import tier with near-shore speed, quality and replenishment flexibility
- Asia: opening price-point / value import tier with competitive and scalable sourcing
- One trusted service relationship backed by Royal Apparel

**ONE TRUSTED PARTNER.
THREE MANUFACTURING REGIONS.
MULTIPLE SOURCING SOLUTIONS.
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