



The Rothco Product Development Process

**Catalog
Review**

**Trade
Shows**



**Customer
Requests**

**Domestic
Vendors**

CATALOG REVIEW

- Catalog Review Meetings
 - Members of the Rothco Sales, Purchasing, and Marketing departments meet in an open forum, 3 days a week over an 8 month period.
 - Roughly 20 pages of the catalog are reviewed by a selected Rothco employee.
 - All items are reviewed to determine if it is still worth carrying or needs to be dropped from the Rothco line.
 - Items get dropped due to poor sales, profitability, and availability.
 - Suggestions are made for new items & styles, as well as improvements to existing items if as a group we deem it necessary.



CUSTOMER REQUESTS

- Rothco values its customers and their opinions.
- When a customer contacts a Rothco team member with an idea, it is discussed the same as if it was presented by an employee.
- These ideas are brought to the table during our product meetings and we collectively discuss if the idea should be pursued.
- The mutual benefit of Rothco's relationships with its customers allows us to be in on the newest trends and our customers to receive the latest products at the best prices.

DOMESTIC VENDORS

- Rothco works with and buys from over 100 U.S. vendors.
- The buyers are in contact with these vendors on a weekly basis.
- These vendors are often coming up with new products to add to their current lines.
- As these vendors roll out new products Rothco is one of the first to be able to preview and purchase these new items.

TRADE SHOWS

- Rothco attends multiple Trade Shows relating to our fields both as buyers and sellers.
- SHOT SHOW, ANME, ASD, IWA are just a few of the Trade Shows Rothco attends looking for new product ideas.
- Rothco buyers also travel to China for the Canton Fair once a year. This is the largest trade show in the world, held annually since 1957.
- Rothco buyers visit our factories, and meet with our partners annually to review our production, quality, packaging, etc. These factories are located in China, Korea, Taiwan, and India.
- Once all of the items are reviewed they are presented in our weekly product meetings and accompanied by information and research to decide if Rothco should invest time, money and man power to bring the item to market.



CRITERIA

- Questions that get reviewed before presenting a new idea
 - Do we already carry something similar?
 - What is the problem that this product fixes?
 - What is the demand for this product?
 - Can we produce this at a competitive price?
 - Who else makes this product?
 - Are there any legal issues that surround this item?
 - What is the growth and profit potential?
 - Is this item right for Rothco, and its customers?





NOW WE HAVE A NEW IDEA FOR A
NEW PRODUCT

HOW DO WE DEVELOP IT?

HOW DO WE DEVELOP IT?



