

**ELEVATE**

# LABEL'S choice



**2018  
EDITION**



# LABEL'S CHOICE: IT'S ALWAYS THE RIGHT CHOICE

If high stock levels, varied branding options, and quality apparel is what you seek, look no further. The Elevate styles showcased within continue to remain favoured amongst many. It's an unequalled apparel range that both looks good and feels good. Take a look inside at what Label's Choice has to offer. The collections and styles come in price ranges for all budgets and guarantee your brand will stand out wherever, whenever.

## **LABEL'S CHOICE:**

- HIGH STOCK LEVELS
- VARIED BRANDING OPTIONS
- QUALITY APPAREL



**ELEVATE**

# WHITE LABEL by ELEVATE

## 4 WHITE LABEL



## 10 T-SHIRTS & ACTIVE TOPS



## 14 POLOS



## 18 FLEECE & KNITS



## 24 JACKETS



# DECORATION? YOU'VE GOT OPTIONS

Take a great style and make it your own with one of our six unique decoration methods. Whether you want to keep it simple or are looking for something bolder, we'll help you create the right look with a method and imprint location that work for your brand.



## DEBOSS

Deboss creates a subtle tone-on-tone look with a dye that's heat-pressed into the material.

- Ideal for waterproof fabrics
- Striking 3D appearance
- Apply to almost any location
- Unlimited washability



## TRUE EDGE™ TRANSFER

This cutting edge heat transfer process produces remarkable clarity and precision.

- Allows for extreme detail like small text
- Four-colour process or spot colour
- Perfect for logos with many colours
- Alternative to embroidery for thin garments
- Maintains integrity of waterproof fabrics



## SCREENPRINT

Time tested decoration method that enables vibrant and durable graphics on virtually any material.

- Economic choice for large multi coloured decoration
- Great choice for a distressed look and feel
- Ideal technique for T-shirts

## Introducing high definition decoration

### HXD

A unique decoration method that gives an added dimension to your logo, by making it stand out subtly on the apparel surface.

- Unique decoration method
- Add dimension to a logo
- Perceived value of Embroidery combined with colour range and detail of True Edge Transfer
- Durable
- Available for a wide range of garments
- Max print area: 100 x 75 mm



### EMBROIDERY

With thread colours to match any logo, embroidery is always a popular choice.

- Classic look
- Up to 12 colours per embroidery
- Perfect for left/right chest and left/right bicep

### LASER ENGRAVING

Laser can be applied at virtually any location.

