

# HAWAI‘I SBDC SUCCESS STORY

## Positive Apparel



In the fall of 2013, the owner of Positive apparel, a \$400k annual revenue silk screen T-Shirt printing company approached the Hawaii SBDC Network (SBDC) on Maui to assist with the purchase of another similar business. The SBDC worked with them to successfully purchase another silk screen T-Shirt business, thus doubling sales and adding 5 more employees'. However, the owner did not stop there, they have partnered with another T-Shirt business and expect to double sales yet again in 2014.

The Positive Apparel story is very appealing and unique. While they specialize in hyper-detailed, multicolored screen printing, it is more about the creativity and positive attitude of the company. The owner created and branded the "HI, I like you" concept which in his words means:

"Three simple words when used together are so powerful. Never could I have imagined the effect they have on those around me. I've always liked to consider myself as a caring person and have tried my best to help where I could but, once I started using the words, the results were miraculous. The more I used "HI, I like you" to help brighten someone's day the more I began hearing others saying (and meaning) the same thing. People's lives were being changed in a happy and positive, way."

The SBDC continues to mentor and assist the company with continued growth.