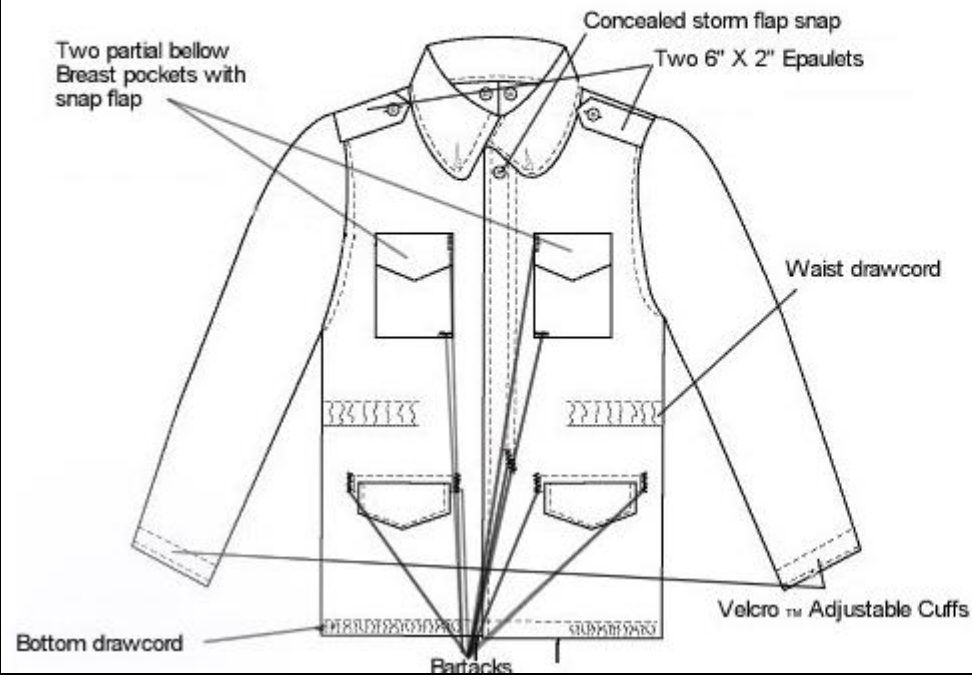
DEVELOPMENT

3 WAYS TO DEVELOP A PRODUCT

1. New design
2. Altering an existing product
3. Sourcing from overseas

DEVELOPMENT

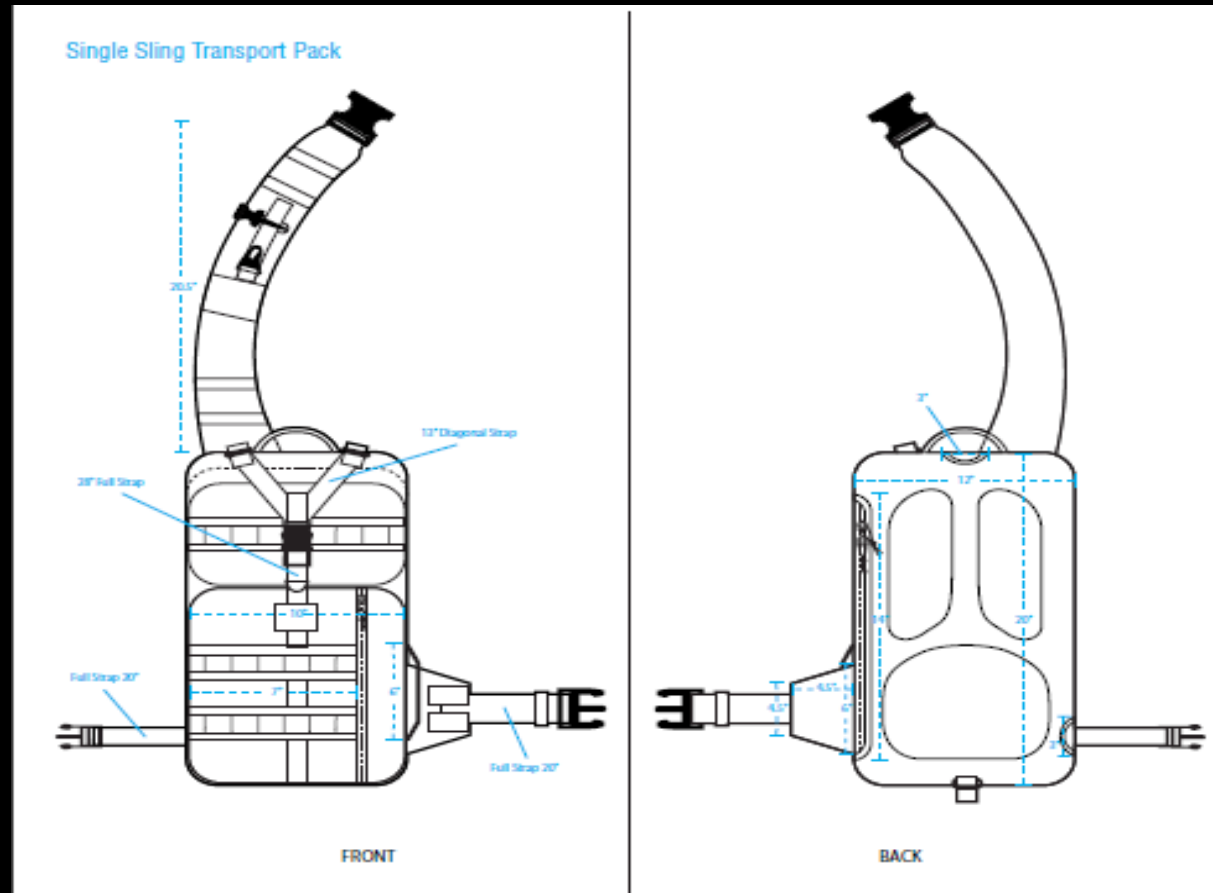
M-65 Specification Sheet - Front View



1. Neck Drop - Back	1.25
2. Neck Drop - Front	9.25
3. Neck - Width	5
4. Shoulder - Length	4.25
5. Across Shoulder	14
6. Across Back	13.5
7. Front - Length	
a. HPS	18.25
b. CF	17.25
8. Back Length	
a. HPS	18.25
b. CB	17.25
9. HPS to Underarm	10
10. Across Chest (TM)	17
11. Half Waist	16
12. HPS to Waist	13.5
13. Side - Length	9.5
14. Bottom Edge Opening (Sweep) (TM)	14.5
15. Armhole Circumference	18.5
16. Princess Seam Placement (Front)	
a. From HPS	6.25
b. From CF @ Armhole (for shoulder seam)	6.5
c. From CF @ Waist	3
d. From CF @ Sweep	4.5
17. Princess Seam Placement (Back)	
a. From HPS	6
b. From CB @ Armhole (for shoulder seam)	6.75
c. From CB @ Waist	3.625
d. From CB @ Sweep	3.5
18. Side Panel Width	
a. Armhole	9.25
b. Waist	8.375
c. Sweep	9
19. Collar Width @ Center Back	3

