

TRADE GUIDE



EST. 1867

SURRIDGESPORT.COM

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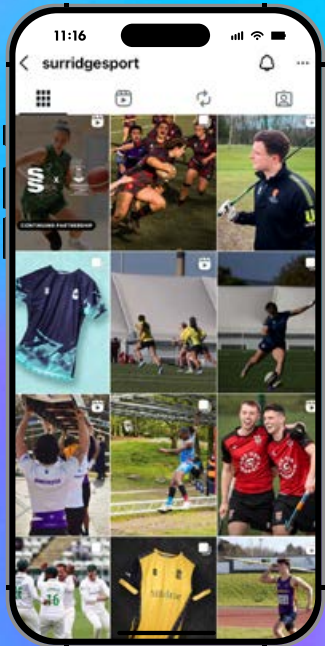


SECTION 1

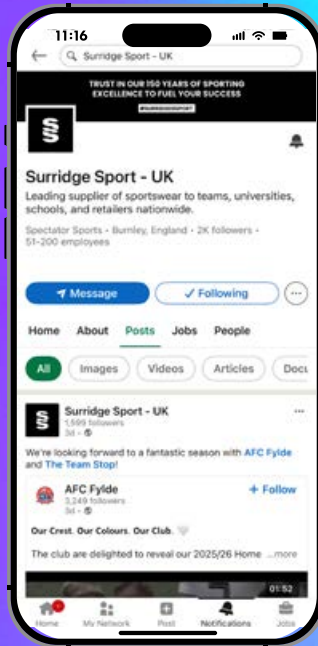
Navigating Our Platform

1.1 Social Media

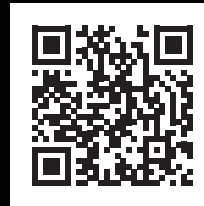
Do you follow us on social media?



Instagram



LinkedIn



X



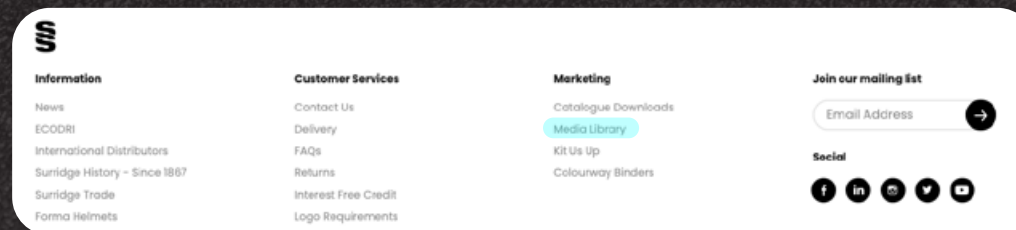
Facebook



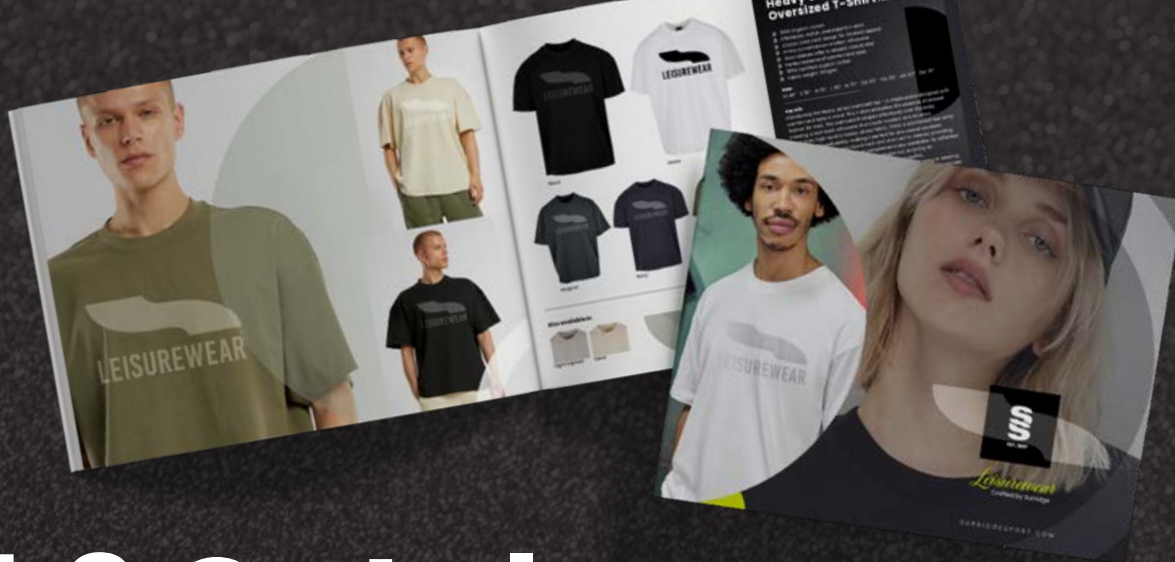
How to access our social media content for you to use

