



Catalogue 2027

J.BUTLER

J. BUTLER

WHO WE ARE

A custom, premium golf and lifestyle apparel brand built around a simple belief:

Trust is the most valuable asset in commerce.

We believe people remember how you do business just as much as they remember what you sell.

That belief influences everything - from the products we create and the partners we choose, to how we price our apparel and serve the organizations that trust us with their brands.

Our purpose is to make premium apparel more personal. We create around the identity of the people, teams and organizations wearing it - not simply another logo placed on another shirt.

Something intentional. Something distinctive.

Something people actually want to wear.

Apparel may be what we make.

How people feel wearing it is why matters.

HOW WE DO BUSINESS

We believe good business is remarkably simple: create something valuable, treat people fairly, do what you said you would do, and protect the trust you've earned.

How we earn the business matters just as much as winning it.

COURAGE IS POWER.

THAT'S WHO WE ARE. J. BUTLER





THE J. BUTLER DIFFERENCE

LOWER MOQs.
FASTER TURNAROUNDS.
NO RIDICULOUS FEES.
EXCEPTIONAL SERVICE.

SMALL. LEAN. BEYOND CAPABLE.

We manufacture with some of the best production partners in the world, giving us more flexibility and more options to create premium, custom apparel without the premium prices, excessive minimums and outrageous requirements many well-known suppliers demand.

OUR SIZE IS AN ADVANTAGE.

We move faster, offer greater flexibility and build around what our customers actually need - not what a massive supply chain requires them to buy.

CONCIERGE-STYLE SERVICE.

We believe premium service should feel personal. Attention to detail guides every step - from the first conversation through design, production and delivery.

MORE FLEXIBILITY. MORE ATTENTION. BETTER OUTCOMES.
THAT'S THE J. BUTLER DIFFERENCE.



J. BUTLER

PARTNERSHIP PRICING PROGRAMS

2027

THREE WAYS TO PARTNER WITH J. BUTLER

Partnership Pricing Programs

CORPORATE · ORGANIZATION · TOURNAMENT · NON-PROFIT APPAREL

Men's and women's pricing is identical across every product category. J. Butler offers three partnership tiers, each designed for a different kind of organization and relationship.

PROGRAM 01

Corporate & Group Pricing

J.Butler'sstandardorganizationalpricing.Available to corporations, businesses, groups, organizations, and tournaments purchasing custom apparel from J. Butler.

PROGRAM 02

Preferred JB Courage Club Pricing

Approximately10%belowCorporate&Grouppricing,available to organizations that qualify one of two ways.

ANNUAL PURCHASE COMMITMENT

- Organization commits in writing to \$5,000+ in purchases from J. Butler within the calendar year
- Approximately 10% below Corporate & Group pricing, extended immediately against the commitment
- Complimentary standard shipping
- All standard setup fees waived
- Digitizing fees waived
- Additional multi-order incentives throughout the year
- Dedicated apparel partnership support
- Eligible for deposit terms (JB – Discretionary)
- **Subject to year-end true-up if the \$5,000 commitment is not met** — see Terms

JB COURAGE CLUB MEMBERSHIP

- Enroll for \$100/month or \$900/year (dues may be paid separately or included with the first order). Includes all Preferred pricing benefits, plus:
- Exclusive retail pricing for employees, members, volunteers, leadership, and affiliated individuals
- Personal Concierge Customization service at no additional charge
- Annual gifts from J. Butler for organizational milestones, anniversaries, retirements, and recognitions
- Automatic deposit terms available
- Preferred Deposit Rates
- No annual purchase commitment required
-

The JB Courage Club is not simply a discount program — it is an organizational benefit that provides value to both the organization and the people connected to it.

PROGRAM 03

Non-Profit Charitable Organizations & Churches

Approximately 3%belowCorporate&Grouppricingforqualifying non-profits and churches — helping these organizations maximize their apparel budgets and preserve more resources for the communities and missions they serve.

