

What else do you put your logo on?

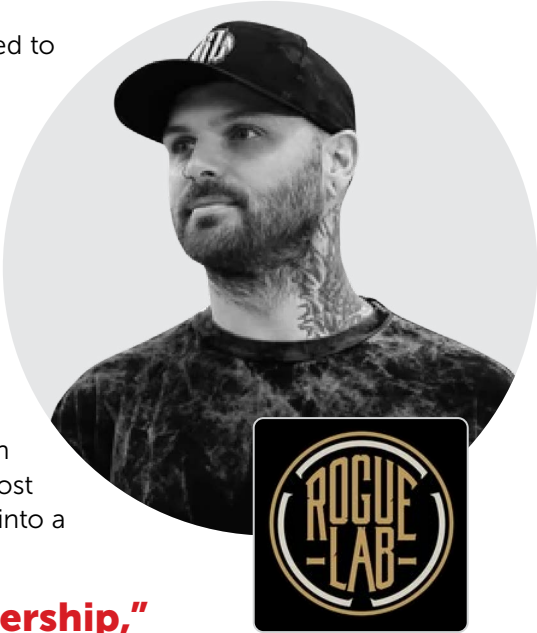
How One Screen Printer Expanded His Print Empire

Lee Stuart didn't set out to become a promo powerhouse – he just wanted to make cool stuff.

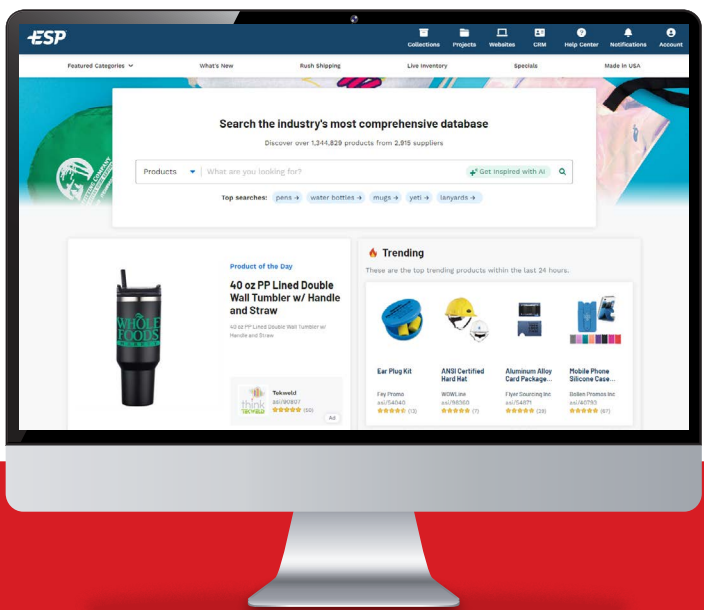
What started in a basement bedroom with a heat press and \$300 to his name quickly grew into a full-fledged screen printing business, **Rogue Lab (asi/170094)**, known for its bold designs and even bolder hustle. Lee built his brand from the ground up, pressing hats, printing shirts and eventually launching a YouTube channel that skyrocketed to become one of the biggest in the industry.

But like many screen printers, Lee hit a crossroads. Customers started asking for things he couldn't make in house – lanyards, for example. Instead of turning them away, he saw an opportunity. "I was searching around for suppliers and realized I was wasting time trying to figure it out on my own," he said. "Then I thought, maybe I should check out ASI®. The cost to join was low, so I figured I'd try it for a month." That one month turned into a major win – he **closed a \$5,000 lanyard order** almost immediately.

"That one order paid for years of my ASI membership," Lee laughed. "It was crazy."



PROMO SOURCING'S SECRET WEAPON: ESP+ SOFTWARE



With access to ESP+, ASI's product sourcing software, Lee could instantly search for anything – literally anything. "From the most mundane to the craziest stuff imaginable, it pops up on ESP+," he said. "And the best part? I can filter, compare and contact suppliers way faster than doing it manually."

Even better, ESP+ helped **streamline communication**. Now, Lee uses ESP+ to quickly source promo products, quote jobs and keep customers happy – without slowing down his core screen printing operation.

"Through ESP+, it was 10 times easier to get what I needed."

LETTING GO TO LEVEL UP: IT'S OKAY TO OUTSOURCE

Like many screen printers, Lee used to believe that if his shop didn't make it, it wasn't good enough. "I didn't want to put anything out there that didn't have my personal stamp of approval," he admitted. But that mindset was holding him back. "I realized I was standing in my own way."

He realized one important thing: He didn't need to be an expert in everything. "There's no time I'm ever going to learn how to print business cards," Lee said. "So why not let someone who's been doing it for 20 years handle it?" That's where ASI came in. With **access to a massive network of trusted vendors**, Lee could **confidently outsource the products** he didn't want to produce in house – without sacrificing quality or control.

Now, he focuses on what his team does best: screen printing, embroidery and laser engraving. Everything else? He hands it off to experts.

"You should be good at a few things and let other people handle the rest. It's made us more efficient, more profitable and honestly, a lot happier."



MORE THAN MERCH: BUILDING LOYALTY THROUGH PROMO

For Lee, adding promo products was about strengthening relationships. By becoming a one-stop shop, Lee made it easier for clients to stick with him instead of shopping around.

"We were already putting logos on things, so why not offer more of what our customers are already asking for?"

Lee and his team now ask every client a simple but powerful question: **"What else do you put your logo on?"** That one line opens the door to **new conversations, ideas and revenue**. "People don't always know what they want until you put it in front of them," he explained. "Promo helps us do that."

Whether it's custom lanyards, engraved tumblers or even the occasional off-the-wall request, Lee uses promo to surprise and delight his customers – and keep them coming back for more.



FROM SCREEN PRINTER TO POWERHOUSE: ADVICE TO THE PRINT COMMUNITY

Lee Stuart's journey from a basement heat press to a booming, multi-service print shop is proof that growth doesn't always mean more machines – it means smarter moves. By embracing promo products and leveraging ASI's tools, Lee didn't just expand his offerings – he expanded his impact.

His advice to other printers? Don't be afraid to outsource.

For Lee, promo isn't just another revenue stream for Rogue Lab: It's a way to serve clients better, build loyalty and stay competitive in a fast-moving industry. "If you can be the one-stop shop for your customers, they'll keep coming back," he said. "And with ASI, you've got everything you need to make that happen."

"You don't have to do it all yourself. Focus on what you're great at and let trusted partners handle the rest. That's how you scale without burning out."



Explore the ASI membership benefits Lee talked about and more.

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