[Click here to view a tutorial on accessing our Media Library](#)

- Scroll to the bottom of our website – www.surridgesport.com
- View our marketing section –



- Click on Media Library.
 - There will be an array of content in here for you to use.
- Please let us know if you require any more or us to add your logo.

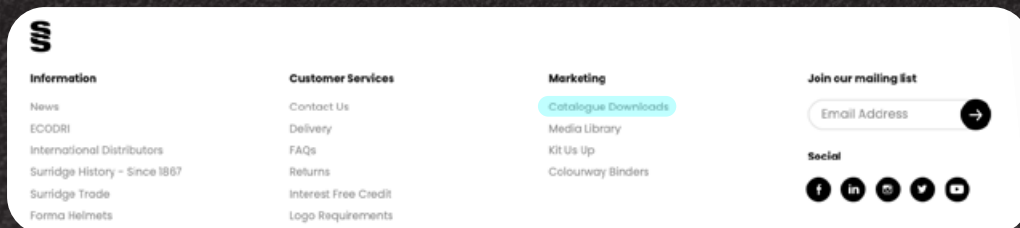


1.2 Catalogues

How to access our catalogues

Click [here](#) to view a tutorial on accessing our Colourway Binders

- Scroll to the bottom of our website – www.surridgesport.com
- View our marketing section –



- Click on Catalogue Downloads for all our generic catalogues. These get updated constantly.
- Click on Colourway Binders for sport and colour specific catalogues. These are a great sales tool to send to you customer.
- Please ask if you would like your logo and contact details adding to the catalogues.



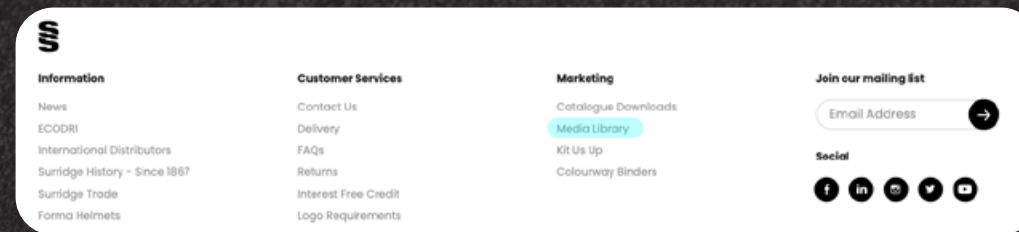


1.3 Product Imagery

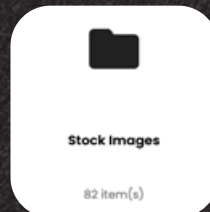
How to access our stock imagery

[Click here to view a tutorial on accessing our Stock Images](#)

- Scroll to the bottom of our website – www.surridgesport.com
- View our marketing section –



- Click on Media Library
- Click on Stock Images –

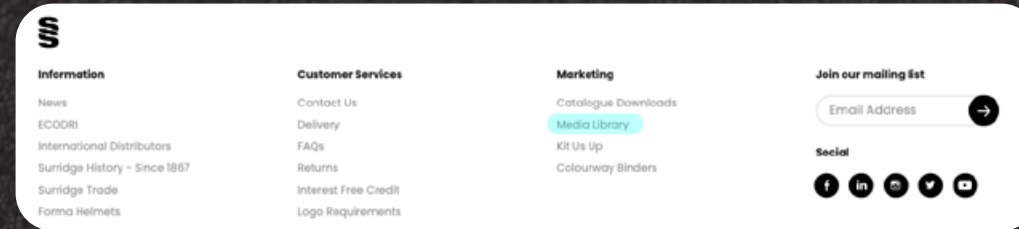




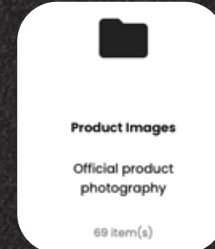
How to access our product imagery

Click [here](#) to view a tutorial on accessing our Product Images

- Scroll to the bottom of our website – www.surridgesport.com
- View our marketing section –