PRICING BY PRODUCT CATEGORY

Program Pricing

MEN'S&WOMEN'SPRICINGIDENTICAL ACROSS ALL CATEGORIES

PRODUCT CATEGORY	CORPORATE & GROUP	PREFERRED JB COURAGE CLUB	NON-PROFIT & CHURCHES
Short Sleeve Polos	\$48.00	\$43.00	\$33.00
Long Sleeve Polos	\$52.00	\$47.00	\$34.00
Long Sleeve Button Downs	\$58.00	\$52.00	\$40.00
Short Sleeve Button Downs	\$55.00	\$49.00	\$38.00
Short Sleeve T-Shirts	\$35.00	\$31.00	\$27.00
Long Sleeve T-Shirts	\$38.00	\$34.00	\$22.00
Quarter Zip Tops	\$70.00	\$63.00	\$49.00
Full Zip Jackets	\$75.00	\$67.00	\$52.00
Crewneck Sweaters & Pullovers	\$68.00	\$61.00	\$47.00
Hoodies – Pullovers	\$60.00	\$54.00	\$42.00
Hoodies – Full Zip & Quarter-Zip	\$65.00	\$58.00	\$45.00
Vests – Full Zip & Quarter Zip	\$70.00	\$63.00	\$49.00
Headwear – Caps	\$33.00	\$30.00	\$23.00
Headwear – Bucket Hats	\$30.00	\$27.00	\$21.00
Headwear – Beanies	\$27.00	\$24.00	\$19.00

Pricing shown per unit. Preferred JB Courage Club pricing requires a signed \$ 5,000+ annual purchase commitment (subject to year-end true-up, see Terms) or an active JB Courage Club membership.

QUALIFICATION

\$5,000+ annual purchase commitment, or JB Courage Club membership at \$100/month or \$900/year.

PARTNERSHIP ENQUIRIES

Giovanni@traicore.com

Full customization included

12pc. minimum order quantity (Per style/color/gender) for polo shirts.

24 pc. minimum order quantity (Per style/color/gender) for all outerwear.

25 pc. minimum order quantity (Per style/color) for all headwear.



CUSTOM, WITHOUT THE COMPLICATION.

From first conversation to finished product, every detail is built around your brand.

NOT A LOGO ON A SHIRT. A PRODUCT BUILT SPECIFICALLY FOR YOU.

YOUR BRAND SHOULD LOOK LIKE YOUR BRAND.

Not like everyone else's.



EXCLUSIVITY IS PART OF THE PRODUCT.

We do not simply hand you the same catalogue available to every other facility. We create distinctive apparel around your identity - with controlled quantities, thoughtful details and products your customer associates with you.

LOW MOQs | CUSTOM DEVELOPMENT | CLEAR PRICING | 4-6 WEEK LEAD TIMES

CUSTOMIZATION WITHOUT THE FRICTION.

Designed around the way modern buyers actually need to purchase.

YOUR FACILITY. YOUR IDENTITY.

A product your members cannot find at the shop down the street.

THE J. BUTLER PROCESS

A simpler way to build custom apparel - from idea to delivery.



01 CONSULTATION

We start with you - your vision, audience, quantities, budget and what the finished product needs to accomplish.

02 BUILT AROUND YOU

We design individual pieces or complete apparel programs around your needs. Fabrics, patterns, collars, cuffs, piping, buttons, trims, embroidery, sublimation and placement can all become part of the story.

03 MADE TO BE YOURS ALONE

Low minimums help eliminate excess inventory and waste. For golf clubs, we can create pieces unique to your facility - merchandise your members cannot find at the shop down the street.

04 FAIR, TRANSPARENT PRICING

Budgets and margins matter. We keep pricing clear, straightforward and free of unnecessary surprises so you know what you are buying and what it costs.



THE DETAILS ARE YOURS.

Customization can live in every component.



FROM DESIGN TO DELIVERY.

One partner. One process. No unnecessary complexity.

05 DESIGN + TECHNICAL DEVELOPMENT
Artwork and technical specifications are developed to document construction, measurements, colors, decoration and placement. Tech packs can be provided for customer review upon request.

07 PRODUCTION + QUALITY CONTROL
Your order moves into production and through quality control. Customization should never require compromising the quality of the finished garment.

06 YOUR APPROVAL
Important details are confirmed before approved styles move into production. The goal is simple: what you approve is what we intend to produce.

