

★ THE PERFECT FIT! ★



the **NEFF**

VARSITY **jacket**

program



ESTABLISHING A JACKET PROGRAM

WITH NEFF

- SAVES STUDENTS AND PARENTS MONEY.** Why buy retail? Dealing directly with the manufacturer saves you more!
- REMOVES THE HASSLE** of coordinating everything yourself. A knowledgeable sales rep will be there to guide you each step of the way—making the process hassle free and guaranteeing your complete satisfaction.
- ENSURES COLOR CONSISTENCY.** Each component of your school jacket, from your award letter and patches to your embroidery, will match.
- GUARANTEES FAST DELIVERY.** In most cases you will receive your jackets in just 4 weeks or less.



We understand how complicated it can be to coordinate the many components involved in building a school jacket program. There can be one company for the jacket, another for the award letter, another for embroidery....

NEFF is your single source solution. By providing you with both the jacket and the decoration, we are able to deliver the highest quality jacket with consistent color matching across the board. This saves a great deal of time and money for you and your students.

A knowledgeable sales rep will also help guide you through the process, working with you to build your school's unique program.

IT'S SIMPLE, IT'S EASY - IT'S THE PERFECT FIT!



WHAT IT MEANS WHEN YOU

CHOOSE NEFF!



At Neff, we pride ourselves on tradition. We've been manufacturing and decorating jackets for schools just like yours for decades, becoming the premier "one-stop-shop" supplier in the country. Our varsity jackets are constructed of the finest components - meticulously crafted with your satisfaction in mind. We supply your chenille letters, patches & embroidery too, and ensure the fastest delivery in the industry. Our professional and knowledgeable sales team is also there to provide you with a personal touch when it comes to the ordering process. When you order from Neff, not only are you guaranteed a top quality product shipped to you on time, you're also becoming part of a rich legacy.

**CHOOSING NEFF MEANS NEVER HAVING
TO COMPROMISE.**



FOUR REASONS A

1 WE HELP YOU DESIGN YOUR SCHOOL'S OFFICIAL JACKET

A Neff representative will sit down with you and help you define all the variables of your jacket. This includes choosing a **body style, sleeve type, collar style, & trim** plus any additional components you wish add or modify. It's an easy, step by step process-just one more way we make the program simple and convenient.



"Neff has provided us with an outstanding awards system for our athletic program. From our letter jackets & patches to championship plaques & certificates, we have been very happy dealing with Neff, the one company which consistently exceeds all of our needs."

- Bobby Alston
Memphis University School



2 WE PROVIDE ALL THE TOOLS YOU NEED FOR A SUCCESSFUL PROGRAM

From posters and individual student order forms, to morning announcement scripts that remind students of fitting dates—we will provide you with all the tools you need for a successful launch. A dedicated sales rep will also be there to help guide you each step of the way.

The collage features several promotional items:

- ANNOUNCEMENT CARD 1:** A card with the text "ANNOUNCEMENT CARD 1" and "FOR YOUR CONVENIENCE". It includes a photo of students and the Neff Varsity Jacket logo. Below the photo, it says "A representative from the Neff Company will be here" and "to take Varsity Jacket orders for the". It also includes a phone number "1-800-222-NEFF" and the slogan "THE PERFECT FIT!".
- ANNOUNCEMENT CARD 2:** A card with the text "ANNOUNCEMENT CARD 2" and "FOR YOUR CONVENIENCE". It includes a photo of students and the Neff Varsity Jacket logo. Below the photo, it says "A representative from the Neff Company will be here" and "to take Varsity Jacket orders for the". It also includes a phone number "1-800-222-NEFF" and the slogan "THE PERFECT FIT!".
- POSTER:** A large poster with the text "GET THE PERFECT FIT!" at the top. It features a photo of three students wearing Neff Varsity Jackets. Below the photo, it says "the NEFF VARSITY jacket" and "SPECIAL JACKET FITTING". At the bottom, it includes a form with fields for "ORGANIZATION:", "DATE:", "LOCATION:", and "TIME:". The text below the form reads: "A NEFF representative is coming to your school for a special jacket fitting. Please be sure to have all of the proper jacket information filled out by the fitting date listed. Contact your advisor for details."
- DESIGNING YOUR JACKET:** A form titled "DESIGNING YOUR JACKET" with the subtitle "PERSONALIZE THE FRONT OF YOUR JACKET". It includes a diagram of a jacket with letters A, B, and C indicating different areas for personalization. The text below the diagram says "TO PERSONALIZE YOUR JACKET, PLEASE".

A young woman with long dark hair is smiling and holding a trumpet. She is wearing a red and white Neff Varsity Jacket with a large white "F" on the front and a white "0" on the sleeve. The jacket also has "NEFF" and "BAND" written on it.

the **NEFF**
VARSIITY
jacket
program

JACKET PROGRAM IS

3 WE TAKE CARE OF THE JACKET FITTING AND ORDER TAKING.

Getting the right fit is never a problem with our jacket program. A Neff sales professional will come to your school and manage the jacket fitting for you – ensuring the **proper size and fit for every student.**



get the
PERFECT FIT!

THE PERFECT FIT!

4 YOU GET YOUR JACKETS **FAST & ON-TIME**

Nobody does Varsity jackets like we do. Our Jackets are custom made to each student's specifications. We supply more finished and decorated jackets than anyone else in the country and **no one has a shorter lead time**. In most cases, fully decorated jackets are delivered in **4 weeks or less**.

FASTEST LEAD TIME in the industry



The Varsity Jacket is a time honored tradition. It's a symbol, a statement of achievement-something your students will wear with pride. They've given their all, now reward them with the very best.

WE TAKE AS MUCH PRIDE IN MAKING YOUR JACKETS AS YOUR STUDENTS WILL IN WEARING THEM.





the  **VARSIITY**
jacket
program

THE NEFF ADVANTAGE!

- **WE'VE BEEN IN THE BUSINESS SINCE 1949.**
Working with schools just like yours, we've developed programs that work for you, your budget & your students.
- **WE'RE THE #1 CHOICE FOR AMERICA'S SCHOOLS.**
Our quality products and outstanding customer service allow us to continuously improve customer satisfaction.
- **ACCURATE COLOR MATCHING ACROSS THE BOARD.**
Your jacket, chenille letter, patches & embroidery will all match—creating a unified, consistent look.
- **BEST ON-TIME JACKET DELIVERY IN THE INDUSTRY.**
In most cases, your fully decorated jackets will arrive in just 4 weeks from receipt of your order.
- **KNOWLEDGEABLE SALES REPS THERE TO HELP.**
A Neff sales professional will guide you through the process of developing a program that fits your goals.
- **NEFF IS A SINGLE SOURCE SUPPLIER.**
We're the one company that does it all. From Varsity Jackets to awards systems, we excel at tying it all together.

**CONTACT YOUR
NEFF REP.**

**OR CALL CUSTOMER
SERVICE TO ORDER**

