

SPOTLIGHT ARTICLE

FEATURING: PACIFIC EMBLEM

Tell us about the history of your company.

Started out of San Diego State in 1985 as a supplier in the custom headwear/patch business. Grew it to a 15 person operation in the 90's and 2000's and then curtailed a bit to a finely tuned machine that prides itself in the custom Patch/Emblem business and calls itself "the quiet FORCE in custom patches/emblems" led by Dr. Patch, the company's founder and creative wizard.

What products do you offer and what are your top sellers?

We strictly make custom work and our most popular is Custom Patches and Emblems to include our LaserCUT embroidered patch, Woven, Dye Sub, Reflective, Soft PVC/Rubber and Metal emblems.

Are there any new or unique products coming up?

Yes our patent on our amazing SmartPatch® is launching now that Covid is curtailing. The SmartPatch and the SmartPatch keychain is a powerful Brand-to-Consumer product that is given to consumers at shows, events, by mail and once the user/consumer swipes their Smart Phone over it, they end up with instant Brand information. BEST PART... the brand can log into our Smart Patch dashboard and change/update the information that is pushed to the consumer. It's like Magic and seeing is Believing.

Why do dealers choose your products over your competitors?

Our quality is truly unmatched and our versatility goes very deep with so many processes. We can turn orders (first time) in as little as 9 days with normal



production (during our busy times) at 2-3 weeks. The company President (dubbed Dr. Patch) truly cares about all customers and once you work with him... you will say "WOW....why didn't I work with Pacific Emblem already!" The love, passion and smiling customers is what we are all about

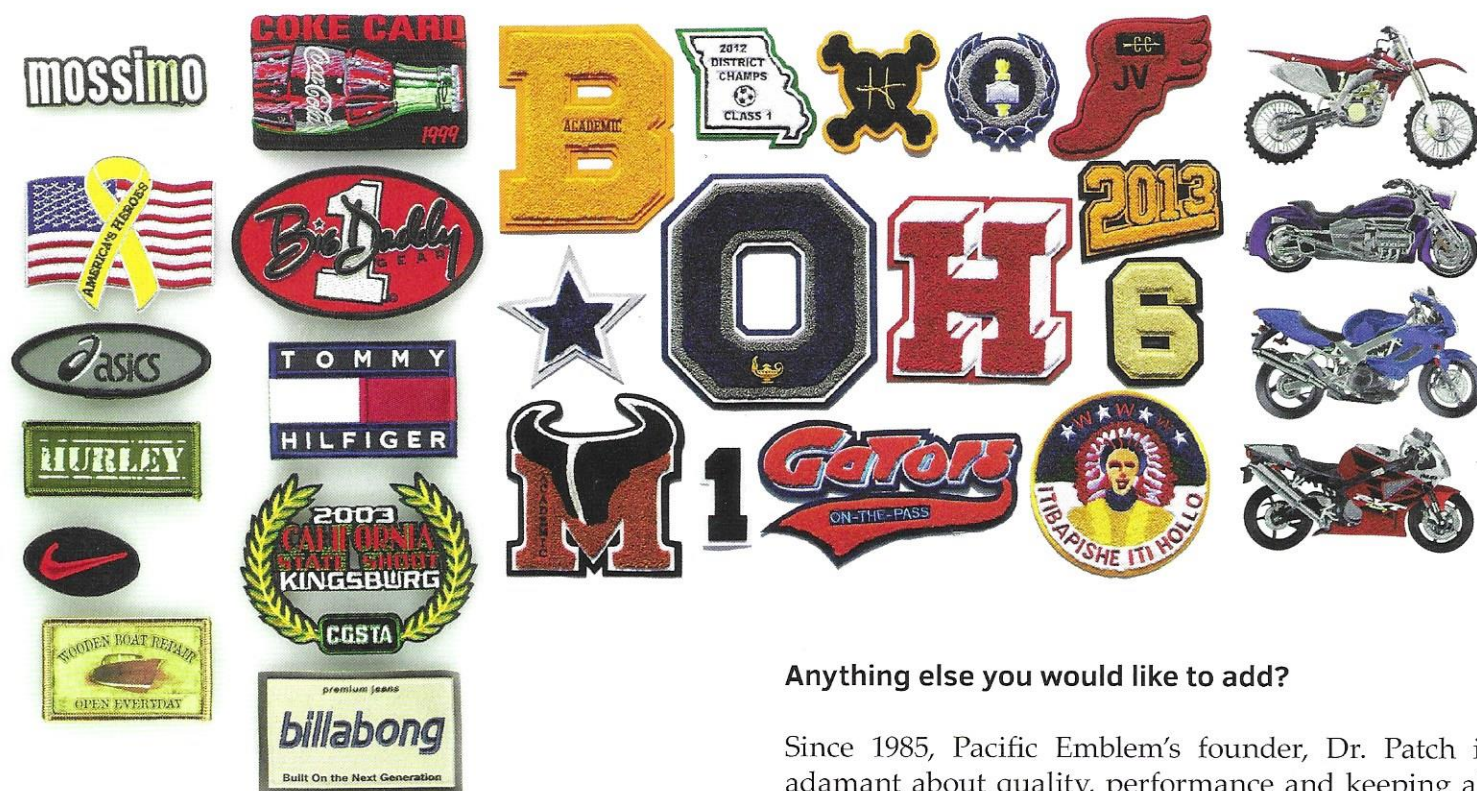
What types of stores carry your products and who is the end consumer?

As a custom manufacturer/importer, we strictly make custom military, police, fire, corporate, event and promotional patches/emblems. Our work is seen all over the US and beyond and even in the 2022 Olympics as the patch supplier for the master licensee or apparel.

What challenges have you seen recently in your industry and what are you doing to overcome them?

Challenges are few and far between as we really have figured out how to keep customers happy. Superb Quality, On time (and early) deliveries, super competitive pricing and devoted service... our motto! If there were challenges, it would be continuing our trek on finding new customers who want and demand good work...we offer that.





What advice do you have for independent retailers facing the same challenges?

Depending on the challenges, it is so important for the retailer/owner/manager to get to the root of the problem and work through various options to give them the best results. What I do is to study the issue, create the best solution and implement it. As an example

What is your order process and turnaround time for dealers?

All custom for over 35 years and our turn times are normally 2-3 weeks for new orders and 2 weeks for reorders, but during busy times, add a week or so. We will do our best OR my name isn't Dr. Patch!

Do you have any minimum order requirements, or requirements when choosing a dealer?

100 for Embroidered, 250 for Rubber, Woven, Dye Sub, Reflective, Leather and more.

Anything else you would like to add?

Since 1985, Pacific Emblem's founder, Dr. Patch is adamant about quality, performance and keeping all customers happy. We rarely have issues or problems and maintain confidentiality and integrity in the custom patch/emblem business. I'd say to give us a shot and put us to the test and see how do! We welcome that! As a side note...we have invented and making the world's most comfortable Mask called SofMask®...featuring our proprietary ant-fog noseguard to keep that annoying steam off your glasses.

[Editor's Note: Thank you so much for sharing news about your outstanding company!]

PACIFIC EMBLEM

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If you would like to be considered for an interview in ST Magazine's Spotlight, please send an email to: editor@st-magazine.com.