

# IT'S GAME ON FOR GAME GEAR

A glance at Game Gear's website shows it's not your average clothing company.

**T**he family-run Kiwi business has provided New Zealand's hunting community with durable, sport-specific outdoor clothing since opening its doors in 2007.

Game Gear co-owner Joel Dickson, and wife Sharon, have always designed their own gear, first with embroidered items and screen-printed T-shirts, followed by a full range of screen-printed protective, outdoor clothing. But screen-printing has somewhat limited the company's creativity, Joel says.

"Traditional screen printing restricts the detail and colours you can use. Each colour adds another layer of cost and ink and you can't get true photo-definition so you end up stripping a lot of detail out of your artwork."

So they began to research products that would allow them to digitally print their own clothing range. The Brother GT-3 Series Garment Printer was the obvious choice for Game Gear, giving them the flexibility, reliability and quality they craved.

"To get efficiencies and graphic quality with screen printing we would have to print 300 pieces at a time and then try and sell those. Now we have no slow-moving stock. We print to order so we can add to our art collection without worrying about production costs," Joel says.

This new flexibility provided by its Brother Garment Printer has enabled Game Gear to extend its clothing range to women and children, add new products such as tea towels and cushion covers and, given the stunning quality of its artwork, attract new customers from as far afield as the US and Australia.

*"The decision to use Brother has elevated us above our opposition. Now we can do it all ourselves; we can print whatever artwork we like, there's no restrictions any longer — the gloves are off" Joel Laughs*



Game Gear now employs three talented Kiwi artists to design its artwork, which can now be printed to order on a range of clothing. Championing the artists it employs, Game Gear pays them a commission on each product that bears their art, giving them an often much-needed income stream.

The art depicts detailed hunting scenes and stunning animal images, celebrating the passion many feel for the sport and the animals involved, Joel says. "Most hunters are conservationists. You have to look after the resource so hunters are passionate about the animals too. So you need to portray them in a good light, not in some clip-art picture."

In addition Game Gear now enjoys complete peace of mind with Brother's 7-days a week Kiwi Helpdesk, Joel says. "Brother's service has been exceptional, and with them alongside us every step of the way we've had a really easy and positive introduction into the garment printing business."

## Game Gear uses the Brother GT-381

- The GT-381 Brother Garment Printer makes it easy for you to enter and establish yourself in the print-on-demand and creative apparel printing markets
- It's simple to use, fast and reliable
- There's no capital outlay when using the finance options available, allowing you to maximise returns in the initial months
- Comprehensive training and 7-day support is offered by our New Zealand-based team

To see the product video visit:

<https://www.youtube.com/watch?v=da5FjDqU68o>