

EPIC
MERCH
STORE

**SUPPORTING THE
LOCAL SCENE**
WORLDWIDE

Introduction

Introduction

**We would like to introduce you to Epic Merch Store.
The place where we take care of all the online merchandise
needs for alternative bands and artists.**

**We have noticed that a lot of bands and
artists sell little to no merch online**

We think this has to do with

- ⊗ the restricted and complicated options on how you can sell your merchandise through the so called 'easy' online stores
- ⊗ the cost of inventory
- ⊗ the limited amount of different items they can offer
- ⊗ the hassle with shipping your merch (worldwide)
- ⊗ the issues with different payment methods

That is why we have decided to create a format for bands and artists to sell more merchandise online in an easy and effective way:

**EPIC
MERCH
STORE**

**A merchandise service for
alternative bands & artists**

JOIN EMS NOW! epicmerchstore.com/join

What does EMS do?

We offer an all-in-1 solution for selling merchandise online

We will take care of your bandpage, order handling, receiving of payment, the merchandise production and the shipment to your customers.

We work with print-on-demand

Every item that is being ordered is custom made. Due to this method there is no need for inventory and large stock of one particular merch item. This way bands can offer a lot more merch designs, items and different colors without paying for stock and inventory.

So how does it work?

Launch an online store without inventory or upfront investment

1

Create a bandpage

We create a personal bandpage for you at Epic Merch Store with a unique URL which you can use as online store.

2

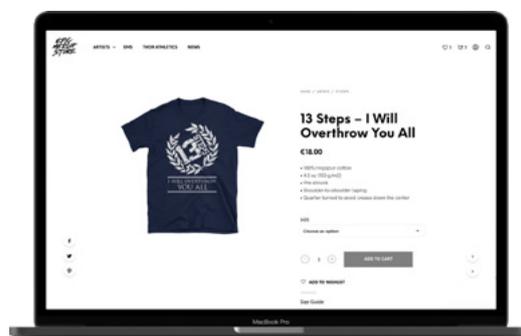
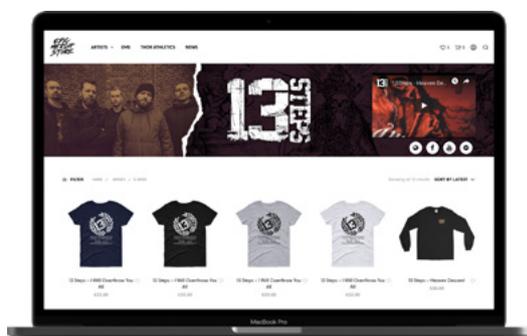
Fill your bandpage

Fill your online store with as many products as you like without keeping inventory or worrying about leftovers.

3

Sit back and enjoy

You don't have to do anything as soon as your bandpage launches, except selling your merch that is.



If you haven't already, check out www.epicmerchstore.com to take a look at all the bandpages and layout of the site.

JOIN EMS NOW! epicmerchstore.com/join

No more merch restrictions

Because there is no stock you can have your design on whatever merch item you want.
Now you can develop merch you have always wanted, but never had the chance to!

For example; snapbacks, zippers, hoodies etc.!

How much does it cost?

It's free to join Epic Merch Store and there are no subscription costs!
Epic Merch Store and you only get paid when an order is made.

IN SHORT:

no sale? no pay, no obligations, no worries

Payment methods

Epic Merch Store takes all kinds of payment methods from its customers, such as Credit Card, Paypal, iDEAL, et al.

Worldwide shipping

Our manufacturer is based in the USA and Europe, so we can ship worldwide and keep the shipping costs low.

Anyone can join!

We want to give every band and artist a chance to sell their merch through EMS. That is why we do not charge any memberships fees, monthly contributions and so on. Instead we do a provision deal, the band gets 80% of the profit and Epic Merch Store only takes 20%. This way we can cover expenses and keep things going. We get something out of it but the band gets the most out of it. And we only take our cut if there is an actual sale.

All you do is make money, no strings attached!

