

Focus On Business

Community involvement puts The Undershirt on top

**BY HEATHER
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Staff Writer

The Undershirt Inc. is celebrating 25 years of service, catering to local Long Beach and Signal Hill businesses with custom career apparel. The company originally opened in 1980 as a retail shop in Belmont Shore. The Undershirt Inc. has since shifted into the business apparel market, recently moving into a new Signal Hill location.

The Undershirt Inc. has access to over 50 distributors and utilizes a variety of trusted name brand products. Among the brands used are Hanes, Jerzees, Outerbanks, Port Authority, Nike and Ping. A selection of Hawaiian shirts and restaurant print apparel are also available. They are able to screen print or embroider your personal logo onto polo shirts, jackets, hats, backpacks, tote bags, duffle bags and golf towels.

Shari Blackwell, owner of The Undershirt Inc. has experience in sales and in meeting the needs of her customers. Taking over the company two years ago, Blackwell has 25 years of

experience in industrial sales and international business.

The company now lists a national donut chain, several western regional steakhouse and restaurant chains, local landscapers, plumbers and technology businesses as clientele. "We deal a lot in the restaurant trade. One of the services we offer is an inventory service for our restaurants," says Blackwell. She offers a "ship and stock program," in which the Undershirt Inc. keeps the stock onsite and supplies her clients on an as needed basis.

The company also specializes in apparel for tradespeople, and offers a wide variety of samples for clients to select from.

The Undershirt Inc. gives clients hands-on approach to buying. Whether it's choosing a style or a fabric, customers can "touch it, feel it and make the best determination on what is the best value for their money," assures Blackwell. Searching for a unique or hard-to-find style? Blackwell will do a product search and source new items for the client and also offers custom manufactured goods.

The Undershirt Inc. prides itself in understanding the needs



Whether corporate or nonprofit, Shari Blackwell understands the needs of her clients. She takes the time to find products that suit the unique requirements of each client, such as the shirts she is making for Tour des Artistes (inset).

of each client and providing personal service. The company also offers attention to detail through product research, competitive prices and a turn around time typically less than two weeks. Blackwell meets with her clients and takes the time to match their needs with the right products.

The Undershirt Inc. is also

printing the official shirts for the East Village Arts District's 7th Annual Tour des Artistes event, taking place this Saturday, June 11. In addition, she is a member of the Signal Hill Chamber of Commerce. In fact, Blackwell credits chamber member Debra Barnett of Flash Gallery with introducing her to the Tour des Artistes event.

The Undershirt Inc. is located at 3299 East Hill Street, #303 in Signal Hill. Hours of operation are Monday through Friday from 8:30 a.m. to 5 p.m.

They can be reached by phone at (562) 986-9339. Information is also available by emailing undershirt@dslextreme.com or online at www.theundershirt.com.

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