- Click on [Media Library](#)
- Click on [Product Images](#) –



- Select the product
- Select the colour or style you'd like images of
- Choose to download all of the images, or select the images you'd like to download

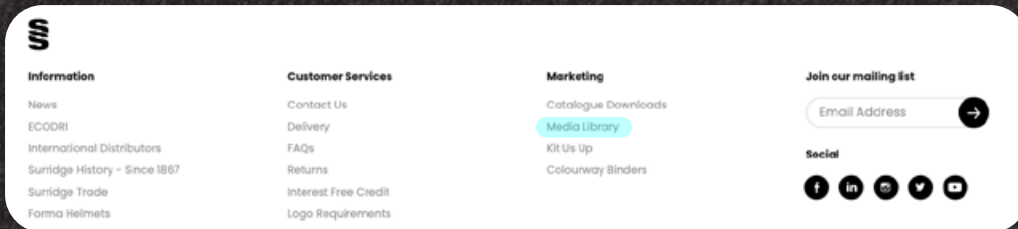
1.4 CSV File

How to access our CSV file

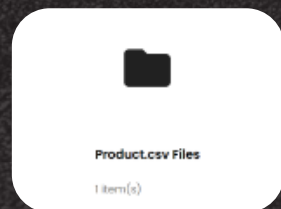
[Click here to view a tutorial on accessing our Product.CSV File](#)

How to access our CSV file

- Scroll to the bottom of our website – www.surridgesport.com
- View our marketing section –



- Click on Media Library
- Click on Product.CSV File –

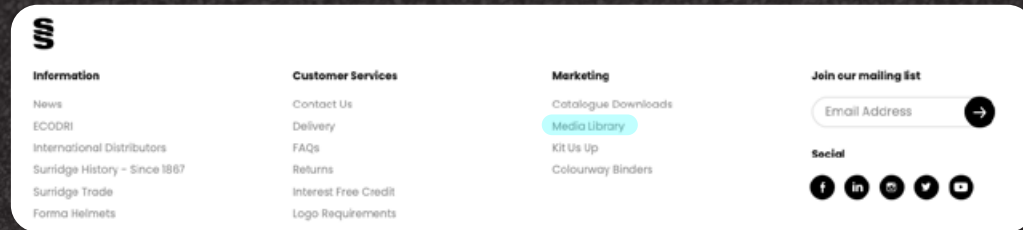


1.5 Size Charts

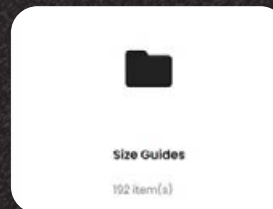
How to access our size charts

[Click here to view a tutorial on accessing our Size Guides](#)

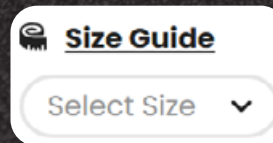
- Scroll to the bottom of our website – www.surridgesport.com
- View our marketing section –



- Click on [Media Library](#)
- Click on size guides –



- Alternatively, each product has a size chart next to it on the website –



1.6 KitBuilder

How to find the kit builder

[Click here to view a tutorial on accessing and using our Kit Builder](#)

- Visit our website – www.surridgesport.com
- See the top middle tab of the website called '*kit builder*'

Create your own presentation on the kit builder

[Click here to view a tutorial on creating a presentation from our Kit Builder](#)

- Design a garment.
- Press 'My Designs' at the end of designing the garment.
- Press 'Design another' in the top right corner.
- Keep designing garments until you have done them all.
- Press 'Download as PDF' to receive all the items in your designs in one PDF presentation.
- Please wait 5 minutes for this to download.



Request the kit builder on your website.

