



## T-Shirt Sales Up By 300% - Blinging a Whole New Meaning to Gym Wear at Chelle Sports!



“ The Hotfix Era Spangle Design Software that came with the machine allows you to create bright, beautiful and profitable **BLING** designs; and while it took a few months before the machine was up and running, we have already tripled t-shirt orders! - Michelle Howden, Owner ”

### Client

Chelle Sports is a small family run business based in Tyne and Wear. Established in 2004, the manufacturer specialises in gymnastics and cheerleading attire, selling a fantastic selection of competitively priced leotards and clothing to both clubs and individuals from all over the UK.

### Challenge

Previously the company had only applied heat transfer prints to their t-shirts and were looking for a solution that offered ‘bling’ at a reasonable price so that they could provide bespoke items to their ever-growing customer base.

### Approach

After attending P&P Live 2017 in February and meeting the YES Ltd team, the company quickly decided that **Spangles** were the route for them.

### Solution

Michelle purchased the SpangleElite in February of this year. Not only has it brought a little sparkle into the business, but it has produced fantastic financial results!

### Result

Michelle told YES that: “The machine works so well for us and is very easy to use. While we’re currently concentrating on applying **Spangles** to a wide range of t-shirts and hoodies, as a manufacturer of leotards, the [SpangleElite](#) is a low-cost way of making them look even more glitzy. Because we’re so busy, we haven’t managed to advance Spangles to the leotard side of the business as much as we would like but it is our next step. We would also consider Spangling on to other applications. If a customer came to us with a bespoke requirement we would ensure that we could fulfil that request.

It was revealed by Michelle that the company, who made the move to new premises in October of last year, would love to go with the multi-head Spangle machine one day, the [ProSpangle](#). However, she said that: “Because it would take up a lot of space, it’s not going to be an option right now”. Which is part of the reason they chose the Elite model in the first place, because it was so capable yet compact.

When asked why Chelle Sports chose to work with YES, Michelle replied: “Seeing the t-shirts on the stand at P&P Live – it was very eye-catching. The sales team at YES, particularly Steve, was very approachable, providing us with good information and helpful tips. We knew that we have easy access to technical support too - that they would be happy to take our call, whatever time of day we rang.”

If you’re interested in **Spangles**, then contact YES Ltd on 01623 863343 or email us at [hello@yesltd.co.uk](mailto:hello@yesltd.co.uk).