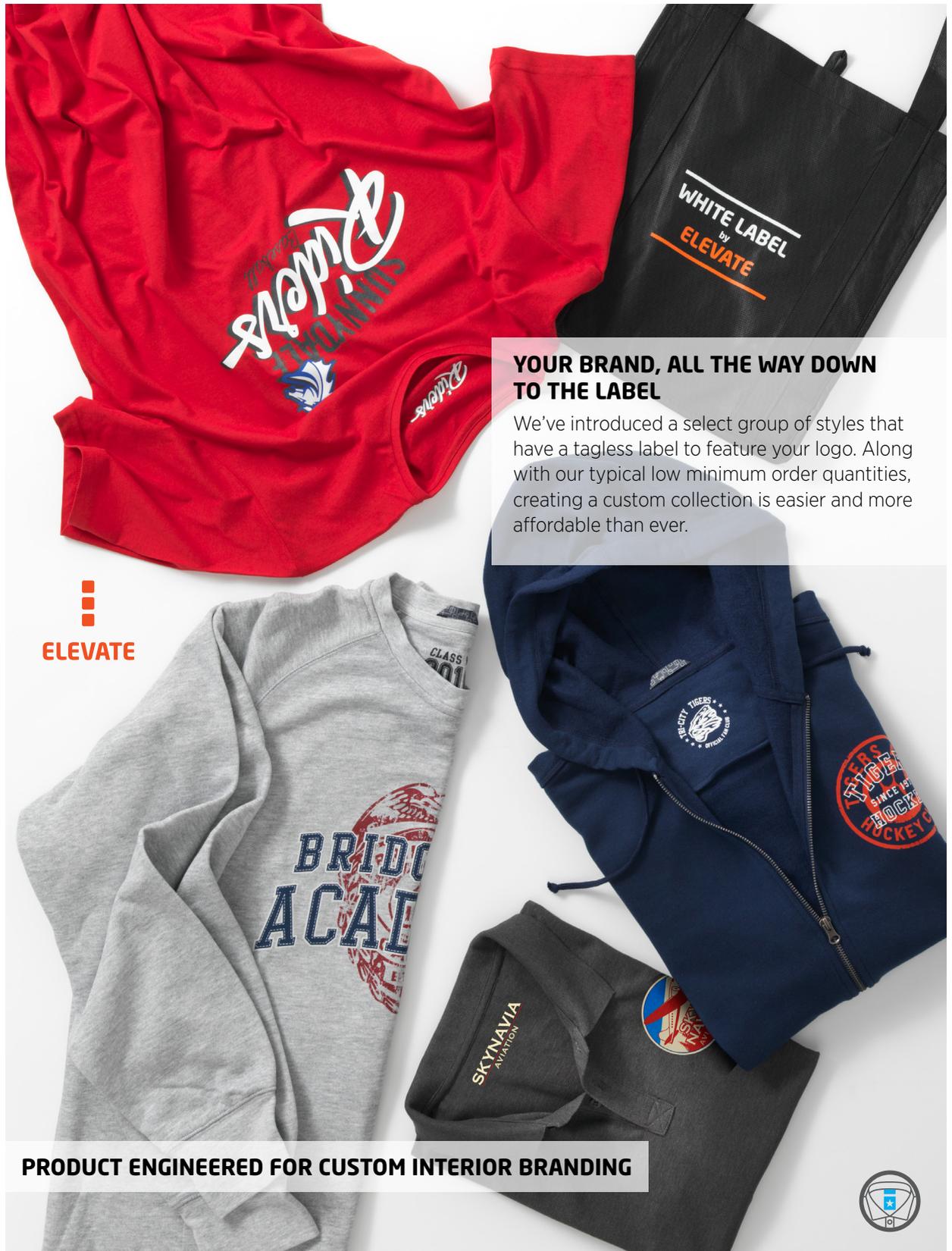
- Smooth, glossy finish
- Unlimited washability
- Best on mid-range colours

### INFUSION™

Infuses your logo into the fabric creating an untouchable decoration with razor sharp detail.

- Razor sharp with higher resolution
- Offers a comfortable, breathable decoration
- Untouchable
- Offers unlimited colours for one set up

# WHITE LABEL by ELEVATE



## YOUR BRAND, ALL THE WAY DOWN TO THE LABEL

We've introduced a select group of styles that have a tagless label to feature your logo. Along with our typical low minimum order quantities, creating a custom collection is easier and more affordable than ever.



ELEVATE

PRODUCT ENGINEERED FOR CUSTOM INTERIOR BRANDING



**NEW STYLES**

**FINNEY**

**SHORT SLEEVE T-SHIRT**  
38023 (XXS-XXXL)



Single Jersey knit of 100% Cotton.  
140 g/m<sup>2</sup>

- Interior custom branding options
- Tearaway-cutaway main label for tagless comfort
- Tubular knit
- Crew neck
- Flat knit collar

Screenprint, Embroidery, True Edge Transfer

\*Single jersey of 90% Cotton, 10% Viscose.



**WHITE LABEL**  
by  
**ELEVATE**





MAKE IT YOURS,  
INSIDE AND OUT



WHITE LABEL  
by  
ELEVATE

NEW STYLES

CYPRESS

FULL ZIP HOODIE  
38223 (XXS-XXXL)



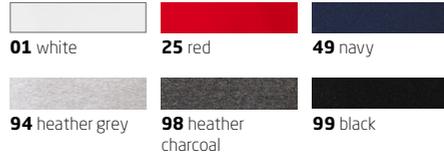
Knit of 52% Cotton and 48% Polyester.  
240 g/m<sup>2</sup>

- Interior custom branding options
  - Tearaway-cutaway main label for tagless comfort
  - Drawstring in hood
  - Interior media pocket
  - Kangaroo pocket
- Screenprint, Embroidery, True Edge Transfer



## NEW STYLES

## KRUGER

CREW NECK SWEATER  
38224 (XXS-XXXL)

