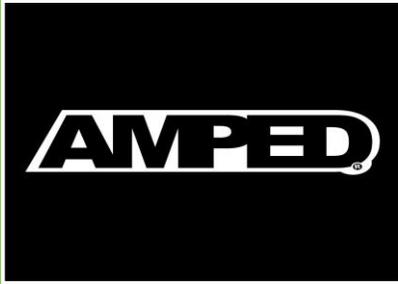


Are you living the *Amped Life*?



Adam Sinz
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“Try and go about it [starting your own business] in the correct way. It’s easy to not want to spend as much money and time, but by taking the proper steps first, you’re establishing a brand that can grow”

- Adam Sinz

Industry: Retail
Year Founded: December 2008
SBDC Assistance: Market Research, Business Plan, Marketing, Financial Planning



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When Adam Sinz was a 17-year old, a mere six years ago, he was into the action sport lifestyle and hanging out at the local skate shop had become routine. When a friend was sponsored by the skate shop, Adam was asked to design a logo for the shop and to get shirts printed. This was the start of something big. Adam had the skills and ideas, so he decided to see what he could do. Soon after, he designed his first shirt and bought 50 of them. Adam spread the word around his high school and in about 2½ weeks he had sold them all. His business, “Amped Apparel,” was born shortly after in late 2008.

Adam has come a long way since that first t-shirt design. After high school, Adam attended Shippensburg University to pursue a college education. While at SHIP, he continued to develop his business and Amped Apparel is celebrating their 6-year anniversary this year. Today, Amped Apparel is an action sport and lifestyle clothing brand. Amped products are for anyone; however they definitely cater towards the action sport enthusiast. Amped also sponsors multiple athletes in various action sports. Amped Apparel’s products include t-shirts, sweatshirts, hats, girl’s tanks, beanies, accessories, socks, bags, and eyewear. Products are available online at www.theampedbrand.com, and Adam has products displayed with three retailers in Pennsylvania. Adam is currently focused on getting his products into more retail outlets.

Adam has overcome many business start-up challenges at this point in his business development. There were many things Adam was not knowledgeable about, such as legal issues and where to access capital. There were many different types of insurance he had to purchase which were costly, but necessary because of the events they were traveling to. While at Shippensburg, Adam heard about the SBDC and worked with Business Consultant Cheryl Young. Adam commented, “Cheryl was a great mentor. She is very knowledgeable and knows business very well.” With Cheryl’s guidance and the SBDC’s resources, Adam developed his business plan into a professional, data-based business plan that investors would invest in.

One thing that helps set Amped Apparel apart from its competitors is their direct efforts to connect with the consumer. Instead of sitting behind a computer desk taking orders they go out and interact with action sport fans. They travel tens of thousands of miles each year to events in the Amped Tour Bus to bring the brand to the customer. It’s been that way from the start. Every year Amped Apparel has a Party with the Pros Tour, where they travel in the tour bus to action sport events to promote products and connect with fans. It began by just heading to local events with a couple hundred people, setting up a table, and selling some shirts and hats. As it took off, Adam bought a tour vehicle and began going to larger events in other states. Soon after, the Amped Tour Bus was purchased. Amped is now spending nearly 9 months a year touring the country on their Party with the Pros Tour.

One product that has exceeded expectations is Amped Apparel eyewear. It has done so well that it’s becoming its own product line. A two year project, Amped Optics will be released on February 27th, 2014. It will have its own site as well ampedoptics.com. This line has its own identity with many different styles and designs. When I spoke with Adam about the all-new Amped Optics line, he explained that they have something huge planned for the Grand Opening. I guess we will just have to wait and see. Adam’s advice to future entrepreneurs, “Try and go about it [starting your own business] in the correct way. Consult with the SBDC. It’s easy to not want to spend as much money and time, but by taking the proper steps first, you’re establishing a brand that can grow.” Follow Amped on Twitter and Instagram @ampedapparel.