



Your Trusted Partner in
Custom Programs





Why VLD

Custom merchandise programs often face the same challenges: fragmented vendors, inconsistent quality, slow turn times, rising logistics costs, and the operational strain of managing multiple supply chains. These friction points limit scale, stall innovation, and complicate execution.

VLD was built to eliminate that complexity.

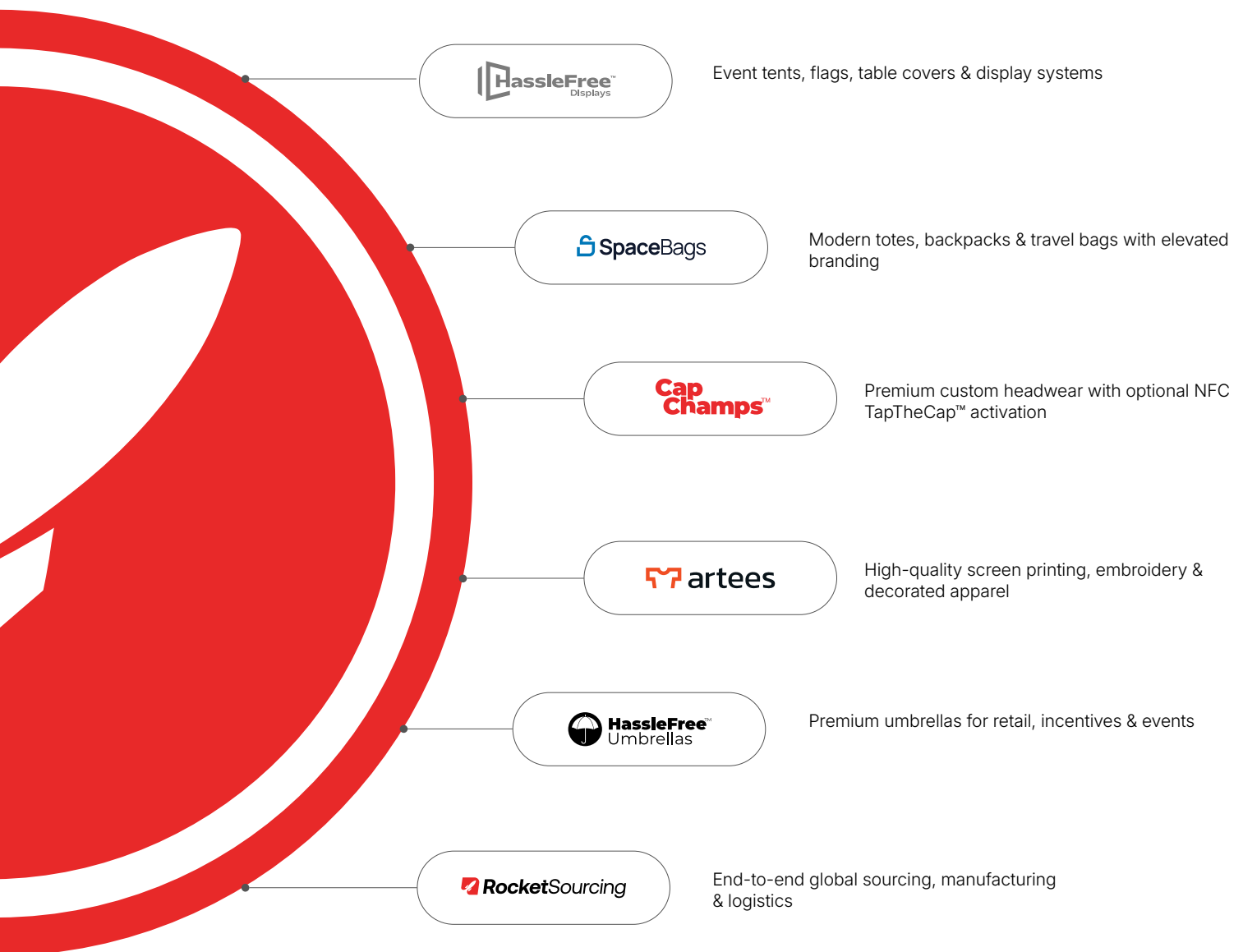
We unify the essential categories of branded merchandise into one coordinated ecosystem, giving your team a single trusted partner for strategy, production, decoration, fulfillment, and global delivery. The result is simple: programs that run smoother, grow faster, and stay consistently on-brand across every touchpoint.

