

PREMIUM

FROM WORD-OF-MOUTH TO WORKFLOW:
Premium Shirts' Revenue
Infrastructure Transformation
with HubSpot



INDUSTRY

e-Commerce
& Apparel
Manufacturing

COMPANY PROFILE

Premium Shirts is a leading North American knit manufacturer, delivering custom graphic apparel with speed, precision, and excellence for some of the world's top brands.

EXECUTIVE SUMMARY

For 30 years, Premium Shirts built its reputation serving global brands like Nike, Vans, and Adidas. Growth came through relationships and referrals. But as the company pivoted toward fast-growing niche and mid-market brands, leadership recognized a critical constraint: their digital infrastructure had not evolved with their ambition.

Vonazon led a comprehensive HubSpot Sales and Marketing Hub implementation, **rebuilt Premium Shirts' website** from the ground up, and **deployed a HubSpot-Asana integration** to align sales, marketing, and production. What emerged went beyond just a modern website or a new CRM, but was a governed, scalable revenue engine built for visibility, operational precision, and long-term growth.

P R E M I U M



Sales Hub[®]



Marketing Hub[®]

PREMIUM Solutions Products Projects About Contact

ABOUT US

We craft quality.

At Premium Shirts, we believe graphic apparel is more than just a product, it's an extension of your brand's identity. From up-and-coming brands to global icons, we bring your vision to life through expert craftsmanship, strategic development, and seamless execution.

Bring Your Vision to Life

BY THE NUMBERS

Proven Experience, Scaled Impact

Fueling innovation in graphic apparel for over 30 years, we've partnered with some of the world's best brands and creators to deliver their vision with precision and purpose.

30+ Years in business
\$4.5B+ Retail Value Delivered
28 Countries Shipped
99%+ On-Time Delivery
98%+ QA Pass Rate (AQL 2.5)

OUR EXPERIENCE

A Long-Time Established Partner

For over three decades, Premium Shirts has been a trusted manufacturing partner to some of the world's most recognized brands. As one of North America's leading vertically integrated, full package knit manufacturers, we specialize in the design, development, and delivery of custom graphic apparel, executed with speed, precision, and commitment to excellence.

BRANDS WE SERVE

Three Decades. Multiple Industries. One Standard: Excellence.

With over 30 years of experience, we've partnered with leading brands across a wide range of industries—including streetwear, action sports, outdoor, western, workwear, combat sports, lifestyle, and fashion.

From legacy brands to emerging disruptors, we support clients with diverse audiences, complex needs, and evolving goals, delivering consistent quality, flexibility, and brand alignment at every stage.

WHERE IT STARTED

Eddy Chavez, Founder

Premium Shirts was founded by Eddy Chavez, whose first step into apparel came out of necessity. He began making and selling "t-shirts to help put himself through college at USC. As a pre-med student, he started designing team shirts, fraternity merch, and weekly game-day tees. He eventually earned licenses for the entire Pac-10. With support from friends, local artists, and a crew of teammates turned sales reps, Eddy built a small but thriving business right out of the Coliseum parking lot.

That same hands-on, grassroots energy still drives Premium today. Decades later, we've grown into one of North America's most trusted vertically integrated manufacturing partners. We combine experience, creativity, and operational precision to deliver custom graphic apparel at scale.

OPERATIONAL EXCELLENCE

Built on Principles. Driven by Curiosity.

Our approach to operational excellence is grounded in first principles, solving root problems, challenging assumptions, and continuously improving how we work. Legacy systems like Lean Six Sigma and V6 PRIDE helped shape our foundation, but our processes today are more agile, practical, and forward-thinking.

We combine decades of experience with a mindset of curiosity and humility, always learning, always evolving, and never assuming that consistency happens without intention.

STRATEGIC LOCATION

Nearshore Precision. Global Reach.

Our nearshore location offers unmatched speed, consistency, and flexibility for U.S., Canadian, and global brands alike. With ground freight access to North America and proximity to three major export ports, we simplify logistics and accelerate delivery—without compromising quality or control.

Solutions Products Projects About Contact

Womens Youth

COLLECTION

FORGE HEAVYWEIGHT TEE
Men's LS Crew - CM620035

FORGE HEAVYWEIGHT TEE
Men's LS Crew - CM620035

COLLECTION

APEX BOYFRIEND TEE
Boys'hood T-SHIRT - CM110087

NOMAD FLEECE HOODIE
Womens Hoodie - CM621040

YOUTH

Our mission: Projects, About, Resources & FAQs, Follow Us

Terms Privacy Sitemap

THE BUSINESS CONTEXT

Premium Shirts is a Southern California design and production house specializing in premium custom logo wear. As the company intentionally shifted its focus from global enterprise brands to emerging, high-growth companies, it faced a strategic inflection point.

