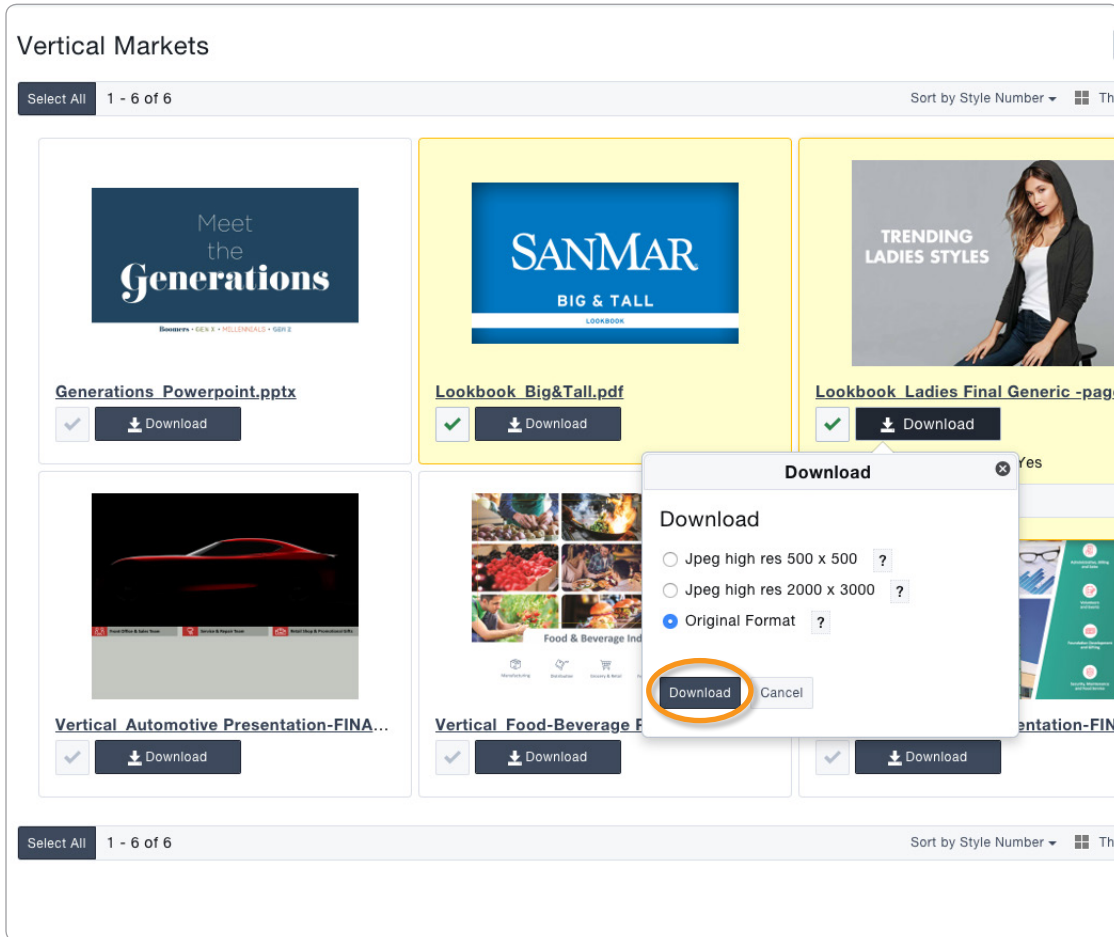


# SHARE LOOKBOOKS WITH CUSTOMERS



## CHALLENGE

Need to present a curated collection of essential styles to customers



## SOLUTION

Download and share one of SanMar's lookbooks



## HOW TO

SanMar has created lookbooks filled with curated collections of products that speak to specific markets, like Big and Tall, and Trending Ladies Styles. Simply download the PDF from SanMar's Media Library and then share it.

Visit [www.sanmar.com](http://www.sanmar.com) and log in to your account. From the top navigation, hover over Marketing and select "Media Library." Click on "View Media Library."

Click on "Collections" in the top navigation bar and then select "Vertical Markets."

Select the checkbox next to a lookbook (you can select more than one at a time) and then click "Download." Select "Original Format," which is a PDF, and then click "Download." The file will then save to your computer.

# SHARE GENERATIONAL APPAREL TRENDS



## CHALLENGE

Help customers understand the differences in apparel and uniforming trends between different generations



## SOLUTION

Share SanMar's "Meet the Generations" presentation with your customer



## HOW TO

SanMar has created a presentation that takes a look at what matters to Boomers, Gen X, Millennials and Gen Z. It covers statistics, tips for how to market to them and apparel trends they're interested in. Pick and choose from the sections or share the entire presentation. All you need to do is download the document from SanMar's Media Library.

The screenshot shows the SanMar Media Library interface. The top navigation bar includes 'media library', 'Assets', a search bar, and a 'More' dropdown. The main content area is titled 'Vertical Markets' and shows a list of assets. The 'Generations Powerpoint.pptx' file is selected, and a 'Download' dialog box is open, highlighting the 'Download' button. The dialog box also shows the 'Original Format' option selected. Other assets visible include 'Lookbook Big&Tall.pdf', 'Vertical Automotive Presentation-FINAL...', and 'Vertical Food-Beverage Presentation-FI...'. The left sidebar contains filters for 'Search Within', 'Metadata', 'Sales Material', 'Year', and 'File Types'.

Visit [www.sanmar.com](http://www.sanmar.com) and log in to your account. From the top navigation, hover over Marketing and select "Media Library." Click on "View Media Library."

Click on "Collections" in the top navigation bar and then select "Vertical Markets."

Select the checkbox next to "Generations Powerpoint" and then click "Download." The option of "Original Format," which is a PowerPoint file, is selected for you. Click "Download" and the file will save to your computer.

**Pro Tip:** This presentation is end-user-friendly, meaning that it doesn't contain any SanMar branding.