With VLD, your organization gains the power to expand without adding operational burden. **Get With The Program** and unlock new opportunities across categories, markets, and audiences.

ONE PARTNER.

Six Specialized Brands. Infinite Program Potential.

VLD brings together a world of category-leading brands, each with deep expertise in its product vertical. Together, they form a complete ecosystem built to support and scale your custom programs.



Through this universe, VLD gives you the flexibility to expand into new categories, launch multi-product campaigns, or enhance existing programs, all while maintaining the simplicity and consistency of a single trusted partner.

Built for Speed, Quality & Global Reach

Behind every VLD program is a powerful operational engine built for reliability at scale. Through centralized production, in-house decoration, global sourcing, and robust fulfillment, we support high-volume programs with speed, precision, and consistency.

Our Infrastructure Includes:



200,000+ sq. ft. of
production & fulfillment
facilities



U.S.-based production
with export-ready
logistics



60+ digital printers
operating at industry-
leading capacity



Decoration expertise
across apparel, displays,
and accessories



Nationwide & global
drop-shipping for multi-
location programs



Integrated systems that
streamline approvals,
artwork, and delivery



Centralized quality
control ensuring program
consistency

How We Work



Design



Production



Decoration



Kitting



Fulfillment



Delivery

Every step happens within the VLD network. Giving you tighter control, faster turn times, and programs that scale effortlessly.

As Your Trusted Partner in Custom Programs, VLD is committed to delivering seamless execution, retail-grade quality, and the operational strength required to support the biggest brands, agencies, and distributors in the industry.

Custom Displays. Seamless Execution. Program Ready.



HassleFree™ Displays delivers high-quality event infrastructure designed for scalable brand programs. From tents and flags to table covers and modular display systems, every product is built for consistent branding, fast setup, and dependable performance across any activation or event.

Created for distributors and national programs, HassleFree™ Displays ensures smooth production, vibrant graphics, and reliable fulfillment. Whether supporting corporate tours, retail rollouts, or large-scale event networks, we provide a turnkey solution with zero complications and consistently strong results.



IDEAL USE CASES



National event tours & corporate activations



Trade shows and conference branding



Retail merchandising & promotional setups



Distributor-managed display programs

KEY CAPABILITIES

01

Custom tents, flags, table covers & display systems

02

Vibrant full-color printing with consistent reproduction

03

Fast-turn production for program-level demands

04

Durable hardware & easy setup for on-site teams

05

Scalable fulfillment across multiple locations







TNT53FW - 5X5 Standard
POP-N-GO w/ 3 Full Tent Walls



TNT10BWSW - HassleFree™ 10x10 Premium Tent
w/ Full Color Canopy, Back Wall, and Side Walls



TNT10ECFCBWSW - 10x10 Standard Tent w/
Full Color Canopy Back Wall and Side Wall



TNT15BWSW - HassleFree™ 10x15
Premium Tent w/ Full Color Canopy,
Back Wall, and Side Walls



TNT1020BWSW - HassleFree™ 10x20
Premium Tent w/ Full Color Canopy,
Back Wall, and Side Walls



TNT20BWSW - HassleFree™ 20x20
Premium Tent w/ Full Color Canopy,
Back Wall, and Side Walls



TNT10BWSWCTB - 10x10 Premium
Tent w/ Full Color Canopy, Back, Side
Walls, 6' Table Cover, and (2) 8' Tent
Banners



TNT10BWSWTB - Deluxe 10x10
Premium Tent Kit w/ Tent Banners



TNT10BBSWTC - 10' X 10' Premium
Tent w/ Full Color Canopy, Back Wall,
Side Walls, and 6' Table Cover



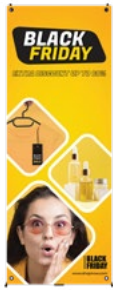
CCTNT10 - 10'x10' Custom Concession
Tent