08 DELIVERED IN WEEKS. NOT MONTHS.
Typical production lead time is approximately 4-6 weeks, not 4-6 months. Preferred Courage Club members receive access to priority ordering, and established specifications make reorders easier.

NOT A LOGO ON A SHIRT.

A product built specifically for your brand.

Production timelines may vary based on product complexity, order size, material availability and approved specifications.

THE J. BUTLER FIT

CONFIDENCE WITHOUT COMPLICATION.

Our body sizing most closely aligns with leading premium golf and lifestyle brands, particularly through the core S–3XL range.

J. Butler generally provides a little more room through the chest in larger sizes while maintaining a more controlled waist.



Model shown is 5'11" wearing a 2XL



J. BUTLER IS DESIGNED WITH A TAILORED SILHOUETTE.

That doesn't mean slim. It means intentional. The polo follows the body without clinging to it, with enough room through the chest and shoulders for movement and a cleaner shape through the torso. The result is a modern performance fit designed to look polished across a broad range of body types.

MEN'S POLO BODY SIZE GUIDE

MEASUREMENTS REPRESENT BODY DIMENSIONS IN INCHES.

SIZE	CHEST	WAIST	SLEEVE / ARM
XS	34–36"	28–30"	32–33"
S	36–38"	30–32"	33–34"
M	39–41"	32–35"	34–35"
L	42–44"	36–38"	35–36"
XL	45–47"	40–42"	36–37"
2XL	48–50"	43–45"	37–38"
3XL	51–53"	46–48"	37–38"
4XL	54–56"	49–51"	37.5–38.5"
5XL	57–59"	52–54"	38–39"
6XL	60–62"	55–57"	38–39"
7XL	63–65"	58–60"	38–39"

HOW WE COMPARE

A direct comparison to leading golf and lifestyle brands.

CHEST (INCHES)

SIZE	J. BUTLER	PETER MILLAR	JOHNNIE-O
S	36–38	36–38	38–40
M	39–41	39–41	40–42
L	42–44	42–44	42–44
XL	45–47	45–47	44–46
2XL	48–50	48–50	46–48
3XL	51–53	51–53	50–52

WAIST (INCHES)

SIZE	J. BUTLER	PETER MILLAR	JOHNNIE-O
S	30–32	30	28–32
M	32–36	32–34	32–36
L	36–38	36–38	36–40
XL	40–42	40–42	40–44
2XL	43–45	44	44–48
3XL	46–48	46–48	49–52

SLEEVE / ARM (INCHES)

SIZE	J. BUTLER	PETER MILLAR	JOHNNIE-O
S	33–34	33–34	32–33
M	34–35	34–35	33–34
L	35–36	35–36	34–35
XL	36–37	36–37	35–36
2XL	37–38	37–37.5	36–37
3XL	37–38	37–37.5	37–38

WHAT SHOULD I EXPECT?



IF YOU WEAR J. BUTLER:

Start with your normal size. J. Butler's body sizing is closely aligned, but expect a more intentionally tailored silhouette.



IF YOU WEAR PETER MILLAR:

Your usual size is a strong starting point. Depending on your build, J. Butler may provide slightly more room through the chest while creating a cleaner shape through the waist.



IF YOU'RE BETWEEN SIZES:

Choose based primarily on your chest measurement. Size up if you prefer additional room through the torso.



Enough room to move.



Enough structure to look polished.



A tailored silhouette that complements the body instead of exaggerating it.

NOT SLIM. NOT BOXY. TAILORED.

J. BUTLER
FIT SYSTEM

FIT, YOUR WAY.

ONE STANDARD SHOULDN'T DEFINE EVERY BODY, EVERY TEAM, OR EVERY BRAND.

Our signature J. Butler Fit is the foundation—
a tailored, modern silhouette designed to look polished
without feeling restrictive. For custom programs,
we can tailor the fit to the people wearing it.

J. BUTLER FIT

TAILORED. MODERN. REFINED.



- Tailored through the chest and waist for a clean, modern silhouette
- Structured shoulder and sleeve for a sharp, athletic look
- Contours the body without restriction
- Our signature fit and standard option

RELAXED FIT

MORE ROOM. SAME POLISH.



