

# SMA Logos Now Available at Lands End!

Embroidered SMA logos are now available for clothing you order from Lands End! You can have SMA logos added to just about anything you order: clothes, hats, totes, cases and more!

After selecting the items you want from a recent Lands End catalog or from their web site ([www.landsend.com/business](http://www.landsend.com/business)), the simplest way to order is to call Lands End directly at the telephone number below. Tell the operator the items you want, your payment information and the logo information below for each item.



Lands End: 1-800-338-2000

Hours of operation: 7 AM to 7 PM Central time (that's 5 AM to 5 PM in California)

SMA account number: #6191266 (this number will connect you to the SMA logos)

The SMA logo is available in two forms – one for clothing and another for hats. We have done this because the standard SMA logo is too wide for use on hats. Be sure you tell the operator the logo you want. Logos will not appear automatically; you must ask for them.

If you are ordering dark clothing, you can ask to have the text to the left of our sea horse stitched in a color that will make it easier to read, such as white. This text will appear in black unless you specifically ask for it to be another color.

Item	Logo Number	Sample Logo
Clothing Cases Totes	1322577	
Hats	1329924	

When ordering hats, the more expensive (\$13) hats can be ordered one at a time. Ask for Item #: 406004-CV4 in any of the available colors. The less expensive caps are for bulk orders and cannot be ordered singly.

In addition to the cost of the items you order, there is an \$8.50 charge for each logo you order. Delivery may take several weeks so order now! Ask the operator for details.

If you are feeling adventurous, you can order directly from the Lands End web site. You must first create a user account and associate the SMA account number with it. It's simpler just to call them.