To compete effectively, Premium Shirts needed to:

- Formalize its go-to-market strategy
- Differentiate clearly in a competitive landscape
- Implement structured lead capture and follow-up
- Establish executive-level visibility into sales and marketing performance
- Align sales, marketing, and project teams through shared systems

Continuing to operate on informal processes would limit scalability. Leadership made a decisive move to implement HubSpot Marketing, Sales, and Content Hubs, supported by a complete website redevelopment and process redesign.

It was emphasized that this was not just a cosmetic update. **It was a revenue infrastructure transformation.**

THE CHALLENGE

The engagement required solving both technical complexity and organizational tension.

FRAGMENTED SYSTEMS & LIMITED VISIBILITY

Sales activity lacked centralized tracking. Follow-ups were inconsistent. Marketing initiatives operated without unified attribution. There was no single system connecting website engagement, contact activity, deal progression, and executive reporting.

Leadership needed pipeline management, automation, segmentation, forecasting, and attribution reporting capable of supporting scalable growth.

WEBSITE ARCHITECTURE & BRAND RISK

The legacy website did not reflect Premium Shirts' premium positioning or articulate its refined value proposition. It lacked structured storytelling, clear differentiation, and guided customer journeys.

The rebuild required:



A premium design aligned with enterprise expectations



Structured catalog browsing functionality without eCommerce complexity



HubDB-driven product and project databases



SEO optimization across dozens of pages



Governed global templates impacting more than 30 live assets



ONCE LAUNCHED, LEADERSHIP'S FOCUS SHARPENED:

“We want to make sure the homepage is perfect.”

With **shared modules** and **global templates**, a single modification could cascade across dozens of live pages. The margin for error was slim. Governance and risk mitigation were essential.

VISIT PREMIUM-SHIRTS.COM →

The screenshot displays the Premium-Shirts.com website. The main navigation includes 'Solutions', 'Products', 'Projects', 'About', and 'Contact'. The hero section features a man in a white t-shirt with a 'FOX' logo, with the headline 'Custom Graphic Apparel for Brands Ready to Grow'. Below this is a sub-headline: 'Our Core Styles, Ready to Go'. The 'OUR PRODUCT' section shows three items: 'APEX TEE - SHORT SLEEVE' (Men's S/S Crew - CM115055), 'APEX TEE - SHORT SLEEVE' (Women's S/S Crew - CM115055), and 'NOMAD FLEECE HOOD' (Uni Pullover Hoodie - CU72655). A 'View Our Product' button is visible. On the right, an 'Add modules' sidebar is open, showing a search bar and two categories: 'Theme (39)' and 'Text (5)'. The 'Theme' category includes modules like 'base', 'Brand Slider', 'Brand Slider V2', 'Brands We Serve', 'Breadcrumbs', 'Capabilities', 'Content Banner', and 'Cta Banner'. The 'Text' category includes 'Heading', 'One Line of Text', 'Page Footer', 'Rich Text', and 'Section Heading'. A 'BETA' badge is also present in the sidebar.

This section of the website is titled 'TAILORED SOLUTIONS' and 'Custom Support at Every Step'. It states: 'Wherever you are on your journey, we provide tailored solutions to maximize your graphic apparel's impact from strategy to delivery.' Below this, it says 'We guide you through:' followed by a numbered list 1-4. A circular diagram shows the process flow: PLAN, DESIGN, DEVELOP, and DELIVER. A 'View Our Product' button is visible at the bottom. A teal arrow points from the 'Add modules' sidebar in the previous screenshot to the 'Section Heading' module in this section.

**TASKS WERE GENERATED
AUTOMATICALLY BASED ON:**

01
Deal stage
transitions



02
Form
submissions



03
Workflow
triggers

INTEGRATION COMPLEXITY AND OPERATIONAL DEPENDENCIES

The transformation extended beyond CRM configuration.

Vonazon implemented the native HubSpot–Asana integration, introducing automation between systems.



This created operational dependencies between revenue workflows and project execution. A misconfigured automation could disrupt active client delivery.

There was understandable hesitation around editing global templates, managing backups, and navigating advanced HubSpot architecture. Technology implementation alone would not suffice. The organization required structured training, ownership clarity, and governance frameworks.