CCTNT15 - 10'x15' Custom Concession
Tent



CCTNT1020 - 10'x20' Custom
Concession Tent



XBAN23 - HassleFree™ X-Banner Stand



TFBS3080DS - HassleFree™ 30"x80"
Fabric Banner Stand w/ Double
Sided Imprint



TFBS3080 - HassleFree™ 30"x80"
Fabric Banner Stand w/ Single
Sided Imprint



3280RECTBS - Quality Retractable
(Roll Up) Banner Stand



LBAN - L-Shaped Banner Stand



SLU10 - 10'x 8' Simple Light Up Display



SEGLBBS33 - SEG Light Box
Backlit Stand



SEGLBF39 - SEG Light Box
Folding Stand



SEGFSFDS39 - SEG Foldable Fabric
Display Stand



STFBD6 - "Not So Big" 6'x6' Backdrop
Display



ADJBAN86 - HassleFree™ 8' x 6'
Adjustable Banner Stand



ADJBAN88 - HassleFree™ 8' x 8'
Adjustable Banner Stand



2436AFRAME - 24"x36" Aluminum A-Frame Display



STFBD8 - 8' Straight Tension Fabric Display



STFBD10 - 10' Straight Tension Fabric Display



STFBD20 - 20' Straight Tension Fabric Display



HSD - Heart Shaped Display



CTFBD8 - 8' Curved Backdrop



CTFBD10 - 10' Curved Backdrop



CTFBD20 - 20' Curved Backdrop



SSTFBD8 - 8' S-Shaped Tension Fabric Backdrop Display



CSTFBD10 - 10' C-Shaped Backdrop



CSTFBD20 - 20' C-Shaped Backdrop



BARCOV4182DS - Barrier Covers w/ Double Sided Imprint



10RECHS - 10' Rectangle Hanging Sign



15CIRHS - 15' Circle Hanging Sign



20TRIHS - 20' Triangle Hanging Sign



FFLAG8KIT - 8' Feathered Flag Kit w/ Poles, Ground Stake and Carry Case



RFFLAG12KIT - 12' Rectangular Feathered Flag Kit



TFLAG15KIT - 15' Teardrop Flag Kit w/ Poles, Ground Stake and Carry Case

4' Table Cover - Loose 8' Table Cover - Loose



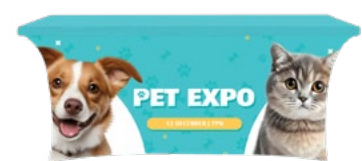
TB6TH - 6' Table Cover - Loose

4' Table Cover - Fitted 8' Table Cover - Fitted



TB6FIT - 6' Table Cover - Fitted

4' Table Cover - Stretched 8' Table Cover - Stretched



TB6STR - 6' Table Cover - Stretched



ICHARACTER-P8 - Character Shape Inflatables (8', 10', 12' or 15' Tall)



IBOTTLE-P10 - CUSTOM INFLATABLE BOTTLES (10', 15', 20' or 30' Tall)



18POWER-P8 - POWER TUBE - 18" DIAMETER (8', 10', or 12' TALL)



Premium Headwear. Smart Engagement. Program Ready.

CapChamps™ delivers premium custom headwear designed for large-scale brand programs—from classic fits to high-performance styles. With optional NFC technology through TapTheCap™, each hat becomes a digital touchpoint, instantly connecting fans and consumers to interactive experiences with a simple tap.

Built for distributors and global brands, CapChamps™ combines elevated product design, scalable customization, and reliable fulfillment. Whether supporting retail programs, sports activations, or corporate campaigns, we provide a turnkey solution for impactful, trackable, and globally deployable headwear programs.



IDEAL USE CASES



Sports and fan engagement programs



Retail promotions and loyalty activations



Festivals, events, and sponsorships



Influencer and limited-edition drops

KEY CAPABILITIES

01

Premium customizable headwear for high-volume programs

02

NFC-enabled TapTheCap™ digital activation

03

Custom colors, patches, trims, and materials

04

Engagement analytics and trackable interactions

05

End-to-end sourcing and international fulfillment



Unmatched Quality & Customization

CapChamps™ delivers premium custom headwear built for today's promotional programs. Designed exclusively for promotional products distributors, our CapChamps™ program helps you scale with confidence, combining high-quality products, flexible customization, and reliable fulfillment.