- We can offer the kit builder on your website FOC just email your sales rep asking for this. It will sit on your website as an iFrame. See an example here - [Online Kit Designer | Design Your Kit Today | MR Cricket Hockey](#)

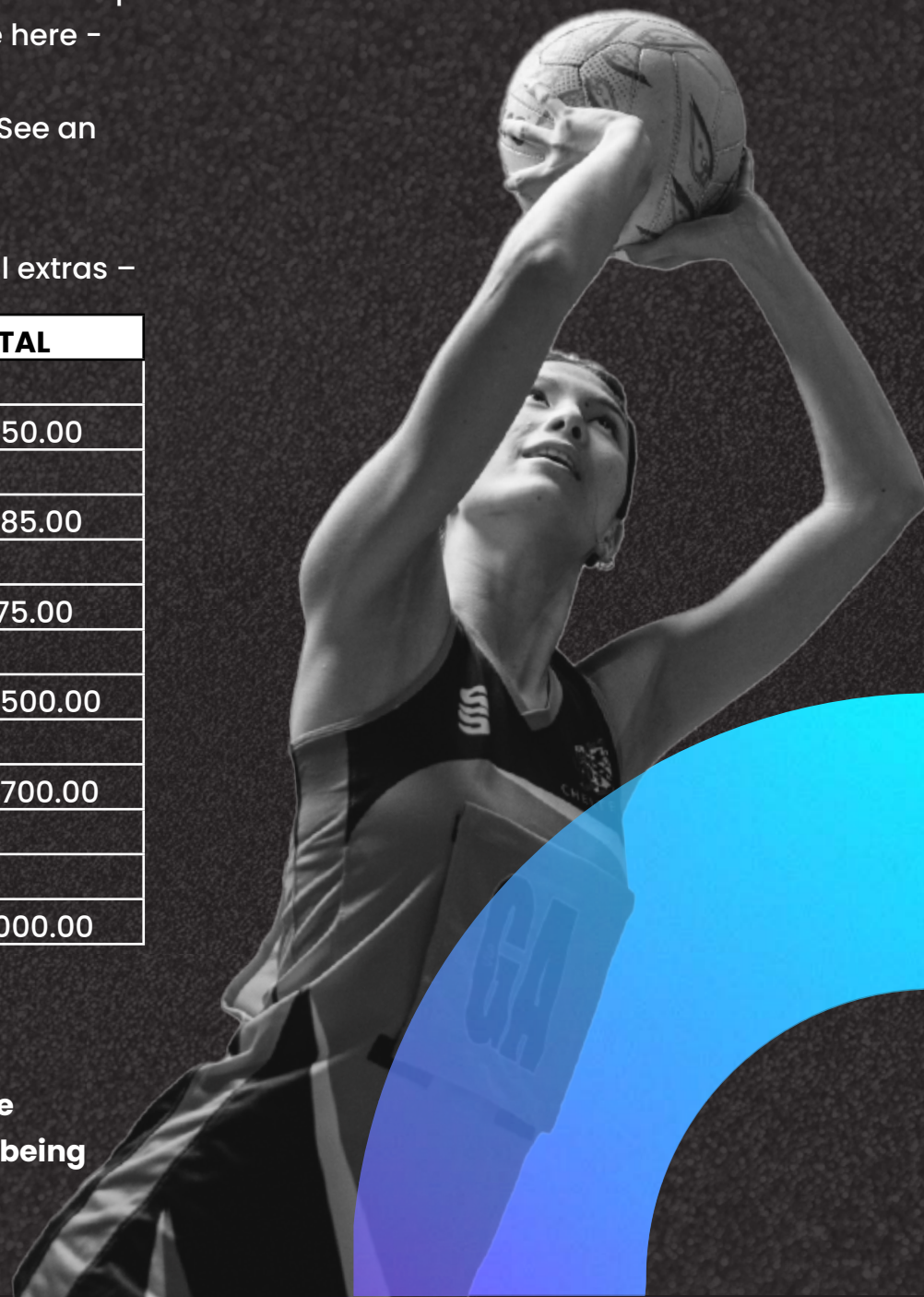
- If you would like a white label kit builder i.e with your branding. See an example here - [Kit Designer - Motif8](#)

We can also supply this for £1,000 ex vat along with the below optional extras –

ITEM	MOQ	PRICE	TOTAL
Swing Ticket – 2 colour , 2 sides, 1 ticket	5000	£0.07	£350.00
Neck Tape – 2 colour	1500 meters	£0.19	£285.00
Heat Transfer Back Neck Label	2500	£0.07	£175.00
Standard Re-usable bag	10000	£0.15	£1,500.00
Larger Re-Usable Bag	10000	£0.17	£1,700.00
Kit Builder with your logo instead of SS			£1,000.00

All prices are ex vat.