Knit of 52% Cotton and 48% Polyester.  
240 g/m<sup>2</sup>

- Interior custom branding options
  - Tearaway-cutaway main label for tagless comfort
  - Crew neck
  - Flat knit collar
  - Flat knit rib cuffs
- Screenprint, Embroidery, True Edge Transfer



GLOBAL FIT

INTERIOR  
CUSTOM  
BRANDING

## OUR SWEATER. YOUR LABEL.



WHITE LABEL  
by  
**ELEVATE**

# NEW THIS FALL

## WHITE LABEL by **ELEVATE**

For this season we expand our **WHITE LABEL** by Elevate collection – first introduced in January 2018 (38023 Finney T-shirt, 38223 Cypress full zip hoody, 38224 Kruger crew sweater). These items are built for branding inside and out. These are products engineered for custom interior branding.



### 38100/38101 **LIBERTY SHORT SLEEVE POLO**

- **WHITE LABEL by Elevate**  
Interior custom branding options in back neck & tear-away-cutaway main label for tagless comfort.
- Piqué knit of 100% Cotton – 160 g/m<sup>2</sup>



**ELEVATE**

### 38321/38322 **KARMINE SOFTSHELL JACKET**

- **WHITE LABEL by Elevate** Interior custom branding options in back neck & tearaway-cutaway main label for tagless comfort.
- 100% Polyester mechanical stretch woven bonded to 100% Polyester interlock knit with waterproof (5000 mm), breathable (400 g/m<sup>2</sup>) membrane and water repellent finish - 210 g/m<sup>2</sup>





## NANAIMO

### SHORT SLEEVE T-SHIRT

♂ 38011 (XS-XXXL) ♀ 38012 (XS-XXL)

01 white	05 khaki	10 yellow	21 pink
23 light pink	24 burgundy	25 red	33 orange
38 plum	40 light blue	44 blue	49 navy
51 aqua	60 forest	68 apple green	69 fern green
70 army green	86 chocolate brown	90 light grey	95 anthracite
96 grey melange*	99 black		



REGULAR FIT

PRE-SHRUNK

Single Jersey knit of 100% ringspun combed Cotton.  
160 g/m<sup>2</sup>

- Flat knit rib collar
  - Crewneck
  - Pick-Stitch details
  - Satin shoulder to shoulder tape
  - Heat transfer main label for tagless comfort
- Screenprint, Embroidery, True Edge Transfer, HXD

\*Piqué knit of 90% Cotton and 10% Viscose.



# NIAGARA

## SHORT SLEEVE T-SHIRT

♂ 39010 (XS-XXXL) ♀ 39011 (XS-XXL) ○ 39012 (104-152)

			
<b>01</b> white	<b>10</b> yellow	<b>14</b> neon yellow	<b>20</b> neon pink
			
<b>25</b> red	<b>33</b> orange	<b>44</b> blue	<b>49</b> navy
			
<b>68</b> apple green	<b>99</b> black		

Mesh of 100% Polyester with Cool Fit finish.  
145 g/m<sup>2</sup>

- Self fabric collar
- Crew neck
- Raglan sleeves
- Narrow flatlock stitching details
- Reflective details

Screenprint, Deboss, True Edge Transfer, HXD, Infusion



### COOL FIT

Moisture wicking properties draw sweat away from your body while you are working out on warm sunny days keeping you cool and dry during all activities.



### STAY COOL WHEN IT'S HOT

Moisture management is achieved at the yarn stage, where the microfine yarns create a capillary action to channel sweat away.

## KAWARTHA

### SHORT SLEEVE T-SHIRT

♂ 38016 (XS-XXXL) ♀ 38017 (XS-XXL)



