



“Anyone can make stuff, we’re a strategic partner!”

Your outsourced Branded Apparel & Merchandise Division

Built to address the unique needs of multi-location businesses

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It's Crazy to Ignore Branded Apparel!

Drive Sales

- 75% of customers are more likely to buy from a brand that gave them a promo item than from a brand they know just as well that hasn't offered them a promo product.
- 73% of consumers are more likely to consider purchasing from a brand that gave them a promo product they kept.
- 43% of consumers are more likely to make brand referrals to others after receiving promotional products from a brand.
- 37% of U.S. consumers who receive a t-shirt are more likely to do business with the marketer who gave it to them.



Brand Awareness & Loyalty

- customers who receive premium branded merchandise can increase brand awareness by 96%.
- 83% of customers who received a corporate gift said it made them feel closer to the company.
- 85% of people who are given a promotional gift will remember the marketer who gave it to them.
- 70% of consumers equate the quality of the promo product they've received with the reputation of the company that gave it to them.
- 66% of consumers say they can name the brand on a logoed product they've received in the past 12 months.

Analog Impressions

- T-shirts generate 5,053 impressions over their lifetime and promo polo shirts generate 2,106 impressions over their lifetime.
- 65% of consumers say they've kept a promotional item because it was useful.
- 54% of consumers say they regularly use promo products in their day-to-day lives.
- 47% of Americans would keep and wear a promo t-shirt for 2 years or longer.

Employee Performance & Retention

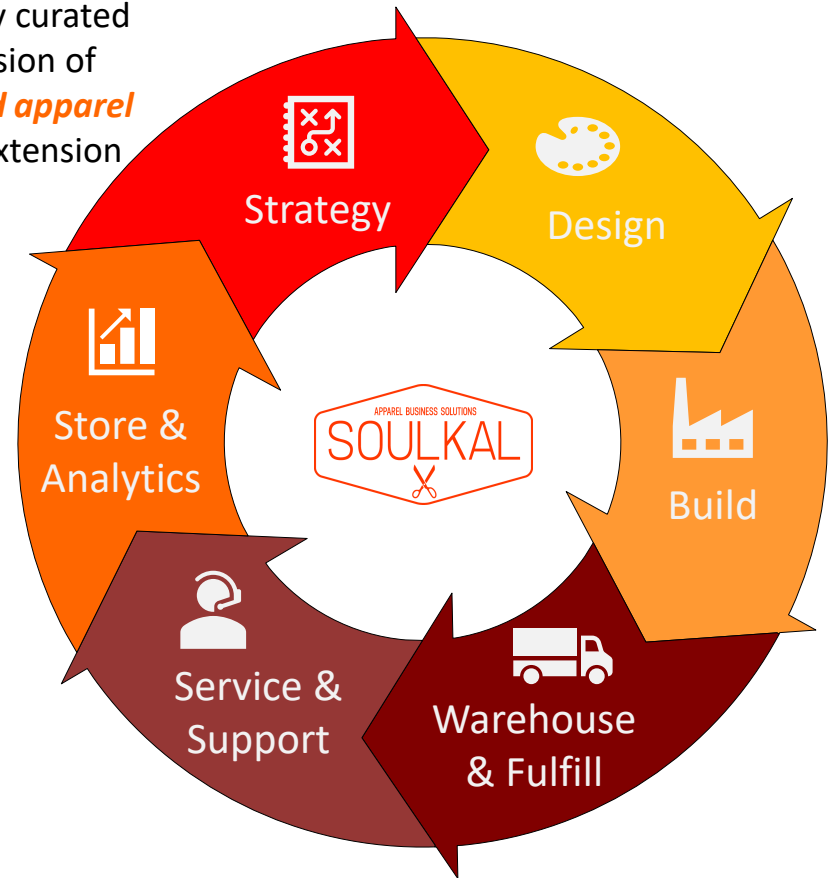
- 25.8% of employees feel appreciated by their employer when they're given a promo item.
- 24.3% of employees feel included in the team when they receive promotional products from their employer.