All the above are one off pricing. If we have to renew any of the above accessories we will do so at our cost, as this would mean business is being placed and we can absorb the extra cost.



1.7 View Orders

How to view ALL your orders

- Visit our website – www.surridgesport.com
- Click the 'account' icon at the top, right of the page
- Select the 'orders' tab
- You should be able to view all of your orders, including offline orders in this location.

Orders	Kit Builder Orders	Back Order
Placed: 4 October 2023 Order Total: £199.72 Order Number: 705561		
Status: Dispatched Due: 15th November 2023		
Wisbech Hockey – Home shirts		
View PDF		
Placed: 2 October 2023 Order Total: £280.62 Order Number: 705226		
Status: Dispatched Due: 13th November 2023		
Ely Hockey Club order		
View PDF		
Placed: 29 September 2023 Order Total: £16.76 Order Number: 704999		
Status: Dispatched Due: 3rd October 2023		
21915 – MR Cricket Hockey SHORTS		
View PDF		





SECTION 2

Products

2.1 FastTrack

What is it?

- We offer a 3 week lead time on bespoke (sublimated) playing kits. These are set designs and set colours. Pick your design, pick your colour and place your order! Unlimited logo's and no production for you.
- Fast track is available in – Football, Cricket, Rugby, Hockey and Netball. Please get in touch if you would like us to develop this in a different sport.
- See our catalogue section on our website to view the designs and colour options.

How to order

- Email orders@sdlgrouppltd.com with the below information
- Confirmation of the design and colour of the kit & if you require bottoms with it i.e shorts, socks etc. (you can use our kit builder to design it yourself!)
- The name and number excel spreadsheet filling out. Request this if you do not have one.
- All logos in vector format. See here for more info on this – [Logo/Artwork Requirements | Surridge Sport](#)
- Our orders team will then respond to you with a CAD of the design, number sheet and order for you to approve. Once approved this will go to the factory and arrive in 3 weeks.