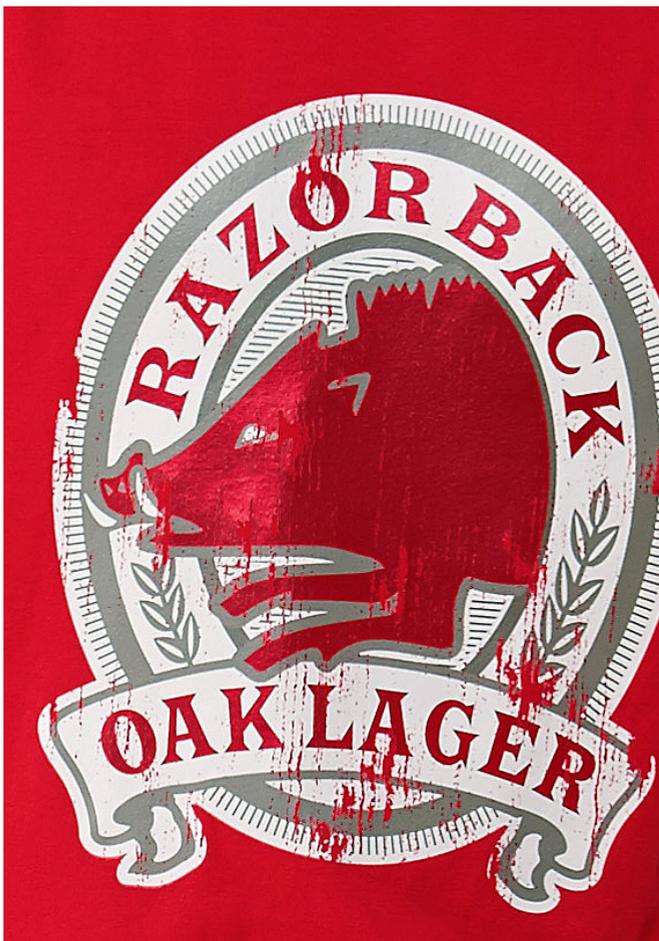
Single Jersey knit of 95% organic ringspun Cotton and 5% Elastane.  
200 g/m<sup>2</sup>

- Self fabric collar
- V-neck
- Stretch fabric
- Pick-Stitch details
- Satin shoulder to shoulder tape

Screenprint, Embroidery, True Edge Transfer, HXD



## SUPERIOR STRETCH AND COMFORT







**NEW COLOURS**

**PRIMUS**

**SHORT SLEEVE POLO**

♂ 38096 (XS-XXXL) ♀ 38097 (XS-XXL)



# The essential polo

Piqué knit of 100% Cotton.  
160-165 g/m<sup>2</sup>

- Flat knit collar
- Flat knit rib cuffs
- Two button placket
- Double needle stitching detail
- Necktape in contrast colour

Screenprint, Embroidery, True Edge Transfer, HXD

\*Piqué knit of 90% Cotton and 10% Viscose.



**PRE SHRUNK**

Fabric or garment has been treated during manufacturing to minimize shrinkage during washing.



**SELLER**

**SHORT SLEEVE POLO**

♂ 38090 (XS-XXXL) ♀ 38091 (XS-XXL)

<b>01</b> white	<b>05</b> khaki	<b>10</b> yellow	<b>24</b> burgundy
<b>25</b> red	<b>33</b> orange	<b>44</b> blue	<b>49</b> navy
<b>60</b> forest	<b>68</b> apple green	<b>70</b> army green	<b>86</b> chocolate brown
<b>95</b> anthracite	<b>96</b> grey melange*	<b>99</b> black	



REGULAR FIT



PRE-SHRUNK

Piqué knit of 100% Cotton.  
180 g/m<sup>2</sup>

- Flat knit collar
- Pick-Stitch details
- Two button placket
- Satin neck tape
- Dyed-to-match engraved buttons

Screenprint, Embroidery, True Edge Transfer, HXD

\*Piqué knit of 90% Cotton and 10% Viscose.

**DECORATION INSPIRATION**

Try the True Edge Transfer technique for stunning detail.





## CALGARY

### SHORT SLEEVE POLO

♂ 38080 (XS-XXXL) ♀ 38081 (XS-XXL) ⚬ 38082 (104-152)



01 white	03 white-navy	05 khaki	10 yellow
21 pink	23 light pink	24 burgundy	25 red
33 orange	38 plum	40 light blue	44 blue
49 navy	51 aqua	60 forest	68 apple green
69 fern green	70 army green	86 chocolate brown	90 light grey
95 anthracite	96 grey melange*	99 black	

Single Piqué of 100% Cotton.  
200 g/m<sup>2</sup>

- Flat knit collar
- Flat knit rib cuffs
- Two button placket
- Pick-Stitch details
- Satin neck tape

Screenprint, Embroidery, True Edge Transfer, HXD

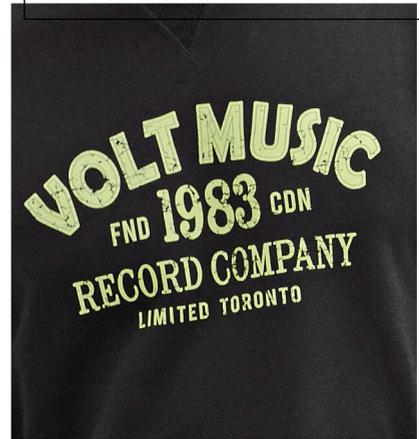
\*Piqué knit of 90% Cotton and 10% Viscose.





