

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 created 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

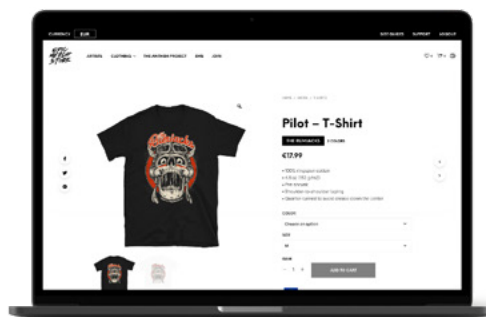
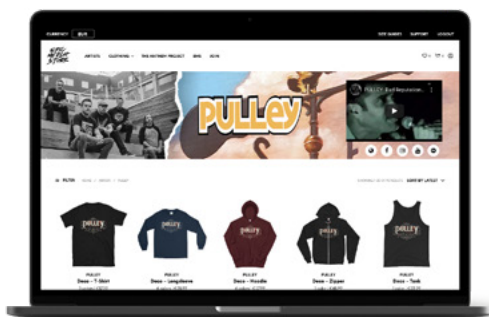
Fill your bandpage

Let us 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.

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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 US, Canada, Europe, Australia, Mexico and Japan, 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 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
- ✔ All prints are high quality **full color**, 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, Dark Heather |
| Longsleeve | Gildan 2400 | Black, Navy, White, Sport Grey, Red, Yellow Light Blue, Maroon, Royal Blue |
| Crewneck | Gildan 18000 | Black, Navy, White, Sport Grey, Dark Heather, Indigo Blue, Light Blue, Maroon, Light Pink, Red |
| Hoodie | Gildan 18500 | Black, Navy, White, Sport Grey, Red, Light Blue Indigo Blue, Irish Green, Maroon, Dark Heather, Pink |
| Zipper | American Apparel F497W | Black, Navy, Dark Heather Grey |
| 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 |
| Beanie | Yupoong 1501KC | Black, White, Heather Grey, Navy, Red, Spruce |
| Flexfit | Flexfit 6277 | Black, White, Grey, Dark Navy, Red, Royal Blue, Dark Grey |

The cost and profit system

Because we want to be crystal clear and honest, we want to share the cost and profit figures.

More important: what do you earn as a band.

**Our cost and profit system is pretty straight forward:
All costs and discounts are split evenly
amongst the bands who sell any merch**

Because we manufacture and ship worldwide we are faced with a multitude of costs variables. Also profits from manufacturer discounts (currently set on 7-8% discount) are difficult to factor in due to the difference in fulfilment costs around the world. Because the amount of bands joining Epic Merch Store the sheer task of figuring out every cost and profit detail for every band individually is nearly impossible. That's why we split everything evenly so everyone shares in the costs as well as the profits.

**To give you an idea,
cost variables can be
but are not limited to >>**

- ⊗ Fulfillment/manufacturer costs
- ⊗ Transaction/Paypal fees
- ⊗ Currency exchange rates
- ⊗ Additional TAX and VAT
- ⊗ Promotion/marketing costs

Let's explain the cost and profit system with an example

The situation

Let's say the total sales of a Quarter is €10.000,- and all costs for this Quarter are €5.900,-. Band X has sold €100,- on merch this Quarter. Accumulated this is 1% of the total sales that Quarter ($10.000,- : 100 = 100,-$ equals 1%). This means Band X will also carry 1% of the total costs, which would be €59,- ($5.900,- : 100 = 59,-$ equals 1%).

In order to come up with the profit for Band X we do the following

Revenue - costs = 100% profit.

In this case €100 (revenue) - €59 (costs) = €41,- (profit).

Since €41,- is 100% of the profit we have to split this up into 80% for the band and 20% for Epic Merch Store. This means Band X will get €32,80 (80% of €41,- = €32,80) and Epic Merch Store will get €8,20 (20% of € 41,- = € 8,20).

By using this system everyone shares in all the costs, but also shares the benefits from the manufacturer discounts which are already calculated in the fulfillment/manufacturer costs.

As EMS continues to grow, these discounts will increase as well.

How much do you earn on your sales?

We found that around 59% of the revenue goes to costs (fulfillment/manufacturer costs, transactions fees additional TAX, etc.), 32,8% of the revenue is profit that goes to the band and 8,2% of the revenue is profit that goes to Epic Merch Store.

