

DYNAMIC



Dynamic Team Sports is Upping its Game with Custom Sports Uniforms

With over 30 years of experience in uniform construction, design, and sublimation, Dynamic Team Sports has outfitted athletes from the youth travel team dugout to the professional pitcher's mound.

Dynamic Team Sports has a profound understanding that each team is anything but uniform. Their custom designed uniforms are as unique as the teams that wear them. Their staff of designers work directly with the customer to understand their vision and translate their team's unique style into a garment that stands out among the rest.

Employing Doogma's uniform builder throughout their website, Dynamic Team Sports is able to offer their customers a unique user experience. Customers select their team colors upfront and then toggle between a variety of cuts and styles, all displayed in the chosen colors, to decide on their preferred design. Other rich features such as text, fonts, colors, numbers and logos can be added and positioned on the uniform to reach a final product.

The uniform builder also supports roster details and customers can easily upload .csv or .xlsx files containing their roster information.

After studying the buying processes of Athletics Directors, Team Managers and Coaches, Dynamic Team Sports realized that providing a rich customization experience in which customers can design and customize their uniforms with the team colors and instantly see the results, is a winning strategy.

Normally, fully customized sublimated uniforms can take up to 12 weeks to process but by employing Doogma's uniform builder, Dynamic Team Sports has reduced this time to 4 week or less. In addition, Doogma's uniform builder delivers a unique and engaging experience, enabling customer to take an active role in the "product development" process, resulting in greater satisfaction and conversions.

Want to see how Doogma can personalize your product? Contact our Doogma Designer experts today and let us help you up your game.