

ORDER PROCESS

Primal is dedicated to creating state of the art cycling apparel that will be perfect for your Bike MS team. We have specialized in cycling apparel for 20 years and are continually working to improve our products through new technologies. When you choose to work with Primal for your custom team apparel, you will work in collaboration with a highly qualified, service oriented team dedicated to guiding you through every step of the custom process. Your Account Executive, Client Account Specialist (CAS) and Artist work as a team to help you create a design, apply revisions and manage your order timeline.

Getting Started. The most important date for us is your Need By Date! We understand that Custom Apparel is not your full time job, but it is ours. We will help you manage your timeline to ensure that your order is delivered on time. Once art work has been approved and the quantities have been submitted your order is ready for production and usually takes about 8-10 weeks to arrive.

Integrating Primal Technology. Primal utilizes the latest technologies in all aspects of our business. Primal Custom Pro (PCP) is a web based system designed and developed by Primal that manages all aspects of orders, product requirements, design, production and delivery. PCP integrates all facets of communication with our customers and internal departments to ensure that every job is managed effectively and successfully. PCP also retains history of each completed job and allows our customers to review and assess their past orders and designs.

Design Process. We are experts at custom design and make the experience fun. Whether you have a design ready to go or aren't quite sure what you are looking for, your dedicated custom team will be able to help you. Once your CAS has helped establish a design concept, our in-house artists will create a design that is sure to exceed your expectations in only 2 to 3 business days. Initial design work and two revisions are included in the price.

Ordering. Primal has made being a team captain simple and easy. Through PCP you will be able to approve your design and submit your order for production. PCP also provides a team store option which you can manage virtually without ever having to collect orders or money from your teammates. Please allow additional time when utilizing a team store and ensure this has been discussed with your CAS when establishing your Need By Date and timeline. The initial 50% payment is due when your order is placed.

Delivery. Primal has a 100% on time delivery record. Shipping within the continental United States is included in the price of your custom apparel. If you are utilizing a team store, we can ship orders to you for disbursement or individually to your team members for an additional drop ship fee. Final payment needs to be completed one week before your order is shipped.

Primal Gives Back. We will increase your overall fundraising potential. As a Bike MS team, Primal will make a donation of 15% of your total custom order directly to your team's fundraising account. The donation will be made once final payment has been collected.