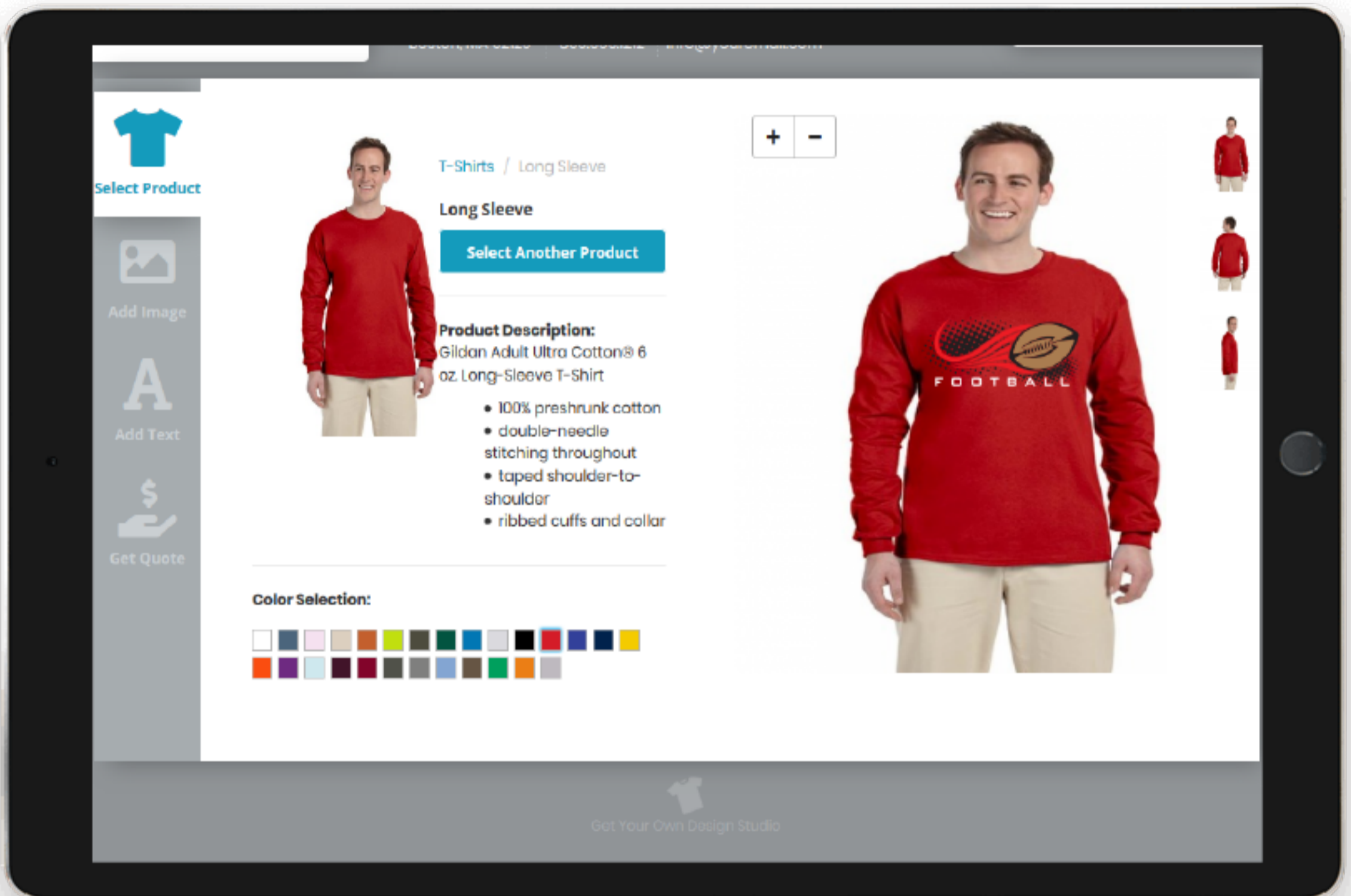*PRESS RELEASES*

# Low Cost Niche Product Helping the Industry

## It's a small company based out of Boston.

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**(PRESS RELEASE)** Large pharmaceutical companies like Moderna and Pfizer have done an outstanding job developing a vaccine against Covid. There is a small company based out of Boston doing its part to help in the embellishment industry to keep businesses going during this unprecedented time at a very affordable price. There are thousands of screen printing and embroidery companies across the United States that have felt their fair share of pain dealing with unprecedented business issues and are quickly trying to adapt with pandemic friendly procedures. Many shops have cut back hours, had major layoffs and some have had to permanently close their doors after 20 or 30+ years in business.

Shirt Designs Online (division of Online Design Studios) offers a SAAS (Software As A Service) garment designer product for small, medium and large companies. The cost is as low as $29 per month, no setup fees and a one month free trial. Shirt Designs Online has a great niche product for today's shops that don't currently have one on their websites, or who want a less expensive option. The idea is based on the KISS (Keep It Simple Stupid) ideology. It is a fast, low cost, easy to use garment designer for all embellishment company's websites. The garment designer is developed so that anyone, young or old can pick a t-shirt and put a simple or complex design on it in a matter of minutes. After the customer picks the item sizes, colors and fills out a contact form, the information is sent to the Shirt Designs Online client for processing.

Many years ago embellishment companies realized the need to offer an online garment designer on their website, but found the high startup and monthly cost to be prohibitive. As the rise of companies like Vista Print and Custom Ink began to take a large amount of the online market, these shops needed to adapt if they wanted to compete online.

Shirt Designs Online launched in 2016 and most of the staff has a background in the embellishment industry, that experience carries into the software/SAAS industry offering a better understanding of their customer's needs, and their customers customer's needs. Although there are other companies that have been around for years offering a similar service, our research and interviews with people in the industry indicate those companies try to "do too much" and "make things way too complicated". Shirt Designs Online has a simpler approach that appeals to customers, instead of overwhelming the customer with a huge task they keep it simple, focusing on what the customer is trying to accomplish, which is to design a shirt.

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