Disclaimer: Since it is hard to give exact numbers because of all variables we are given, we can only give you a rough estimate on costs and profit percentages. Since costs vary so do the percentages but they tend to stay around the numbers mentioned.

| | | |
|----------------------------------|----------|-------|
| Total sales revenue | € 10.000 | 100% |
| <hr/> | | |
| Total costs | € 5.900 | 59% |
| Total profit before split | € 4.100 | 41% |
| <hr/> | | |
| Total sales revenue | € 10.000 | 100% |
| <hr/> | | |
| Profit bands 80% | € 3.280 | 32,8% |
| Profit EMS 20% | € 820 | 8,2% |
| | € 4.100 | 41% |

| | | |
|-----------------------------------|---------|-------|
| Sales Band X | € 100 | 100%* |
| <hr/> | | |
| Costs Band X | € 59 | 59%** |
| Profit Band X before split | € 41 | 41% |
| <hr/> | | |
| Total sales revenue | € 100 | 100% |
| <hr/> | | |
| Profit Band X 80% | € 32,80 | 32,8% |
| Profit EMS 20% | € 8,20 | 8,2% |
| | € 41 | 41% |

* = 1% of total sales ** = 1% of total costs

Order examples

Knowing this you can do some simple math per item using the retail prices.

Because we are an EU based company we have to pay 21% VAT on all EU orders. This is why we've made an example for both EU and non EU orders. The total band revenue is a combination of all sales made both in and outside of the EU.

Here are 2 examples: 1 for a t-shirt sale at our retailprice of €17,99 and 1 for a hoodie sale at our retailprice of €37,99.

Non EU order

Example t-shirt 1 print

| | | |
|--------------------------------|---------|-------|
| Sales revenue 1 t-shirt | € 17,99 | 100% |
| <hr/> | | |
| Costs | € 10,61 | 59% |
| Profit | € 7,38 | 41% |
| | € 17,99 | 100% |
| <hr/> | | |
| Profit band 80% | € 5,90 | 32,8% |
| Profit EMS 20% | € 1,48 | 8,2% |
| | € 7,38 | 41% |

Example hoodie 1 print

| | | |
|-------------------------------|---------|-------|
| Sales revenue 1 hoodie | € 37,99 | 100% |
| <hr/> | | |
| Costs | € 22,41 | 59% |
| Profit | € 15,58 | 41% |
| | € 37,99 | 100% |
| <hr/> | | |
| Profit band 80% | € 12,46 | 32,8% |
| Profit EMS 20% | € 3,12 | 8,2% |
| | € 15,58 | 41% |

EU order

Example t-shirt 1 print

| | | |
|--------------------------------|---------|---------------|
| Sales revenue 1 t-shirt | € 17,99 | 121% incl VAT |
| <hr/> | | |
| VAT | € 3,12 | 21% |
| Sales revenue | € 14,87 | 100% |
| Costs | € 8,77 | 59% |
| Profit | € 6,10 | 41% |
| | € 14,87 | 100% ex VAT |
| <hr/> | | |
| Profit band 80% | € 4,87 | 32,8% |
| Profit EMS 20% | € 1,23 | 8,2% |
| | € 6,10 | 41% |

Example hoodie 1 print

| | | |
|-------------------------------|---------|---------------|
| Sales revenue 1 hoodie | € 37,99 | 121% incl VAT |
| <hr/> | | |
| VAT | € 6,59 | 21% |
| Sales revenue | € 31,40 | 100% |
| Costs | € 18,53 | 59% |
| Profit | € 12,87 | 41% |
| | € 31,40 | 100% ex VAT |
| <hr/> | | |
| Profit band 80% | € 10,30 | 32,8% |
| Profit EMS 20% | € 2,57 | 8,2% |
| | € 12,87 | 41% |

Retail prices

Below you can find the retail prices for every product. We took great care in forming them so we would have the best cost to profit ratio. Therefore all our prices are set for every band and artist on Epic Merch Store. This way everyone has the same sales price and all costs and profits are carried equally.

All prints are **full color** with the exception of the embroidery, these come in max 4 colors.

All retail prices are calculated in Euro.

| Product | Retail 1 print | Retail 2 prints |
|----------------------|---------------------------|----------------------------|
| T-shirt | 17,99 | 20,99 |
| Longsleeve | 28,99 | 31,99 |
| Crewneck | 30,99 | 33,99 |
| Hoodie | 37,99 | 40,99 |
| Zipper | 48,99 | 51,99 |
| Tanktop | 22,99 | n/a |
| Polo | 27,99 | n/a |
| Girl shirt | 21,99 | 24,99 |
| Girl tank | 22,99 | n/a |
| Romper | 21,99 | n/a |
| Baby shirt | 20,99 | n/a |
| Toddler shirt | 20,99 | n/a |
| Youth shirt | 21,99 | n/a |
| Snapback | 29,99 | 31,99 |
| Trucker cap | 27,99 | n/a |
| 5-panel hat | 27,99 | n/a |
| Beanie | 21,99 | n/a |
| Flexfit | 29,99 | 31,99 |

Bulk orders

**Next to Epic Merch Store we can also offer bulk orders,
European and Canadian tour support.**

**So if you are looking for a larger quantity of merchandise such as
T-shirts, Hoodies, Snapbacks etc, look no further.**

**We can handle orders from 10 up till 1000+ items
and we deliver all over Europe and Canada.**

**More info on
epicmerchsupply.com**

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. 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 Store

WD, KEES-JAN, RAY

**EPIC
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