VONAZON'S APPROACH

Vonazon structured the engagement to balance technical execution, risk mitigation, and organizational adoption.

PHASE 1: REVENUE SYSTEM IMPLEMENTATION

OVER THE INITIAL THREE MONTHS, VONAZON DELIVERED:

- Full website redevelopment aligned to premium positioning
- HubSpot Sales Hub implementation with custom pipelines
- HubSpot Marketing Hub configuration with automation and workflows
- CRM data imports and structured segmentation
- HubSpot-Asana integration for cross-team execution
- Executive reporting dashboards

Custom pipelines were designed with tailored stages, automated deal transitions, and forecasting visibility. Marketing workflows guided leads through structured nurturing journeys tied directly to CRM activity.



The website was **designed to function as a revenue asset**, instead of a brochure. Structured CTAs, guided navigation, and database-driven modules ensured scalability without sacrificing governance.

VONAZON'S APPROACH (CONT.)

PHASE 2: STRUCTURED ONBOARDING & OWNERSHIP

TECHNOLOGY ADOPTION WAS TREATED AS A STRATEGIC INITIATIVE. VONAZON DELIVERED:

- 15 structured onboarding sessions across Sales and Marketing Hubs
- 5 Content Hub training sessions
- Role-based permissions and governance protocols
- Workflow documentation and validation testing
- Custom dashboards for executive insight



A **clear internal owner was designated**, which marked a shift from informal tool usage to defined system accountability, reinforcing **long-term operational continuity**.

VONAZON'S APPROACH (CONT.)

PHASE 3: LAUNCH READINESS & OPTIMIZATION RETAINER

Following launch, Premium Shirts engaged Vonazon under a marketing retainer to ensure full digital readiness.

THIS PHASE INCLUDED:

- Quality control and refinement across 36 website pages
- Cross-functional alignment sessions
- On-page SEO implementation, including metadata, header hierarchy, alt tags, and internal linking
- CRM and automation refinement
- URL optimization and redirect governance



The objective was clear: **ensure the premium digital experience** was not only visually compelling, but **structurally optimized** for discoverability, performance, and business continuity.

THE RESULTS

The transformation delivered measurable structural improvements across the organization.



A SINGLE SOURCE OF TRUTH FOR REVENUE

Premium Shirts transitioned from fragmented tracking to a centralized CRM ecosystem unifying:

- Deals and pipeline movement
- Contact engagement history
- Website behavior tracking
- Marketing attribution
- Forecasting visibility

Sales activity now reflects real-time opportunity progression. Marketing performance is directly connected to pipeline influence.

THE RESULTS (CONT.)

AUTOMATION-DRIVEN OPERATIONAL DISCIPLINE

With HubSpot workflows and Asana integration in place:

- Tasks are automatically generated from deal stage changes
- Form submissions trigger internal workflows
- Follow-ups are structured and trackable
- Closed-lost deals activate re-engagement workflows

Manual gaps in execution were significantly reduced, strengthening operational consistency and response time.

EXECUTIVE REPORTING AND ATTRIBUTION CLARITY

Custom dashboards provide visibility into:

- Sales performance
- Marketing campaign attribution
- Website traffic by source, including organic, referral, direct, and AI referrals
- Contact-level engagement journeys

Early post-launch analytics showed dramatic percentage swings, including increases exceeding 1,000 percent in early comparison periods due to new tracking deployment.

With structured segmentation and filtering in place, Premium Shirts now operates from reliable baselines, enabling meaningful performance measurement moving forward.

SEO AND TECHNICAL OPTIMIZATION AT SCALE

All 36 pages underwent structured optimization and validation, improving:

- Header hierarchy integrity
- Metadata accuracy
- Internal linking architecture
- Mobile responsiveness
- Accessibility compliance

The website is now positioned for long-term search performance and scalable content expansion.

GOVERNANCE AND RISK MITIGATION

Global modules affecting more than 30 live assets were structured to protect brand integrity. Backup protocols and export procedures were clarified to reduce operational risk.

The result is a governed digital ecosystem capable of evolving without compromising stability.



LEADERSHIP EMPHASIZED
THE IMPORTANCE
OF CONTINUITY

**“I always love to have
a backup of the backups.”**

Schedule recurring backups

Schedule automated backups to ensure your data is protected at all times.