JOIN EMS NOW! epicmerchstore.com/join

Keypoints

- ✔ **No regular expenses**
- ✔ All kinds of payment methods, Credit Card, Paypal, Ideal, Sepa etc.
- ✔ No inventory management
- ✔ No order processing
- ✔ Big profit margin: band 80% - EMS 20 %
- ✔ Payment every 3 to 6 months
- ✔ All the merch you can think of, so no need for concessions*
- ✔ Growing number of bands, meaning more traffic to your site
- ✔ **No obligations whatsoever**
- ✔ Total freedom to sell your own merchandise at shows (no need or obligation to buy large quantities of merchandise from EMS, like we said no obligation whatsoever just the opportunity to get a good, professional and nice webstore for your online sales with lots of merch options you otherwise would not have)
- ✔ More merch options, colors and embroidery options in the near future
- ✔ Instant access to merch items you would otherwise not have
- ✔ Professional online shop for your band
- ✔ Worldwide shipping without a hassle
- ✔ No investments in inventory, domain names, website memberships, payment system, the creation of a webshop, etc.
- ✔ Your own band page with unique URL you can use as your online shop
- ✔ No maintenance of online shop
- ✔ No worries, **everything is taken care of and being done for you**
- ✔ From nil/or almost nothing to online sales
- ✔ Good promotion for your band
- ✔ High quality **full color** prints, so almost no concessions on the design
- ✔ High quality embroidery products like snapbacks, polo shirts etc.
- ✔ **Have we mentioned there are no obligations whatsoever?**

* As much designs and merch as you want is within reason. We don't need an overload of bad designs and crazy/offensive shit. We want to run a professional webstore.

Products

Here you can find a list of merchandise products we have to offer. It is our intention to expand these options in the near future. This goes for the type and amount of products, the available colors, but also the printing and embroidery options.

Product	Type	Color options
T-shirt	Gildan 64000	Black, Navy, White, Sport Grey
Longsleeve	Gildan 2400	Black, Navy, White, Sport Grey, Red, Yellow Light Blue, Maroon, Orange, Royal Blue
Crewneck	Gildan 18000	Black, Navy, White, Sport Grey, Red, Indigo Blue, Light Blue, Maroon, Light Pink
Hoodie	Gildan 18500	Black, Navy, White, Sport Grey, Red, Indigo Blue, Irish Green, Maroon
Zipper	Anvil 71600	Black, Navy
Tanktop	Bella Canvas 3480	Black, White, Charcoal-Black Triblend
Polo	Gildan 3800	Black, Navy, White, Sport Grey, Red
Girl shirt	Gildan 5000L	Black, Navy, White, Sport Grey, Red, Yellow, Light Pink
Girl tank	Bella Canvas 8430	Charcoal-Black Triblend, Grey Triblend
Romper	Bella Canvas 100B	Black, White, Pink, Heather Blue
Baby shirt	Bella Canvas 3001B	Black
Toddler shirt	Bella Canvas 3001T	Black, White
Youth shirt	Bella Canvas 3001Y	Black, White
Snapback	Yupoong 6089M	Black, Navy, Red, Royal Blue, Heather Grey, Silver, Dark Navy, Dark Grey, Maroon, Spruce, Heather Grey/Black, Black/Red
Trucker cap	Yupoong 6606	Black, White, Navy, Khaki, Red, Black/White, Navy/White, Brown/Khaki
5-panel hat	Yupoong 7005	Black, Grey, Navy, Khaki, Olive, Green Tiger Camo

Price overview

Because we want to be crystal clear and honest, we want to share the expense and return figures.

More important: what do you earn as a band.

How much you make depends on the amount of prints. To give you an idea of the expense and returns we created 2 overviews: one with 1 print (front or back) and an overview with 2 prints (front and back). All prints are **full color** with the exception of the embroidery, these come in 4 colors.