21. Lapel Width @ Point	3
22. Sleeve Length	
a. Overarm	12.5
b. Underarm	18
c. CB	25.375
d. HPS	22.125
23. Elbow	5.5
24. Sleeve Opening	10
25. Sleeve Vent - Length	2.5
26. Depth of Sleeve Placement	
a. From HPS	13.75
b. From CF	3.625
28. Pocket - Width	1.1875
29. Pocket - Length	4
30. Pocket 2 - Width	.75
31. Pocket 2 - Length	3
32. Button Placement	13.5
33. 2nd Button	1.75

DEVELOPMENT



DEVELOPMENT

- Prototyping
 - First Round Sample
 - It takes trial and error to get a product exactly how you want it. First round samples act as a foundation for the overall end result.



point 1



point 2



point 3



point 4



point 5



point 6



point 7



point 8

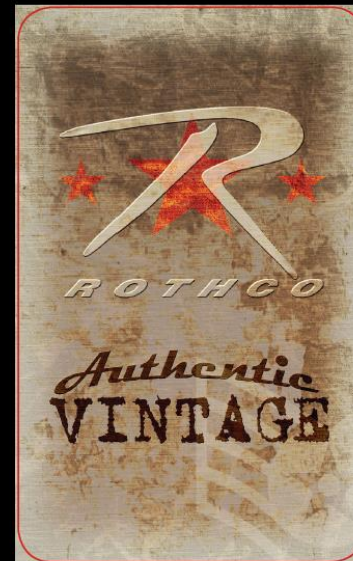
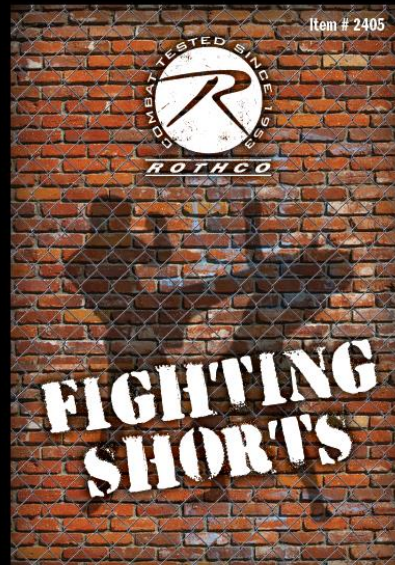


DEVELOPMENT

- Counter Samples / Pre Production Sample
 - Once we have it right, we determine how would this product be best introduced to the market, by Rothco. Since Rothco has a reputation and responsibility to our customers, it's important how, when and in what way can this product best serve our market.
 - Testing; we use the product for its intended use to make sure it stands up to our high quality standards.
 - A preproduction sample is the last step in the prototyping process. This final sample will act as the standard for all future orders that we place. From color to fabric construction to dimensions, this becomes a valuable piece of internal inventory, that is tagged and filed among many other standard items.

PACKAGING & ARTWORK

- Whether it's a Rothco hang tag, full color box or insert card for a blister pack, time and effort is put into every piece of artwork that wears the Rothco name.
- Our brand is something we stand behind. We are proud of the work we do and the people we serve. Just as we care what we put our name on, we care how our name appears in your stores and on your shelves.
- Much like our standards for the items themselves, we keep both digital and hard copy files of all Rothco artwork. Having standards for hang tag thickness and a specific pantone for every color we use, allows us to regulate and differentiate how Rothco products are displayed among others.





CREATING AWARENESS

- New Product Emails
 - Rothco's marketing is designed in a way that keeps our customers well informed of what we are selling, featuring and what's new. Weekly emails with graphics, pricing and direct links to our website allow our customers to stay up to date with the latest Rothco gear.
- Social media
 - From Facebook to Twitter to Instagram, Rothco uses social media as a tool to keep our customers informed of not only our new products and items in work, but as well as conversing with our customers for feedback and personal communication
- Trade shows
 - Attending Trade Shows is a great way for Rothco to establish and preserve long lasting face to face customer relations. Our Sales staff is knowledgeable and eager to present our work to the masses.

EVALUATION

- Consumer feedback
 - Along with getting the information out, Rothco values its customers constructive criticism. The use of social media allows Rothco to keep its finger on the pulse that is our customer base. It is important to note that customer feedback does not go overlooked. Suggestions of new products or modifications to existing products are always accepted and discussed thoroughly as it keeps us up to date with the current market demand.
- Sales analysis
 - On a fairly regular basis, Rothco products sales are reviewed and monitored for increases and decreases as well as high quantity orders. Rothco is proud to offer a 98.3% average in-stock rate. This is maintained by our buyers who watch every product we sell and make sure we can cover any order of any size.

THANK YOU

