



**PTX CUSTOM** | Powertex Custom Headwear Development





# CRAFTSMANSHIP + EMOTION + PURPOSE

No formula for success is complete without deliberate craftsmanship, meaningful emotion, and infused purpose. It is these essential ingredients that allow us to create quality products and services that inspire our customers and deepen relationships.



# PROCESS MAKES PERFECT

## Step-by-Step Product Development Process

**1. Onboarding:** Review brand guidelines, logo standards, messaging, and positioning.

**2. Project Scope:** Determine product categories and target MOQ/Cost, then develop and approve a product line plan.

**3. Concept Ideation:** Create mood boards and initial product concepts for review.

**4. Design Development:** Convert concepts into detailed illustrations and product variations.

**5. Pre-Press:** Prep CAD files with product and design details as well as an initial spec.

**6. Product Selection:** Choose final designs for sample production

**7. Sampling:** The exact sampling process will depend on the specific project, but will usually consist of a fit sample, lab dips and a final photo sample prior to production.

**8. Order Placed**



# **WELCOME TO THE PTX CUSTOM SAMPLE PORTFOLIO**

This curated collection of reference samples showcases past development projects to help spark ideas and guide the concept ideation process for new product development. Designed as a resource for inspiration, this guide highlights unique materials, design techniques, and innovations to help shape your vision.

Let's collaborate to bring your ideas to life!



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