CoreBridge®

CASE STUDY / CUSTOM APPAREL



BIG FROG CUSTOM T-SHIRTS AND MORE / SUGARLAND, TX

Pricing Your Team Can Trust

How an in-person custom apparel shop in Sugarland, Texas moved complex quoting out of spreadsheets and into one system the whole team can run.

$15K
DEALS CLOSED WITHOUT THE OWNER

3,000+
PIECES IN A SINGLE ORDER

8+
HRS/WEEK RETURNED TO OWNER WORK

100%
OF QUOTING IN ONE SYSTEM

Big Frog quotes everything from a **single shirt to a 3,000+ piece run**, across screen print, embroidery, and heat transfer. A single pricing formula with a flat surcharge couldn't keep up with that range, so the **complex jobs fell back to spreadsheets**, and every large quote sat waiting on the owner. CoreBridge finally put the math where it belonged...**in the system**.

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THE PROBLEM

- **Complex pricing formula** for every decoration method
- Large and multi-method jobs priced in **spreadsheets outside the point of sale**
- **Overrides re-keyed by hand**, creating room for errors
- Significant quotes **waited on the owner**
- Processes couldn't scale beyond **one person's capacity**
- Critical job information **not easily accessible** away from the counter

THE COREBRIDGE SOLUTION

- **Structured pricing** for various decoration methods
- **Quantity tiers and pricing rules** that scale from one piece to thousands
- **Per-order overrides** without rebuilding the math
- **Quick Products and templates** let the team quote independently
- **One connected solution** from quote through invoice
- **Cloud access** to orders, invoices, and blanks purchasing from anywhere

RESULTS

01 Team members close **$10,000 to $15,000 deals** with **no owner involvement**

02 Complex quotes leave the counter **the same day**, with **no spreadsheet step**

03 **Blanks ordering and invoice review** run from **any location**

04 Owner time moved from **working in the business to working on it**



"I have team members that have closed **$10k to $15k deals without me touching them**. I don't need to. The formulas work."

King Banerjee, OWNER

ONE WORKFLOW

ESTIMATE → DESIGN → DECORATE → PACK → INVOICE

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