## DECORATION INSPIRATION

Try the Screenprint technique to add your own design or logo on our apparel to create a one-of-a-kind look.



## SURREY

### CREW NECK SWEATER

38210 (XXS-XXXL)

 24 burgundy	 25 red	 40 light blue	 44 blue
 49 navy	 95 anthracite	 96 grey melange*	 99 black

Knit of 80% Cotton and 20% Polyester, brushed on the inside.  
300 g/m<sup>2</sup>

- Crew neck
- Flat knit rib V-insert at centre front
- Brushed inside for soft, warm and comfortable feel
- Flat knit collar
- Flat knit rib cuffs

Screenprint, Embroidery, True Edge Transfer, HXD

\*Knit of 82% Cotton, 10% Viscose and 8% Polyester. Brushed on the inside.



REGULAR FIT



PRE-SHRUNK

## ARORA

## HOODED FULL ZIP SWEATER

♂ 38211 (XS-XXXL) ♀ 38212 (XS-XXL) ⚬ 38213 (104-152)

			
01 white	24 burgundy	25 red	33 orange
			
44 blue	49 navy	60 forest	86 chocolate brown
			
95 anthracite	96 grey melange*	99 black	

Knit of 80% Cotton and 20% Polyester, brushed on the inside.  
300 g/m<sup>2</sup>

- Flat knit rib side panels
- Flat knit rib cuffs
- Flat knit rib bottom hem
- Drawstring in hood
- Kangaroo pocket

Screenprint, Embroidery, True Edge Transfer, HXD

\*Knit of 82% Cotton, 10% Viscose and 8% Polyester. Brushed on the inside.



REGULAR FIT

HOODED

PRE-SHRUNK

YKK ZIPPERS

THIS HOODY IS BRUSHED ON THE INSIDE MAKING IT SUPER SOFT AND COMFORTABLE TO WEAR.





**NEW COLOURS**

**RIXFORD**

**POLYFLEECE FULL ZIP**

♂ 39496 (XS-XXL) ♀ 39497 (XS-XL)

			
<b>25</b> red	<b>NEW 33</b> orange	<b>44</b> blue	<b>NEW 47</b> classic royal blue
			
<b>49</b> navy	<b>NEW 68</b> apple green	<b>89</b> storm grey	<b>99</b> black

Micro fleece of 100% Polyester, 2 sides brushed, 1 side anti-pilling, 180 g/m<sup>2</sup>

- Centre front contrast reversed coil zipper
- Product feature: Front pockets with reversed coil zipper in contrast colour
- Flatlock stitching details in contrast colour
- Interior thumb grab
- Necktape in contrast colour

Screenprint, Deboss, Laser Engraving, Embroidery, HXD



**DECORATION INSPIRATION**

Try the double hit combination of Laser Engraving and Embroidery for optimal branding.





### INNER STORMFLAP WITH CHIN GUARD

The jacket's inner storm flap folds over the top of the zip to act as a soft, anti-chafing chin guard.



## BROSSARD

### MICRO FLEECE FULL ZIP JACKET

♂ 39482 (XS-XXXL) ♀ 39483 (XS-XXL)



Micro fleece of 100% Polyester. 2 sides brushed and 1 side anti-pilling. 190 g/m<sup>2</sup>

- Centre front coil zipper
- Hand pockets with zippers
- Elasticated binding in contrast colour
- Thumb holes
- Raglan sleeves

Screenprint, Deboss, Embroidery





## TREMBLANT KNIT JACKET

♂ 39492 (XS-XXL) ♀ 39493 (XS-XL)

