

MUSTANG CLUB POWER

www.yourmustangclub.com



By Steve Hall
Acme Apparel, LLC

Many Mustang Club of America members read the recent article from Ford Global Brand Licensing about clearing Ford Motor Company trademark usage with the Ford Licensing team and using Ford Licenses to produce Mustang club merchandise. The article spawned many questions about working with Ford Licensing.

Not to worry, though. Acme Apparel, LLC, an established Ford Motor Company licensee, has developed a website with the goal of simplifying the merchandising process for Mustang clubs by providing them with the information and resources to obtain affordable, quality merchandise. Simply log onto www.yourmustangclub.com.

Using this website is quite simple. After logging in on the Your Mustang Club homepage, users may access a private page containing their Mustang club logo. Club logos are stored in a viewable library of approved logos. (While there, it's fun to check out the logos of other Mustang clubs, too.) Clubs can send logos for the library to Acme Apparel via e-mail or on CD; Acme secures Ford Motor Company approval for the logo before posting it to the library. If a club wants to make a change, Acme also will create or change logos at no charge.

The website also has a second artwork section, Mustang Car Events, offering a selection of merchandise designs for Mustang club events. This section of the website is a great resource for reviewing and developing new design ideas. Again, Acme is offering complimentary design services to clubs using the website.



Acme Apparel's design services are a key aspect of the program. After securing the club's approval for any new designs, Acme will handle the required licensing approval with Ford Motor Company Licensing—all at no charge. If changes are required, Acme will work with the club to develop an approved design. Acme will never produce any merchandise without first securing the Club's approval.

Users may review all of Acme's merchandise ideas in the Mustang Merchandise section. This section shows a wide variety of apparel, such as polo shirts, T-shirts, ladies apparel, jackets, and caps, along with a section of non-apparel items like key chains, cups, and flags, to name just a few. Minimum order quantities and price ranges are listed with the items in this section.

Website development will be ongoing, and Acme plans on growing the program

through the continuous addition of new club logos and merchandise selections. From the start, the website's focus has been on meeting the needs of Mustang clubs, and Acme Apparel is dedicated to continuously improving the website based on feedback from the Mustang clubs' members.

Erik Hall and Steve Hall will be representing Acme Apparel at the 45th Mustang Anniversary in the Mustang Club of America vendor tent. They will be looking forward to meeting all Mustang club members and Your Mustang Club customers.

Acme Apparel, LLC, develops licensed automotive merchandise for the automotive enthusiast and has licensing agreements with Ford Motor Company, Carroll Shelby Licensing, Saleen, and Roush Enterprises. Acme Apparel is the accessories vendor and manufacturer for the Mustang Club of America, and is also developing a licensed-merchandise website for non-Mustang Ford clubs. **MT**

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with any questions regarding
Acme Apparel merchandise or
www.yourmustangclub.com.



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