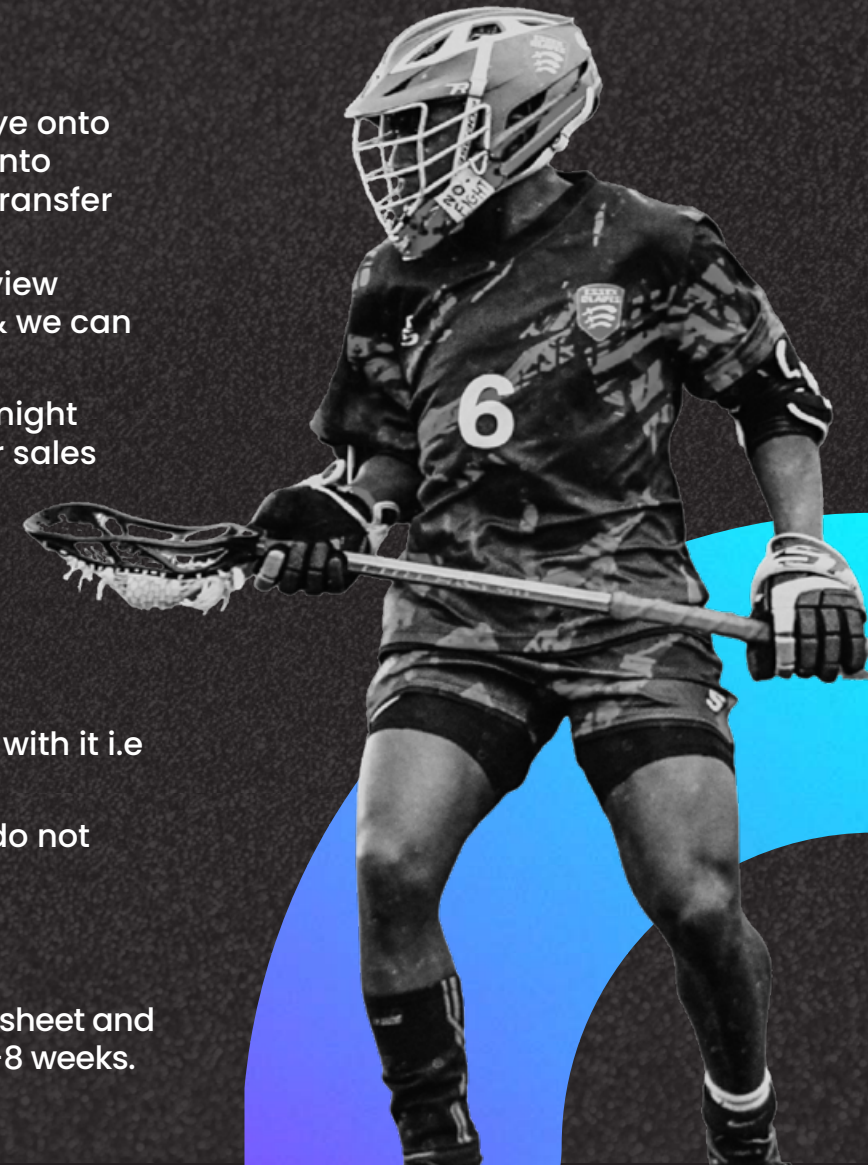
2.2 Dye Sub Products

What is it?

- Dye sublimation is a digital printing process that uses heat to transfer dye onto materials like fabric, plastic, or metal. The process involves printing a design onto special transfer paper with sublimation inks, then using heat and pressure to transfer the dye into the material, creating a permanent, high-quality image.
- We can supply 60+ different sports with our dye sub offering – you can view these on our kit builder. Our general lead time for these product is 6-8 weeks & we can supply any design the customer requires.
- MOQ is 15 for the first order but, you can top up in 1s after this. The MOQ might vary per sport i.e it is only 7 in netball. Please see the kit builder info or ask your sales rep to be sure.

How to order

- Email orders@sdlgrouppltd.com with the below information–
- Confirmation of the design and colour of the kit & if you require bottoms with it i.e shorts, socks etc. (you can use our kit builder to design it yourself!)
- The name and number excel spreadsheet filling out. Request this if you do not have one.
- All logos in vector format. See here for more info on this – [Logo/Artwork Requirements | Surridge Sport](#)
- Our orders team will then respond to you with a CAD of the design, number sheet and order for you to approve. Once approved this will go to the factory and arrive in 6-8 weeks.





2.3 Stock Products

How many ranges do we have?

We currently offer 5 stock product ranges –

- Dual
- Fuse
- Tempo
- Impact
- Camo

You can view all our stock ranges via our website – www.surridgesport.com.

Please log in to view your trade pricing.

Each range can be ordered with or without an SS (we have 17 different colour options for this) and you can add dual print onto the shoulders in the same colour options.

How to order

- Log into your trade account on our website and order all stock items online.
- Stock levels will be shown on our B2B platform along with size charts, colour options and imagery.

2.4 White Label

What is it?

A generic product that can be re-branded and sold as if it were made by the purchasing company. This allows businesses to offer clothing lines without the complexities and costs associated with designing and manufacturing their own garments.

Our white label products come with a tear out SS label.

Please see the products with the 'white label' tag in our catalogues –



2.5 Badges

We are now offering a huge selection of different badges to our traders.
We require a MOQ of 200 and they take around 3 weeks to arrive.

Please see the following link on our website to read all about
the badge types, pricing and application methods -
[Badges & Appliqués | Surridge Sport](#)





SECTION 3

How Surridge Sport Can Support You

3.1 What can we do?

At Surridge Sport we want to have a positive relationship that is not just transactional – we like to be at the forefront of your customers minds, presented to them as an option for our amazing product to be on show on your websites, in your shops and on your social media.

We offer –



Regular in Person Visits

To show you samples, new product, offer advice, meet with your customers, answer questions and just generally catch up. Get in touch with your sales rep to organise your visit.



Commercial Support

Do you have a contract that you want to win or a club that is not happy? Let us help you, we will always back you and support you with a VERY good commercial offering to win business.



Marketing Support

We want to work with you on collaborations on social media, advertisements, POS products. Lets grow and get the brand out there!



Tender and Presentation Support

Do you have a tender on your desk that you don't know where to start with? We will do it for you, let us support you with your tenders and presentations to ensure they are the best quality they can be.

Speak to us – I am sure we can help!



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THANK YOU

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