- More room through the chest, waist and seat for added comfort
- Relaxed shoulder and sleeve for ease of movement
- A straighter silhouette that drapes naturally on the body
- Ideal for those who prefer a more easygoing fit

TALL FIT

ADDED LENGTH. PROPER PROPORTIONS.



- Extended body length to stay tucked and maintain coverage
- Longer sleeve length for proper proportion and comfort
- Balanced proportions—built for taller frames, not just a bigger size
- Ideal for those who need extra length without extra width

FULL CUSTOMIZATION
MEANS FIT, TOO.



CUSTOM FITS
BUILT TO YOUR
SPECIFICATIONS



DESIGNED FOR
YOUR TEAM,
YOUR COMMUNITY,
YOUR BRAND



TAILORED PROPORTIONS
FOR COMFORT,
CONFIDENCE AND
CONSISTENCY



BECAUSE THE RIGHT FIT
IS MORE THAN A SIZE—
IT'S A STANDARD.

YOUR BRAND. YOUR PEOPLE. YOUR FIT.

THE J. BUTLER FIT

CONFIDENCE WITHOUT COMPLICATION.

Our body sizing aligns closely with leading
premium golf and lifestyle brands through the
core size range.

The J. Butler **difference is in the silhouette.**
Our women's polo is designed to follow the body
without clinging to it—creating shape through
the torso while maintaining comfortable room
through the bust and waist.



Model is 5'7" and wearing a size Small.



J. BUTLER IS DESIGNED WITH A TAILORED SILHOUETTE.

That doesn't mean slim. It means intentional. Our women's polo is shaped
to complement the body—not compress it. The result is a polished, feminine
silhouette with comfortable room for movement and a clean line through
the torso.

WOMEN'S POLO BODY SIZE GUIDE

MEASUREMENTS REPRESENT
BODY DIMENSIONS IN INCHES.

J. BUTLER SIZE	US SIZE	BUST	WAIST
XS	0-2	32-34"	25-27"
S	4-6	34-36"	27-29"
M	8-10	36-38"	29-31"
L	12-14	38-40"	31-33"
XL	16-18	40-42"	33-35"
2XL	20-22	42-44"	35-37"
3XL	24-26	44-46"	37-39"
4XL	28-30	46-48"	39-41"

HOW WE COMPARE

A direct comparison to leading
women's golf and lifestyle brands.

FORE ALL

SIZE	US SIZE	BUST	WAIST
XS	0-2	32-34"	24-26"
S	2-4	34-36"	26-28"
M	6-8	36-38"	28-30"
L	10-12	38-40"	30-32"
XL	10-12	40-42.5"	32-32"
XXL	16-18	42.5-45.5"	34-36"

PETER MILLAR

SIZE	US SIZE	BUST	WAIST	SHORT SLEEVE
XS	0-2	30.5-32"	24-25.5"	6.5"
S	4-6	32.5-34"	26-27.5"	6.75"
M	8-10	34.5-36.5"	28.5-30"	7"
L	12-14	37.5-39.5"	31-33"	7.25"
XL	16-18	41-43.5"	34.5-37"	7.5"
2XL	20-22	45-47.5"	38.5-41"	7.75"
3XL	24-26	49-51.5"	42.5-45"	8"

Fore All and Peter Millar measurements are provided for reference only.
Fit may vary by style and personal preference.

WHAT SHOULD I EXPECT?



IF YOU WEAR J. BUTLER:

Start with your normal size.
Our tailored silhouette is
designed to follow your shape
without fitting tightly.



IF YOU WEAR FORE ALL:

Your usual size is a strong
starting point. J. Butler's bust
sizing aligns very closely
through the core size range.



IF YOU WEAR PETER MILLAR:

Compare your bust measurement
before selecting your size. Peter
Millar generally accommodates
a larger bust at the same labeled
size, particularly from XL upward.



Enough room
to move.



Enough structure
to look polished.



A tailored silhouette that
complements the body
instead of exaggerating it.

NOT SLIM. NOT BOXY. **TAILORED.**

J. BUTLER

CUT SYSTEM

CUT, YOUR WAY.

ONE POLO. MORE THAN ONE WAY TO WEAR IT.