53 heather blue    94 heather grey    97 heather smoke

100% Polyester brushed back sweater knit.  
305 g/m<sup>2</sup>

- Centre front contrast reversed coil zipper
- Product feature: Front pockets with reversed coil zipper in contrast colour
- Chest pocket
- Thumb holes
- Dropped back hem

True Edge Transfer, Embroidery, Screenprint, HXD



GLOBAL FIT

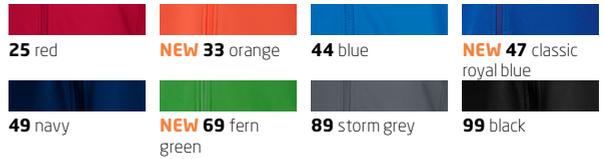
ANTI-PILL



## MAXSON

### SOFTSHELL JACKET

♂ 38319 (XS-XXL) ♀ 38320 (XS-XL)



Mechanical stretch woven of 100% Polyester bonded to micro fleece of 100% Polyester with waterproof, breathable membrane and water-repellent finish.  
270 g/m<sup>2</sup>

- 8000 mm Waterproof and 400 g/m<sup>2</sup> Breathable
  - Centre front contrast reversed coil zipper
  - Inner placket
  - Hand pockets with zipper
  - Adjustable cuffs with fabric hook and loop fastener
- Screenprint, Deboss, Laser Engraving, Embroidery, True Edge Transfer, HXD



**DECORATION  
INSPIRATION**

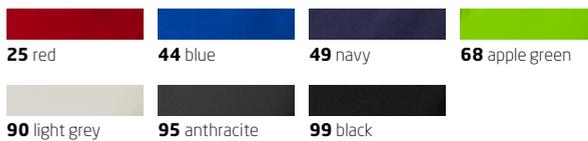
Try the Deboss technique on this softshell jacket for a stylish representation of your brand.



**LANGLEY**

**SOFTSHELL JACKET**

♂ 39311 (XS-XXXL) ♀ 39312 (XS-XXL)



Woven fabric of 90% Polyester and 10% Elastane bonded with 100% Polyester micro fleece.  
300 g/m<sup>2</sup>

- 5000 mm Waterproof and 3000 g/m<sup>2</sup> Breathable
- Four way stretch, three layer bonded Microfleece with TPU lamination
- Detachable hood
- Adjustable cuffs with fabric hook and loop fastener
- Elastic drawstring in hood and bottom with adjustable stoppers

True Edge Transfer, Deboss, Laser Engraving, Embroidery, Screenprint, HXD







**INSULATED BODY, AND STRETCH SLEEVES FOR FREEDOM OF MOVEMENT.**



**NEW STYLES**

**BANFF**

HYBRID INSULATED JACKET

♂ 39331 (XS-XXL) ♀ 39332 (XS-XL)



25 red

49 navy



44 blue

99 black

100% Nylon with dull Cire coating, 380T woven, water repellent and down proof. Contrast fabric: 94% Polyester, 6% Elastane with water repellent finish. 38 g/m<sup>2</sup>

- Inner stormflap with chinguard
- Interior media exit port with cord guide
- Dropped back hem
- Elasticated binding in contrast colour
- Piping detail

Embroidery, Deboss, True Edge Transfer, Screenprint, HXD



GLOBAL FIT



THERMALTECH



NEW STYLES

SILVERTON

INSULATED JACKET

♂ 39333 (XS-XXL) ♀ 39334 (XS-XL)



100% Nylon dull cure 380T woven, water repellent and downproof.  
 100% Polyester faux down filling.  
 38 g/m<sup>2</sup>

- Packable into lower left pocket
  - Interior media exit port with cord guide
  - Elastic drawstring in hood and bottom with adjustable stoppers
  - Elasticated cuffs
  - Elasticated binding in contrast colour
- Embroidery, True Edge Transfer



**THERMAL REFLECTIVE TECHNOLOGY**

ECHOHEAT™ delivers warmth and superior regulation of body temperature. The thermal technology regulates your temperature by reflecting and retaining heat



## FAIRVIEW

### LIGHT DOWN BODYWARMER

♂ 39420 (XS-XXXL) ♀ 39421 (XS-XXL)



25 red

33 orange

44 blue

49 navy



92 steel grey

95 anthracite

99 black

Woven of 100% Nylon with dull cire water repellent coating, 20D.  
90% Down and 10% Feathers. 115 g/m<sup>2</sup>.

