



## Belt Programs:

### Crib Sheet

This guide is designed to help you quickly position Imperial's belt offerings with your accounts. Each category has unique specs and selling points, making it easy to match the right belt to the right type of shop or buyer. Use this crib sheet as a quick reference in conversations to highlight premium features, customization options, and ideal placements in the shop.

#### Embroidered Belts (BL101 & BL102)

- **What it is**
  - Sized belts: 30–46
  - 1.25" premium cotton webbing
  - Two options: Brown leather + satin gunmetal buckle OR Black leather + matte black buckle
  - Ships on sized Imperial hanger
- **Why it Matters**
  - Premium "IYKYK" belt. Subtle, elevated flex for members & guests creating long-lasting, branded memories.
  - Embroidery Program Options
    - Standard Embroidered Belt Program: 2 Logos Maximum, 24 pc minimum
    - Story Belt Program: 3 - 7 Logos, 48 pc minimum
- **Talk Track**
  - This is your premium belt option; high-end, multiple embroidery locations, and a subtle way for members/guests to flex their club pride.
- **Merchandising**
  - Use as premium cross-category driver—pair with polos, q-zips, and pants for cohesive outfit builds
  - Anchor elevated displays where members expect exclusivity and subtle branding
  - Strategically position as a "premium upgrade" option in shop layouts



BL101 - NANTUCKET RED - NAN



## Sublimated Belts (BL200)

- **What it is**
  - Sized belts: 30–46
  - 1.25" premium poly webbing
  - Solid brass buckle, plated in satin gunmetal or matte black
- **Why it Matters**
  - Ultimate customization: full colorways + high-detail designs
  - Perfect for seasonal features, special graphics, or “wow-factor” displays
  - Flexible option for rotating color stories and designs
- **Talk Track**
  - Think of this belt as your design playground; bold colorways, detailed graphics, and the perfect seasonal or feature piece.
- **Merchandising**
  - Leverage hanging displays to complement apparel color stories and seasonal graphics
  - Rotate designs alongside limited-time merchandise to drive repeat purchases
  - Merchandise as a statement piece that refreshes the belt wall each season



BL212 - IN NAVY



BL200 - IN BLACK



## Cut-to-Size Sublimated Belts (BL200C)

- **What it is**
  - One belt fits sizes 30–46
  - 1.25" premium poly webbing
  - Clamp buckle for easy sizing, with cut-to-size marks on reverse side
- **Components Shipped in Order**
  - Belt ships assembled with clamp buckle that is easily removed/reapplied after trimming
  - Quick Reference How-To Guide for cutting and sizing belts
  - Scissors for trimming
- **Why it Matters**
  - Universal-fit solution; no need to stock multiple sizes
  - Grab-and-go accessory. Simply cut, re-clamp, and wear instantly
  - Low-maintenance inventory solution
- **Talk Track**
  - This is the no-fuss belt. Universal, one size fits most, easy to size, and the perfect tournament or resort gift.
- **Merchandising**
  - Stack or bulk-display in high-traffic zones to maximize grab-and-go sales
  - Position near point-of-sale for impulse add-ons
  - Use as an inventory solution in shops with limited backstock space; universally sized, one SKU solution



BL204C - IN BREAKER BLUE