

Capping the market – A world first!



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Press Release Summary: Designacap.com is an innovative new website that specializes in custom-designed headwear.

Press Release Body: Capping the market – A world first!

The world's first fully-customisable online cap design studio, [Designacap.com](#), became a reality yesterday and is the latest player in the hugely competitive custom promotional merchandise market.



Specialising in custom-designed headwear, the Australian-based newcomer has already caused a stir with arguably the most innovative online presence in its category. More than a simple online design application, designacap.com immerses users within the design experience, facilitating complete user interaction throughout the entire process.

The site allows users to select from a range of exclusive design templates and guides them through each step of the process. Visitors will notice that in addition to being able to adjust the color and text of the cap, they can now also customize stitch coloring and even upload their own images to be embroidered.

"We wanted to put this level of customisation within the reach of our customers without the need for them to contact suppliers directly", said the company's **Managing Director, Gregg Warren**. *"We've achieved an interface that essentially replaces those annoying sales reps".*

Catering to the needs of general consumer groups, as well as larger businesses, sporting organisations, and multi-national corporations, the company differentiates itself from its more specialised competitors. *"We definitely wanted to cater to widest audience possible",* added Warren, *"And with a minimum order of 100 caps, we can easily do so".*

The company's faster-than-average production and international delivery turnaround has also been a hot topic in industry circles. *"We can have caps produced within 14 working days of receiving an order – turnaround of this speed is virtually unheard of in this industry",* asserted Warren.

[Designacap.com](http://www.designacap.com), which was founded in 2006 as a 'side project' to Warren's other Australian-based clothing supplier, Queensland T-Shirts, now services clients in countries across the globe.

For further information and direct quotes please contact Gregg Warren on 0419 725 683 or gregg@designacap.com

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