- Downproof pressed fabric
  - Inner stormflap with chinguard
  - Elasticated binding
  - Chest pocket with zipper closure
  - Hand pockets with zippers
- True Edge Transfer, Embroidery



REGULAR FIT



WATER REPELLENT



YKK ZIPPERS



WIND RESISTANT



BREATHABLE



THERMALTECH





**OPTIMAL BRANDING**

Retail styled to frame your logo for maximum brand exposure on sleeve pocket



**SCOTIA**  
LIGHT DOWN JACKET

♂ 39305 (XS-XXXL) ♀ 39306 (XS-XXL)



Woven of 100% Nylon with dull cure water repellent coating, 20D. 90% Down and 10% Feathers. 115 g/m<sup>2</sup>.

- Downproof pressed fabric
- Inner stormflap with chinguard
- Sleeve pocket with zipper
- Chest pocket with zipper closure
- Hand pockets with zippers

True Edge Transfer, Embroidery, Screenprint





**BEPI** An initiative of the Foreign Trade Association (FTA)  
Business Environmental Performance Initiative



## COMPLIANCE IS JUST THE START

Protecting your organisation's reputation and looking after your people means always being vigilant about the purchases you make. The items offered in this catalogue are compliant with relevant European law.

Our supplier company strongly believes in good corporate citizenship through product compliance and a sustainable supply chain. They operate a voluntary programme to meet social, legal, ethical and economic responsibilities and are committed to driving real change towards sustainable development.

This means that when you purchase products from us, you can do so with the reassurance they have been produced in line with a Code of Conduct based on the UN Global Compact principles regarding human rights, labour, environment and anti-corruption, which includes a strict zero-tolerance policy towards child-labour and forced labour.

## SERIOUS ABOUT SUSTAINABILITY

Our supplier is highly conscious of how their operations impact the environment and is committed to sustainable practices. The decoration facility where your items get personalised is certified to ISO 14001, showing that ecological concerns are taken very seriously in the overall production process.

Tangible results in sustainable printing have already been realised here. Investments and implementations in 2016 reduced ink waste by 40% and drastically cut down on the amount of chemicals used for cleaning. All of which goes a long way to ensuring your promotional products and apparel enhance your reputation without destroying the world around us.

# ICON INDEX



Moisture management is achieved at the Yarn stage, where the microfine yarns create a capillary action to channel sweat away.



Unique yarns or fabric finishes that transport moisture to the outer surface.



Integrated hood that can be folded and stowed away in the collar.



Stay warm and feel comfortable with a breathable insulated membrane, and resistance barrier to extreme elements.



Seam sealed: Permanently covering the inner seams with waterproof tape for long lasting waterproof protection.



Fabric or garment has been treated during manufacturing to minimize shrinkage during washing.



Fabric is engineered to prevent snagging.



Fabric surface is treated to repel water.



A special finish used on fabrics that prevents wrinkling even after frequent washing.



Products allow moisture to escape from the body.



Protect yourself from wind and rain. This technology offers complete comfort in a variety of conditions.



YKK® zipper used in the garment. YKK® is the world's leading zipper brand and represents high quality.



Products made of waterproof materials to keep moisture out.



Fabric content provides stretch allowing for a more comfortable fit.



Not too tight. Not too loose. Classic cut that follows the shape of the body with ease of movement.



The product's ability to block cold air flow from permeating the fabric.



Fabric finishes are used to resist moisture penetration.



Generous cut with added ease allowing for loose comfort.



Product provides protection from UV rays. UPF value represents the fractional amount of sun's harmful UV rays that pass through a fabric.



Product helps prevent wind from penetrating.



More fitted waistline and an overall tighter fit, which accentuates the body shape.



The skilful blending of natural and man-made yarns results in fabrics that have easy care properties.



Inside opening for easy decoration access.



Slightly looser than the regular fit for added comfort.



Unique finish that controls bacteria growth, prevents odours and maintains garment freshness.



Integrated hood.



This product meets the standard of Industrial Laundry ISO 15797.



Three materials of different characteristics are joined together creating a composite fabric with superior performance.



Hood that can be removed.



Product engineered for custom interior branding.



**ELEVATE**