Women shouldn't have to adapt to a single interpretation of a polo. With J. Butler customization, we can build the silhouette around the women wearing it—from classic sleeves to modern cap sleeves and sleeveless designs.

CLASSIC SLEEVE

TIMELESS. POLISHED. VERSATILE.



- Traditional short sleeve design for everyday versatility
- Clean, tailored proportions for a polished look
- Comfortable coverage through the upper arm
- The most universally wearable option

CAP SLEEVE

REFINED. FEMININE. MODERN.



- Shorter, shaped sleeve that sits closer to the shoulder
- Creates a lighter, more feminine silhouette
- Allows for greater range of motion
- Subtle and elevated design detail

SLEEVELESS

CLEAN. CONFIDENT. UNRESTRICTED.



- Polished sleeveless silhouette for maximum mobility
- Carefully shaped arm openings for coverage and comfort
- Streamlined and athletic appearance
- Perfect for warm days and active performance

EXTENDED SLEEVE

MODERN. ELEVATED. DISTINCTIVE.



- Longer short sleeve that falls farther down the upper arm
- Provides additional coverage with a modern proportion
- A fashion-forward option with a contemporary look
- Ideal for those who prefer more arm coverage

FULL CUSTOMIZATION MEANS MORE THAN COLOR.

Choose the cut. Refine the details.
Build the piece for your people.



CUSTOM CUTS
BUILT TO YOUR
SPECIFICATIONS



DESIGNED FOR
YOUR TEAM,
YOUR COMMUNITY,
YOUR BRAND



TAILORED DETAILS
FOR COMFORT,
CONFIDENCE AND
CONSISTENCY



BECAUSE THE RIGHT CUT
IS MORE THAN A STYLE—
IT'S A STANDARD.

YOUR BRAND. YOUR PEOPLE. YOUR CUT.

MADE FOR
THE MOMENT





J. BUTLER / CUSTOM EXPERIENCE

A 7 COURSE EXPERIENCE LIKE NO OTHER.

ONE VISION. SEVEN COURSES. 7TWELVE PIECES.

When a client approached J. Butler to commemorate his 50th birthday with a custom collection for his traveling golf group, we brought the vision to life. The rare, limited-run design honored an experience built around friendship, golf and memories meant to last.