Soukhal Strategy

At Soukhal, we've built a unique and scalable solution specifically curated for companies with 10+ locations. We function as a direct extension of your marketing department. *Think of us as a fractional branded apparel and merchandise department.* Our dedicated team acts as an extension of your brand, not just a supplier. This is our approach:

- **Strategy** – Strategy drives tactics, not the other way around! Our first step is brand onboarding & needs analysis to align with your branded apparel and merch
- **Design** – In-house designers collaborate with you to create apparel and merchandise tailored to match your brand, quality and messaging
- **Build** – Our 7,200 square foot facility is equipped to manufacture your products on-site where we control quality and consistency, striving for excellence every day
- **Warehouse & Fulfillment** – Proprietary warehousing and fulfillment means consistency and control. Where 3rd party 3PL companies can mean confusion and delays when things don't go exactly right, we're only 1 phone call away
- **Service & Support** – Real people and real teamwork! In a world where it seems impossible to get a human on the phone, we answer and call you back every time
- **Store & Analytics** – We build you a proprietary B to B store where your franchise owners or General Managers order inventory when they need it. No need for back-stock at your location or worries about managing inventory levels. We've got that covered. And we can pull all the data and analytics you need from the store to close the loop and refine your strategy!



Franchise Merch Pain Points

<u>Your Challenge</u>	<u>Risks</u>	<u>Soulkal's Solution</u>
Multiple merch vendors and/or each location choosing its own vendor	<ul style="list-style-type: none"> • Inconsistent quality • Inconsistent branding • Logistical complexity • Unpredictable costs • Wasted time 	<ul style="list-style-type: none"> • Direct collaboration with master franchisor ensures consistent branding, messaging and quality • Single-source partnership = reduced complexity • Transparent pricing • No chasing multiple vendors
Lack of expertise	<ul style="list-style-type: none"> • Wrong product • Brand/quality mismatch • Ineffective merch display 	<ul style="list-style-type: none"> • Apparel and merch is all we do, everyday! We advise on what you need, when you need it
Inventory management	<ul style="list-style-type: none"> • Inefficient use of space to store back stock • Complex order management and decentralized fulfillment • Capital deployed to merch • Lost ROI Potential 	<ul style="list-style-type: none"> • Soulkal stores your inventory in our proprietary fulfillment center • Proprietary online store with real-time inventory for location ordering • Rapid, single-source, advanced logistics and national scale fulfillment • Soulkal fronts your inventory cost • \$1K merch spend can yield \$5K+ return (400% ROI).

3 Ways to Work With Soulkal

<u>Service</u>	<u>On-Demand</u> <i>A la carte services for emerging needs</i>	<u>Growth Partner</u> <i>Streamlined support for multi-location brands</i>	<u>Turnkey Franchise</u> <i>Full-scale solutions for enterprise franchisors</i>
Creative & Design	✓ Per-project design (hourly rates)	✓ Seasonal refreshes	✓ Full brand & creative management
Production	✓ Small batch runs (100 unit minimum)	✓ Multi-location production	✓ Standardized franchise-wide
Warehousing	Optional add-on	✓ Centralized inventory	✓ Full franchise warehousing program
Fulfillment & Shipping	✓ Standard shipping	✓ Multi-location rollout	✓ Franchise distribution network
Inventory Management	✓ Basic tracking	✓ Multi-location reporting	✓ Forecasting & replenishment
Service & Support	✓ Email & Phone support	✓ Dedicated Rep	✓ SLA + franchise team
Technology (Storefront)	—	✓ Shared ordering portal	✓ Custom proprietary store
Merchandising & Display Strategy	—	Optional add-on	✓ Full display kits & theming
Retail Integration & Advisory	—	Optional add-on	✓ Strategic franchise advisement
Strategy & Insights	—	Optional add-on	✓ Sales & merch insights included

Case Study – National Franchise ESCAPOLOGY

Client: Escapology – a premier escape room franchise with 100+ locations worldwide

The Challenge

Escapology has become one of the most recognized names in escape room entertainment. Their rapid growth created a challenge: how to deliver consistent, on-brand apparel, guest wristbands, and merchandise to over 100 locations—without burdening franchisees with upfront costs, inventory management, or logistical headaches.

The Soukal Solution

At Soukal, *Our Why* is to inspire growth—not just in profits, but in people, relationships, and communities. Escapology’s mission to create connection through shared experiences perfectly aligned with our purpose. Together, we built a program that:

- Extends the guest experience through uniforms, merchandise, and game wristbands.
- Removes the financial burden by purchasing and warehousing all products up front.
- Simplifies access with a proprietary online store for on-demand ordering and fulfillment.
- Maintains brand excellence across 100+ locations with centralized production and design.

The Results

- **Zero upfront costs** for Escapology corporate and franchisees.
- **Consistent brand identity** across every location and customer touchpoint.
- **Simplified operations** for franchisees, freeing them to focus on delivering experiences.
- **A trusted partnership** that challenges Soukal to grow alongside Escapology.

Why It Matters

Escapology creates unforgettable experiences for millions of guests worldwide. Soukal ensures every detail—from wristbands to uniforms—supports that mission, making Escapology not just a customer but a partner in shared growth.