From classic caps to modern beanies and performance styles, we offer a comprehensive selection backed by consistent execution and service you can trust. When headwear is a key part of the program, CapChamps™ is the partner that delivers.





01-CF - Classic Fit Performance Icon

Custom colors available



02-SF - CrownFit™ Mesh Legend

Custom colors available



03-R-SF - CrownFit™ Rope AquaShield

Custom colors available



04-R-CF - Classic Fit Rope HydroGuard

Custom colors available



05-CF - Classic Fit Essential Dad

Custom colors available



06-SF - CrownFit™ Infinity

Custom colors available



07-SF - CrownFit™ Ultra Air Mesh

Custom colors available



08-SF - CrownFit™ Fashion Pro

Custom colors available



09-CF - Classic Fit Heritage

Custom colors available



10-SF - CrownFit™ Camo Pursuit

Custom colors available



11-CF - Classic Fit Pro Trucker

Custom colors available



12-F-CF - Classic Fit Mesh Foam Elite

Custom colors available



13-F-CF - Classic Fit Retro Foam -
Flat Visor
Custom colors available



13-C-CF - Classic Fit Retro Foam -
Curved Visor
Custom colors available



01-CF-48QS - Classic Fit Performance
Icon - Quick Ship
Custom colors available



02-SF-48QS - CrownFit™ Mesh Legend -
Quick Ship
Custom colors available



03-R-SF-48QS - CrownFit™ Rope
AquaShield - Quick Ship
Custom colors available



04-R-CF-48QS - Classic Fit Rope
HydroGuard - Quick Ship
Custom colors available



05-CF-48QS - Classic Fit Essential Dad -
Quick Ship
Custom colors available



06-SF-48QS - CrownFit™ Infinity - Quick
Ship
Custom colors available



07-SF-48QS - CrownFit™ Ultra Air Mesh -
Quick Ship
Custom colors available



08-SF-48QS - CrownFit™ Fashion Pro -
Quick Ship
Custom colors available



10-SF-48QS - CrownFit™ Camo Pursuit -
Quick Ship
Custom colors available



11-CF-48QS - Classic Fit Pro Trucker -
Quick Ship
Custom colors available



TapTheCap™

The World's First Smart Cap!

Upgrade Upgrade Your Programs With Smart Headwear & Real Engagement

TapTheCap™ adds NFC-powered engagement to premium custom headwear, turning caps into interactive digital touchpoints. With a simple tap, users connect instantly to branded content, campaigns, and experiences, no apps, no friction.

