Print and Embroidery Partner - The Basics

ascolour.

To be featured on the AS Colour website as a recommended decorator, we ask that partners reflect that relationship across their own channels. These aren't about ticking boxes, it's about making sure customers can find and experience AS Colour products wherever they land.

01

Online Presence: Website

If you're showcasing blank products on your website, AS Colour needs to be in the mix. The format is up to you: there's no single right way to do it.

This could look like: a dedicated landing page or brand section, AS Colour logo, flat product imagery, model shots or marketing assets.

We also ask that you include a backlink to our home page wherever AS Colour is featured on your site.

Web: ascolour.co.nz
Assets: ascolour.co.nz/assets

02

Showroom Display

Got a physical showroom featuring other blank brands? AS Colour should have a presence. How you display us is your call.

Display options:
- **ASC Rail**
- **ASC Gondola**
- **Gadgets & accessories**

AS Colour supplies samples and hangers FOC for showroom display. Co-branded marketing assets open for discussion.

03

Growth Plan

If you're on the AS Colour printers page and recommended as a print and embroidery partner, we'd expect to be a preferred blank choice for your customers asking for quality and sustainable options.

We understand this isn't always an immediate switch, the expectation isn't perfection from day one, it's intent. Lead with AS Colour where it makes sense, and grow over time.

04

Product Training & In-person Visit

Every partner should undergo hands-on support from a dedicated brand rep: someone who knows the range and can help your team sell it confidently.

This includes: an in-person visit from your dedicated AS Colour sales rep, product training tailored to your team, and ongoing support as the range evolves.