Example 1 print

Product	Price	Retail	VAT* 21%	Profit Total	80% Artist	20% EMS
T-shirt	7,95	18,-	3,12	6,93	5,54	1,39
Longsleeve	13,95	28,-	4,86	9,19	7,35	1,84
Crewneck	15,50	30,-	5,21	9,29	7,43	1,86
Hoodie	18,25	36,-	6,25	11,50	9,20	2,30
Zipper	26,25	45,-	7,81	10,94	8,75	2,19
Tanktop	12,95	23,-	3,99	6,06	4,85	1,21
Polo	13,50	28,-	4,86	9,64	7,71	1,93
Girl shirt	11,25	22,-	3,82	6,93	5,54	1,39
Girl tank	13,95	23,-	3,99	5,06	4,05	1,01
Romper	11,25	22,-	3,82	6,93	5,54	1,39
Baby shirt	10,50	21,-	3,64	6,86	5,49	1,37
Toddler shirt	10,95	21,-	3,64	6,41	5,13	1,28
Youth shirt	11,25	22,-	3,82	6,93	5,54	1,39
Snapback	12,95	30,-	5,21	11,84	9,47	2,37
Trucker cap	12,25	28,-	4,86	10,89	8,71	2,18
5-panel hat	12,25	28,-	4,86	10,89	8,71	2,18

Example 2 prints

Product	Price	Retail	VAT* 21%	Profit Total	80% Artist	20% EMS
T-shirt	13,20	21,-	3,64	4,16	3,33	0,83
Longsleeve	19,20	30,-	5,21	5,59	4,47	1,12
Crewneck	20,75	32,-	5,55	5,70	4,56	1,14
Hoodie	23,50	38,-	6,60	7,90	6,32	1,58
Zipper	31,50	47,-	8,16	7,34	5,87	1,47
Girl shirt	16,50	24,-	4,17	3,33	2,66	0,67
Snapback	15,55	30,-	5,21	9,24	7,39	1,85

* VAT: We sell worldwide, so VAT is not always applicable or can vary from 0 to 21%. To be realistic we give you the 'worst case' scenario where we are obligated to pay 21% VAT. However, if there is no VAT obligation, the displayed amount of VAT goes straight to the profit. So in reality your returns will be higher than portrayed in the examples above.

The How The What The Why

A shitload of awesome stuff

We work with print-on-demand. This means every order is made individual. Here lies the strength of the EMS concept. You do not have to choose which merch to stock up on, and you have a greater variety in offering in your online store and no limitations. For example, if you always wanted to make snapbacks, but could not find the resources to finance 50-100 pieces, now is your chance. Same goes for zippers, hoodies and other merch items you could not afford the inventory for. The only downside is that the basic costs are a bit higher compared to higher volume orders, say 50-100 pieces of merch at once. The benefits however are HUGE. Epic Merch Store gives you a platform to sell merch worldwide, together with a lot of other bands. Epic Merch Store takes all sorts of payments and has a low worldwide shipping flatrate. Epic Merch Store builds you a professional bandpage from which you can sell all sorts of merch items. Epic Merch Store takes care of all the orders, shipping, site maintenance, et al. Epic Merch Store offers a lot of merch options without actually buying stock. No obligations, just an extra way to sell your merch aside from your sales at liveshows. Just to be clear: we just handle online sales. We are not trying to sell you merch you can sell at your liveshows. You can still order these at your normal manufacturer as you always do and sell these at your shows. Epic Merch Store does not own your designs, does not have copyright, does not have exclusive sales rights and does not let bands sign contracts or let them pay contributions. Also, you are not obligated to anything: If you want to leave Epic Merch Store, you can do so at any time. Best of all it is free! We only get paid when you make a sale and we only take 20%. Next to that, Epic Merch Store is a great community where bands can sell their merch, but also drive traffic to the other bands on Epic Merch Store and visa versa. The numbers will only get better as we grow! So more bands, more sales, better return ratios, more exposure! Furthermore, merch options will grow in the future, more colors and options per item and more products in general. We are just getting started!

Still sceptical? Just try it, no obligations remember?! If you don't like it you can always call it quits and return to handling your own merch sales online.

If there are any questions or you want some more information or explanation,
just reach out and contact us through info@epicmerchstore.com

Epic Merch Team

**EPIC
MERCH
STORE**