Turn on scheduled backups

ON

Choose how often backups should run

Once a week
 Every two weeks

Choose which day of the week

Monday

| Status | Backup Date | Created By | Backup Type | |
|------------|---|----------------|-------------|--|
| ● Complete | Oct 1, 2025 Expires: Oct 15, 2025 11:08 AM PDT | Melinda Nel... | Manual | Download Restore |

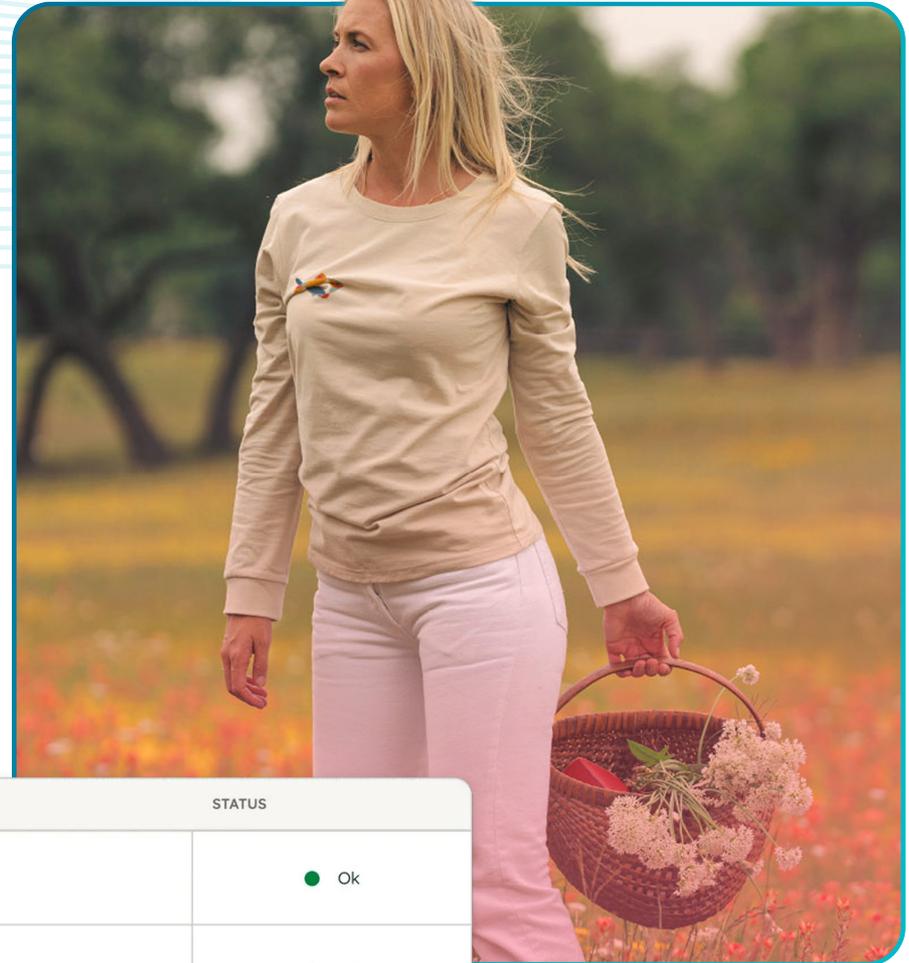
LOOKING AHEAD

Premium Shirts has evolved from a relationship-driven operation into a structured, data-driven revenue organization.

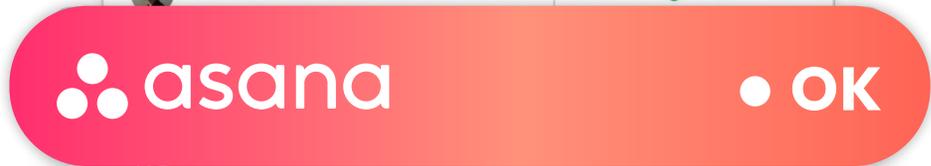


The transformation represents more than system configuration. It is a cultural shift toward accountability, measurable performance, and scalable growth.

With a premium **digital presence**, **integrated CRM infrastructure**, and **automation-backed execution**, Premium Shirts is positioned to expand market visibility, strengthen brand equity, and scale confidently.



| APP | STATUS |
|---|--------|
|  Airtable | ● Ok |
|  Netsuite | ● Ok |
|  Mailchimp | ● Ok |
|  Google Calendar | ● Ok |



READY TO MODERNIZE YOUR REVENUE OPERATIONS WITH HUBSPOT?



**Let's build the system
that supports your
next stage of growth.**



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