

SPRING & SUMMER



Playbook to Sell

APPAREL THAT DEFINES THE SEASON

This Spring & Summer 2026 Playbook helps you sell smarter through the year's most energetic and opportunity-rich season. Explore curated collections built around the trends driving today's apparel market: colour, comfort, sustainability, and versatility.

Discover how to connect brand identity with the season's spirit through thoughtful product pairings, storytelling, and style inspiration designed to capture attention and drive engagement across every segment.

Whether outfitting a corporate retreat, launching a rebrand, or uniting a team, this guide helps match the right product to the right moment, turning seasonal trends into lasting brand impressions.



Cover: Columbia 212468 in Vivid Blue and 212477 in Collegiate Navy.

Top Right: Columbia 161795 in Mountain Red Buffalo.

Bottom Right: adidas A708 in White and A709 in Dark Blue.

SEASONAL

Explore strategies to boost sales this spring & summer season.

NEW YEAR

The start of the year brings fresh opportunities to promote branded merchandise for corporate resolutions. Encourage companies to gift items that inspire productivity and motivation among employees.



Team 365 TT51HW in Sport Royal Heather.

EARTH DAY

As Earth Day approaches, focus on eco-conscious initiatives and community events. Highlight sustainable and recycled products that showcase environmental responsibility, helping brands engage audiences while promoting a greener image.



adidas A514 in Real Coral.

SPRING EVENTS

As the season transitions, target events such as trade shows, outdoor festivals and sporting events. Highlight products ideal for outdoor use, promoting engagement, and brand visibility in vibrant settings.



American Apparel 102 in Blush and Sea Blue.

SUMMER KICKOFF

The summer season brings energy, activity, and outdoor engagement—the perfect time for brands to refresh their look with light, breathable apparel. Encourage customers to invest in branded gear for company outings, sports leagues, and seasonal promotions that showcase their culture.



Devon & Jones DG740 in Graphite.



M&O 4800 in Light Blue Heather.

OUTDOOR ENTERTAINMENT

With fairs, concerts, and community events in full swing, help customers plan branded merchandise that's visible, functional, and memorable in active, social settings.



Gildan 64-000L in Antique Sapphire, 64-000 in Heather Cardinal Red, 64-000B in Heather Irish Green.

BACK TO SCHOOL AND CAMPUS READY

As summer winds down, position "Back to School" as a powerful transition theme — tapping into education, team sports, and campus life opportunities. Encourage customers to plan early for outfitting programs, clubs, team, and spirit wear collections.

COLOUR TRENDS

Explore colour palettes that inspire trend-forward assortments.

SOFT NEUTRALS



Stone

Driftwood

Natural White

Relaxed, versatile tones giving outfits an effortless, elevated feel.

COASTAL BLUES



Sky

Steel

Marine

Cool, polished shades adding breezy confidence to everyday looks.

BOTANICAL GREENS



Sage

Matcha

Fern

Fresh, earthy hues bringing calm sophistication to modern style.

BRIGHT ACCENTS



Sunbeam

Coral

Lavender

Bold pops that energize outfits with playful, trend-forward flair.

DEMAND TRENDS

Discover consumer shifts influencing product selection.



SUSTAINABILITY & MATERIALS

Increasing demand for eco-friendly products and responsible manufacturing processes.



EVERYDAY USE & UTILITY

Branded items that are used frequently (not discarded or given away) drive better recall and value.



STYLE MEETS FUNCTION

Branded products are becoming more design-led, premium, and lifestyle driven.



PERSONALIZATION & BRAND STORYTELLING

Embroidery, unique finishes, and targeted items lead to higher impact.

STYLE TRENDS

LIGHTWEIGHT LAYERING

Spotlight modern trends defining essential apparel looks.

PERFORMANCE TEES AND POLOS

COMFORT FIRST



Columbia 212483 in Black.

Quarter-zips, rain jackets, shirt jackets, wovens, and light fleece.



adidas A515 in Grey Three.

Moisture-wicking, antimicrobial, and high performance.



Comfort Colors 1717 in Neon Lemon.

Relaxed fits, soft hand, unisex sizing, and heavyweight .



4800
M&O



Q125900
Q-TEES



88193
CORE365



VC300A
Valucap



112
Richardson



A230
adidas



4HM700
AllPro

Active/stretch fabrics and utility attributes are rising, combining function with innovation.



A599
adidas



64800
Gildan



CE708
CORE365



9210550DM
Oakley



5389
American Apparel

CORPORATE PROGRAMS



UNIFORMS

Drive visibility with company stores and uniform programs that keep employees looking professional.



APPRECIATION & MID-YEAR RECOGNITION

Reward teams with thoughtful, high-quality gifts that show appreciation and build culture.

adidas A2020 in White.



PRO TIP

Sustainability is becoming an expectation: **sharing eco credentials**, such as responsible manufacturing and recycled materials, helps align with customer initiatives and values.



4505
M&O



64000
Gildan



4651
BELLA+CANVAS



216514
Columbia



A498
adidas



QTBG
Q-TEES

Useable, visible,
sustainable
across events and
promotions.



1376844
Under Armour



2001
American Apparel



110F
Flexfit



NE729W
North End



1301
American Apparel



SP500
Valucap

CONSUMER MERCH



RETAIL & GIFT

Position brands with on-trend retail styles and premium gifting options.



REBRANDERS

Support new brand launches or refreshes with modern merch styles.



EVENTS & GIVEAWAYS

Create lasting impressions with branded merchandise that stands out.

North End NE725 en Black Heather.



PRO TIP

Fashion credibility matters, especially among younger retail-oriented audiences: **offer limited edition or trend-colour runs** for events and influencer programs.



CE405
CORE365



88192
CORE365



88183
CORE365



FOS901099
Oakley



102
American Apparel

Trending Y2K and preppy retro styles are great for campus clubs and organizations.



8800
Gildan



1717
Comfort Colors



8869
Valucap



112
Richardson



5100
C2 Sport



Q4500
Q-Tees



5700
Gildan

SCHOOL & TEAM



UNIFORMS (PLAY)

Provide high-performance uniforms that inspire confidence on and off the field.



SPIRIT WEAR (SUPPORT)

Fuel team and community spirit with everyday school and team branded apparel.

Team 365 TT400Y and TTI1SHY in Sport Royal and Sport Red.



PRO TIP

Headwear is evolving from basic giveaway to quality. **Upsell headwear as easy add-on to apparel programs** by showing premium styles and patterns to complete the look.

YOUR 2026 SPRING & SUMMER SELLING PLAYBOOK IN ACTION

Your guide to capturing attention, building loyalty, and selling smarter with Simcoe Engraving.



adidas A2009 in Collegiate Navy.



CORE365 CE108 and 108W in Burgundy.



North End NE729W in Sage Green Heather.

SELL WITH PURPOSE

The 2026 Spring & Summer Selling Playbook gives you the tools to sell with purpose. Use the trends, collections, and strategies in this guide to align products with your customers' goals and seasonal opportunities.

CONNECT TO KEY MOMENTS

Focus on connecting brands to the moments that matter most. Whether supporting company programs, event promotions, or retail launches, every recommendation in this playbook is designed to help you grow sales and strengthen relationships.

POWER YOUR SEASONAL SUCCESS

With Simcoe Engraving's product depth, marketing resources, and service solutions, you have everything you need to plan ahead and deliver results all season long.

[Shop Now](#)