

# SWAG DIMENSION

PRESS KIT · MEDIA RESOURCES

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## PRESS KIT

# Press resources for journalists, podcasters & operators

Everything you need to write, podcast, or post about Swag Dimension — boilerplate, quick facts, founder bio, logos, and pre-pitched story angles. For interviews, embargoes, or anything not covered here, email [press@swagdimension.com](mailto:press@swagdimension.com).

Last updated June 2026

## BOILERPLATE · SHORT (~50 WORDS)

Swag Dimension is the modern, premium swag and apparel platform for organizations. Brand stores for nonprofits, schools, real estate teams, churches, and corporate brands — with auto-payouts, zero inventory, and AI-generated logo-on-product mockups. Wear your brand. Live in royalty.

## BOILERPLATE · LONG (~150 WORDS)

Swag Dimension is a permanent online brand-store platform built for organizations that want to run ongoing custom-apparel programs without inventory, minimums, or third-party storefronts. The platform combines a premium product catalog (Bella+Canvas, Comfort Colors, Champion, etc.), an AI mockup generator that renders any logo on hundreds of blanks in 60 seconds, a custom markup engine that lets organizations earn margin on every sale, and Stripe Connect auto-payouts that route funds directly to the org's bank account. Customers include nonprofits running fundraising stores, schools running spirit wear programs, real estate teams running closing-gift portals, churches running sermon-series merch, and corporate HR teams running employee allowance kits.

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## FACTSHEET

### Quick facts

FOUNDED	2025
HQ	United States
PRODUCT CATALOG	50,000+ apparel & accessory blanks (Bella+Canvas, Comfort Colors, Champion, etc.)
PRICING	Free Starter, \$99/mo Growth, \$299/mo Pro, Enterprise custom
TRANSACTION FEE	5% flat on every brand-store sale
FULFILLMENT	Network of partners (Printify, Printful, others) — global shipping
CUSTOMER SEGMENTS	Nonprofits, schools / PTAs, real-estate teams, churches, corporate HR, fitness studios, sports leagues
TECH STACK	Next.js + TypeScript on Vercel, Supabase, Stripe Connect, AI mockups via Printify Mockup Generator
DISTINCTIVES	Multi-tenant SaaS · zero minimums · AI-rendered mockups · auto-payouts · custom markup engine

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## WHAT MAKES IT DIFFERENT

- Self-serve brand store live in 30 minutes vs 3–6 weeks with traditional promo vendors.
  - Stripe Connect direct payouts settle daily to org bank — vs check-and-wait at end of campaign.
  - Verified-buyer reviews + AggregateRating JSON-LD captures Google rich results.
  - Multi-tenant: orgs can run multiple sub-brands (e.g. league with per-team sub-stores).
  - Premium-feel product mix — not the promo-grade mugs and cheap polys most platforms default to.
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## FOUNDER

### Abel · Founder & CEO

Founded Swag Dimension to give organizations a permanent, premium home for their branded merchandise — without the inventory, minimum-order chaos, or third-party storefronts.

#### Available for

- Press interviews on the print-on-demand industry
- Podcast appearances on organizational fundraising and modern HR/People Ops swag programs
- Written commentary on multi-tenant SaaS economics, ecommerce SEO, and Stripe Connect implementation
- Founder-to-founder advice on no-minimum POD businesses

"Every organization needs branded merch. Almost no organization wants to manage it. We turn that into a 30-minute self-serve onboarding flow with auto-payouts and zero inventory."

## LOGOS

### Brand assets

High-resolution logos available for editorial use at:

- [swagdimension.com/brand/swag-dimension-wordmark.png](https://swagdimension.com/brand/swag-dimension-wordmark.png) — Wordmark, transparent PNG
- [swagdimension.com/brand/swag-dimension-logo.png](https://swagdimension.com/brand/swag-dimension-logo.png) — Full logo lockup, transparent PNG
- [swagdimension.com/brand/swag-dimension-icon.png](https://swagdimension.com/brand/swag-dimension-icon.png) — Icon mark, transparent PNG

Use the wordmark for editorial mentions and the icon for tight spaces. Don't modify, recolor, or place on busy backgrounds without contrast.

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## STORY ANGLES

### Pitches we'd say yes to

If any of these fit your beat, our founder is available for an interview within 48 hours. Reach out at [press@swagdimension.com](mailto:press@swagdimension.com).

#### Industry shifts

- How nonprofits are replacing bulk T-shirt orders with permanent online stores
- The rise of "no closet" employee swag programs at distributed companies
- How AI mockups are killing the bulk-minimum business model in promo products
- Print-on-demand SaaS vs the Shopify + Printful + Klaviyo stack

#### Vertical deep-dives

- The closing-gift problem: why agents waste \$80/client and what real estate teams are doing instead
- Spirit wear after COVID: why PTAs ditched once-a-year bulk orders
- Faith communities and merch: from sermon-series tees to year-round ministry stores
- The corporate gift economy: why companies replaced annual swag bulk-orders with allowance credits

#### Creator + emerging models

- The emerging "ambassador" referral model for creator-to-business pipelines
- How small creators ditch Spring/Streamlabs for higher-margin alternatives

#### Tech + operations

- Multi-tenant Next.js + Supabase as a SaaS shipping pattern
- Stripe Connect Express for marketplace payout: how it actually works

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## PRESS CONTACT

### Reach out

We respond within 48 hours. For interviews with deadlines, include your filing date so we can prioritize.

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LIVE PRESS HUB	<a href="https://swagdimension.com/press">swagdimension.com/press</a>

## SOCIAL

- Instagram · [@swagdimension](#)
- TikTok · [@swagdimension](#)
- X / Twitter · [@swagdimension](#)
- Pinterest · [/swagdimension](#)

### One-line pitch

Swag Dimension turns the “every org needs branded merch but no org wants to manage it” problem into a permanent self-serve brand-store SaaS that compounds with each new customer.