Why It Works

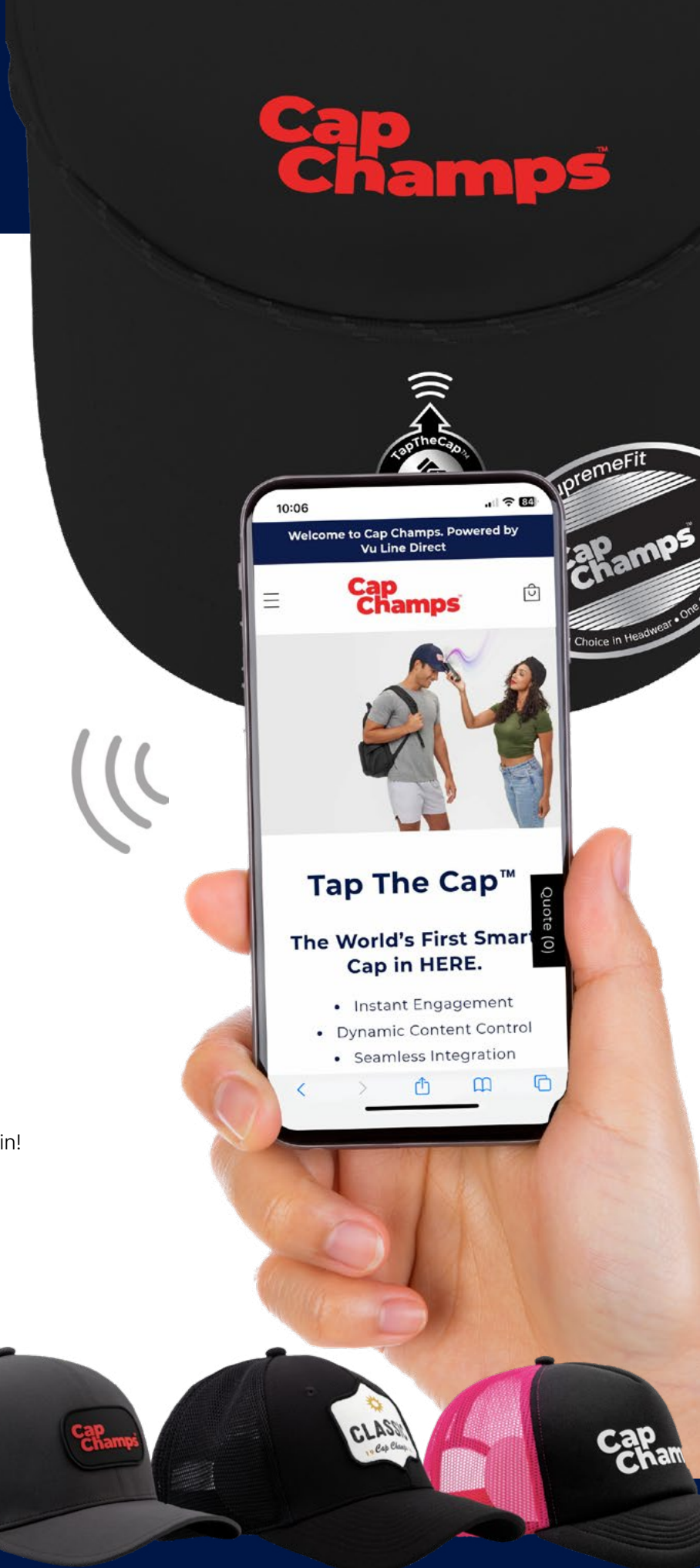
- One-tap access to digital content
- Trackable engagement and measurable results
- Always-on marketing beyond the event
- Seamless experience on most smartphones

Ideal Uses

- Sports and fan engagement
- Retail promotions and loyalty programs
- Event Re-Caps, festivals, and sponsorships
- Tap The Cap To Donate | Participate | Sign-Up | Win!

The Upgrade

Turn headwear into a marketing channel that performs long after it's worn.





ONE PRICE SIMPLICITY

UPGRADE DECORATION METHODS FOR ONE PRICE

Experience the ease of a flat-rate pricing model for enhanced decoration techniques, ensuring seamless customization for your brand without the hassle of complex calculations.





Modern Bags. Elevated Branding. Program Ready.

SpaceBags™ delivers thoughtfully designed, functional bags built for high-volume corporate, retail, and event programs. From eco-friendly totes to premium tech backpacks, each product blends modern style with durable construction and precise branding.

Supported by VLD's global fulfillment network, SpaceBags™ helps distributors and brands maintain uniform quality, repeatable customization, and streamlined delivery. Ideal for gifting programs, event kits, and retail-ready collections, our bags meet both aesthetic expectations and operational demands at scale.



IDEAL USE CASES



Corporate gifting & onboarding kits



Conference bags & event kits



Retail promotions & branded merchandise



Hospitality, travel, and tourism programs



KEY CAPABILITIES

01

Custom totes, backpacks, and travel accessories

02

Precision branding through multiple decoration methods

03

Eco-friendly and premium material options

04

Sourcing, production, and global fulfillment

05

Scalable runs for corporate and retail programs

SpaceBags



Lily Space Bag Tote



Full Color
printed
on all sides!

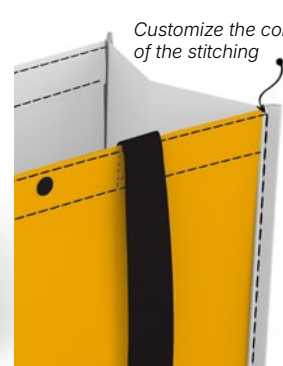


Customize your
color button,
handles, & piping.