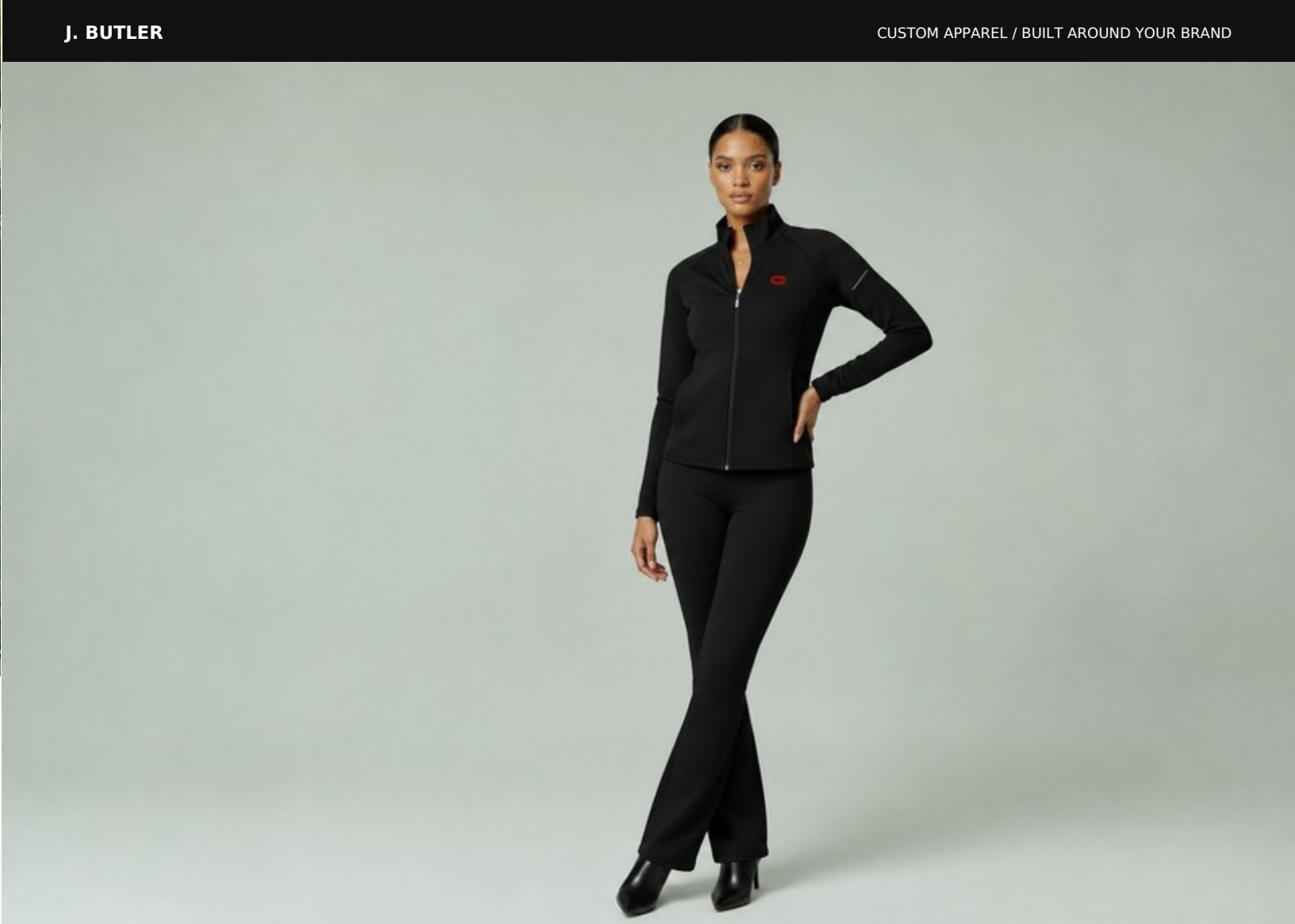
Premium performance polos featured custom sublimated artwork inspired by the seven-course trip, while a custom hoodie incorporated special details requested by the client. The result: a 12-piece collection created specifically for the group - without forcing the client to spend the trip budget on the gifts.

CUSTOM SHOULD FEEL THIS PERSONAL.



J. BUTLER

CUSTOM APPAREL / BUILT AROUND YOUR BRAND



YOUR BRAND. YOUR PRODUCT.

NOT EVERYONE ELSE'S CATALOGUE.

WE BUILD AROUND YOUR BRAND.

Colors / Collars / Fabrics / Patterns / Plackets / Trims
Embroidery / Sublimation / Branding / Construction details

LOWER MOQ

FASTER TURNAROUND

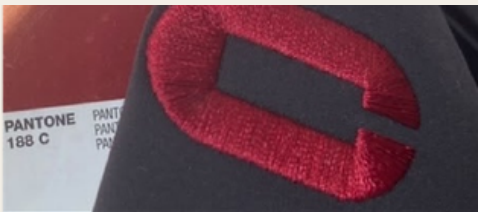
COMPETITIVE PRICING



PATTERN + COLOR



CUSTOM COLOR STORY



EMBROIDERY DETAIL

Your brand already has value.
The product should reflect it.

Your employees, clients and customers already know your organization. We build apparel around that identity - from color and construction to the smallest finishing detail.
YOUR BRAND IS THE HERO. WE BUILD THE PRODUCT AROUND IT.

TRUSTED BY and many others.





When Cordoba Corporation sought a meaningful way to honor their retirees, they turned to J. Butler to deliver a fully customized jacket that reflected both the prestige of the moment and the integrity of their brand. Our team worked closely with Cordoba to ensure every detail was exact, from sourcing fabrics that balanced comfort with structure to precisely matching the pan-tones of their corporate logo.

Attention to detail was paramount. We incorporated subtle branding elements with post-production embroidery to add the corporate name, meeting additional client requests while maintaining a clean, elevated aesthetic.

The result: a tailored, commemorative piece that captured the spirit of celebration and the legacy of service—crafted with care, delivered with pride.