Case Study – Rapid Growth



Client: Eggbred – an emerging breakfast franchise with rapid early growth

The Challenge

Eggbred burst onto the scene with bold branding, crave-worthy sandwiches, and a modern vibe that had customers lining up. With franchise interest surging, they needed a way to scale apparel and merchandise quickly—without franchisees getting bogged down in logistics, upfront inventory costs, or inconsistent branding.

The Soukal Solution

Eggbred’s energy and ambition matched perfectly with Soukal’s *Why*: inspiring growth and connection. We stepped in as their outsourced apparel and merchandise department to keep pace with their rapid expansion:

- Created uniforms and merchandise that reflect Eggbred’s playful, modern identity.
- Purchased and warehoused all products up front, so franchisees don’t have to.
- Built a proprietary online store for simple ordering and direct-to-location fulfillment.
- Provided a scalable program that ensures consistency across every new opening.

The Results

- **No upfront costs** for Eggbred corporate or franchisees.
- **Faster openings** with polished apparel ready from day one.
- **Strong brand presence** across every new market.
- **Freedom to grow quickly** while Soukal manages the details.

Why It Matters

Eggbred is redefining breakfast with energy and ambition. Soukal ensures their brand shows up strong everywhere they grow—helping them focus on food, community, and momentum while we handle the back end.



Case Study – Measured Growth



Client: Bare Blends – a smaller, steadily growing franchise with a community focus

The Challenge

Bare Blends built its brand on authenticity: clean ingredients, healthy living, and welcoming spaces. As a smaller but steadily expanding franchise, their growth is about more than numbers—it's about bringing health and connection to new communities. To succeed, they needed a way to keep apparel and merchandise simple for franchisees while maintaining brand consistency as they widened their geographic presence.

The Soukal Solution

Bare Blends' mission to nourish people from the inside out aligned perfectly with Soukal's *Why*. We designed a program to support their steady growth:

- Developed uniforms and merchandise that embody Bare Blends' clean, approachable look.
- Removed operational burdens by purchasing and warehousing product up front.
- Built an easy-to-use online store so franchisees can order exactly what they need, when they need it.
- Ensured consistency across new markets, so every Bare Blends feels familiar and on-brand.

The Results

- **Simplified operations** for franchisees, freeing them to focus on their communities.
- **Consistent brand presence** across all locations, old and new.
- **Confidence to expand** steadily into new geographies without adding complexity.

Why It Matters

Bare Blends is steadily widening its reach, one community at a time. Soukal provides the foundation for that growth—handling apparel and merchandise so that every store looks professional, every franchisee feels supported, and every community gets the authentic Bare Blends experience.



The Brands Behind Our Story



Who We Are



Tom Vollbrecht – President & CEO

A veteran of 5 startups, Venture Partner, Entrepreneur in Residence, Strategy Consultant and Investment Banker, Tom is an innate strategist. He brings high-level thinking to every Soukal customer, offering roadmaps to more effective and impactful apparel & merch programs. Tom is a lifelong participant in an array of outdoor activities including competitive sailing, backcountry and Nordic skiing, road and mountain biking. Recently he sailed in the ILCA Olympic Class Masters' World Championships and Open North American Championships. He revels in the friendships and communities around all these activities, making connections across the country and world.



Nikki Gallion – Director of Operations

Nikki is the heartbeat of Soukal with nearly 9 years at the company. She assists Soukal customers develop and grow their branding and apparel needs and drives successful launches of licensed production. Nikki oversees all aspects of the factory, ensuring they are running smoothly for successful results. More importantly, she is the “mom” of her Bengal cat, Oslo, who spends his days prowling our offices. Her previous experience as a Manager for Nordstrom was instrumental in forming her strong customer service ethos. Nikki is an asset to every community she touches. An example of her dedication to connections to community, she spent a year in Ghana partnering with several government state agencies in their educational development and medical relief programs.



Sean “Kaipo” Kam – Graphic Design

Sean, or “Kaipo” as his friends know him, leads the graphic design efforts for Soukal where he has been supporting Soukal customers for 3 years. He graduated from the Fashion Institute of Design and Merchandising with a degree in Fashion & Apparel Design. Previously he served in the United States Coastguard for over 10 years. He’s also an accomplished surfer and enjoys the peace and serenity of the ocean along with the strong community that gathers around it.



Next Steps & Contact

Let's talk about how Soukal can help you turn merchandise from a pain point into a powerful driver of brand love and business results:

Contact:

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- LinkedIn: www.linkedin.com/in/thomasvollbrecht/