Print the bottom
as well!



Print your
artwork on
all sides at
no additional
cost!



Customize the color
of the stitching



Soft Touch™ Space Tote



Vibrations Space Tote Bag – Large



Cosmo Space Bag



Contract Screen Printing & Embroidery. Program Ready.

Artees™ specializes in high-quality decorated apparel for distributors and large-scale brand programs. With screen printing, embroidery, and direct-to-film decoration, we deliver consistent, retail-grade results across uniforms, merch drops, and corporate apparel collections.

Built for program-driven execution, Artees™ offers reliable production and fast turn times while maintaining accuracy across multiple SKUs, sizes, and repeat orders. The result is apparel that scales seamlessly, combining creative flexibility with operational efficiency.



IDEAL USE CASES



Corporate uniforms & workforce apparel



Retail drops & branded collections



Event merchandise & promotional wear



Distributor-managed apparel programs



KEY CAPABILITIES

01

Screen printing, embroidery & DTF decoration

02

Consistent branding across multi-SKU programs

03

Fast turn times for uniforms and merch lines

04

Apparel sourcing & customization

05

Centralized quality control & fulfillment





CUSTOM T-SHIRTS



CUSTOM SWEATSHIRTS & HOODIES



LONG SLEEVE T-SHIRTS



EMBROIDERED POLOS &
DRESS SHIRTS



Premium Umbrellas. Reliable Branding. Program Ready.

HassleFree™ Umbrellas delivers durable, high-quality umbrellas built for strong brand visibility and dependable program fulfillment. From compact commuter styles to premium golf umbrellas, every product is designed to last, while offering modern, customizable branding options.

Designed to support retail, corporate, and event programs, HassleFree™ Umbrellas simplifies production and logistics for repeatable success. The result is reliable, weather-resistant merchandise delivered at scale, without the hassle.



IDEAL USE CASES



Corporate gifting & promotional campaigns



Retail seasonal collections



Outdoor events & sponsorship programs



Travel, hospitality, and resort merchandising

KEY CAPABILITIES

01

Custom compact, folding, and golf umbrellas

02

High-quality printing & branding options

03

Durable materials & wind-resistant construction

04

Program-level production & repeatability

05

International fulfillment for large activations





HassleFree™
Umbrellas



HFU-01 - 40" Personal Umbrella



HFU-02 - 48" Umbrella



HFU-03 - 60" Golf Umbrella



HFU-04 - 60" Double Layer Golf Umbrella



HFU-05 - 7' Patio Umbrella



HFU-06 - 6' Premium Beach Umbrella



Global Sourcing. Streamlined Production. Program Ready.

RocketSourcing™ provides end-to-end global sourcing for custom products, helping distributors and brands simplify complex manufacturing and logistics. From tech items to full retail kits, we manage every stage of production with speed, precision, and accountability.

With access to vetted global factories and VLD's integrated fulfillment network, RocketSourcing™ removes the operational burden of scaling large programs. Our partners benefit from reliable timelines, consistent product quality, and seamless delivery across markets, so they can focus on selling, not sourcing.



IDEAL USE CASES



Retail-ready product kits & brand bundles



Custom tech merchandise & corporate gifts



Distributor-managed sourcing programs



Multinational campaign deployments

KEY CAPABILITIES

01

Global sourcing for custom products & kits

02

Quality control & manufacturing oversight

03

Program-level logistics & multi-destination shipping

04

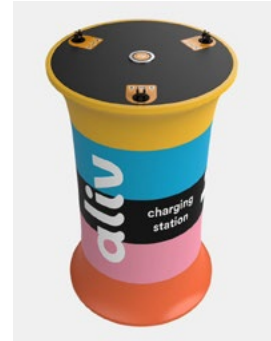
Custom tech, packaging & specialty item production

05

End-to-end coordination for large brand programs









5000+ Locations fulfilled
across the U.S. & abroad

99.8% On-time fulfillment
accuracy

10+ Years delivering
program excellence

Get With The Program

VuLineDirect.com