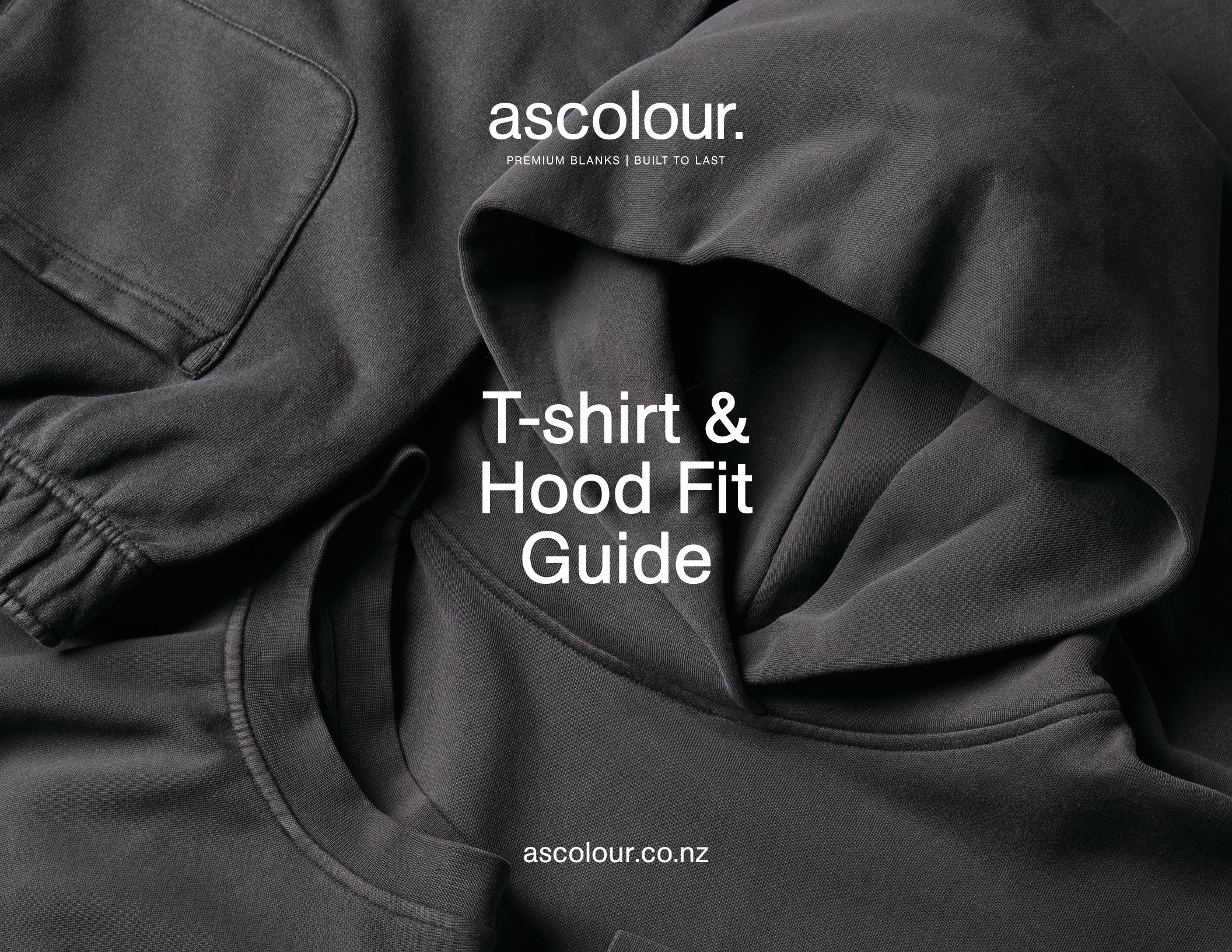




ascolour.

PREMIUM BLANKS | BUILT TO LAST

T-shirt & Hood Fit Guide

ascolour.co.nz

WHO WE ARE

Created in New Zealand

AS Colour is an NZ company established in 2005. Operating six distribution facilities and twenty-six retail locations across the US, UK, AU, NZ and mainland Europe. We offer **premium blank apparel** for the creators, decorators and makers of today. We firmly believe that longer-lasting products are better for the environment. By creating exceptional quality garments that are **built to last**, we aim to reduce waste and encourage conscious consumption.

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OUR PRINCIPLES

Social Responsibility

From our inception in 2005, “doing the right thing” has been a cornerstone of our brand and a priority for our customers. Our guiding principles are centred around designing products for circularity and longevity, prioritising sustainable materials, reducing waste, and ensuring a sustainable, ethical supply chain.

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OUR INITIATIVES



We prioritise transparency and traceability across all levels of our supply chain. We continuously monitor, improve and remediate processes, ensuring the safety, health and sustainability of practices for both people and planet.



We find and work with factories who share our values, operate a culture of dignity and respect, are in for the long term, and who like us are willing to embrace change and continuous improvement.



To reduce textile waste we have partnered with Impactex. Providing a circular waste solution, Impactex diverts unwanted clothes to charities and unwearable clothing to be recycled locally into new resources.



We've been taking steps at each stage in our supply chain to reduce plastic and unnecessary waste. We know that even small changes are significant, and we continue to seek out more planet-friendly alternatives where we can.



Member of amfori, leading ethical compliance in supply chains. Supporting companies to drive social compliance and improvements within the factories and farms in their global supply chains.



The Better Cotton Initiative exists to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future.



OEKO-TEX® Standard 100 certification is designed to ensure the effect the dyeing industry has on the environment is minimised and the garments are safe for consumers as well as the people who make and sell them.



We have partnered with Reemi – a non-profit organisation providing culturally appropriate, sustainable and innovative period products to people in developing countries.

OUR GLOBAL OFFERING

Our Warehousing & Distribution Centres

AUCKLAND, NEW ZEALAND

Size of DC & Headquarters : 7,200 m²

SKU count : 5 million+ units in stock

MELBOURNE, AUSTRALIA

Size of DC : 18,810 m²

SKU count : 5 million+ units in stock

BEDFORDSHIRE, UNITED KINGDOM

Size of DC : 7,339 m²

SKU count : 3 million+ units in stock

MAINLAND EUROPE

Size of DC : 5,899 m²

SKU count : 3 million+ units in stock

CHARLOTTE, NORTH CAROLINA, USA

Size of DC : 22,297 m²

SKU count : 5 million+ units in stock

CARSON, CALIFORNIA, USA

Size of DC : 8,366 m²

SKU count : 5 million+ units in stock

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OUR PRODUCTS

The Franchises

As our product range continues to grow and develop, we've realized the importance of creating "Product Franchises" to make things easier for our customers.

A Franchise is a group (or family) of products that share similar features. The reason for Franchising is to organize groups of like products into easily communicated and understood collections.

Franchises are designed, developed, and crafted with the fabric (and an element of fit) in mind.

It's a cleaner way to explain and identify the nuances between our wide range of products, what makes them different, and, more importantly, what makes them similar based on their fabric.

We currently have 12 AS Colour Franchises in t-shirts and sweats: **Basic, Staple, Classic, Heavy, Faded, Relax, Stencil, Organic, Block, Supply, Box and Made.**

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Find your new favourite t-shirt.

Discover our collection of t-shirts, each designed with the utmost care and attention to detail, and in a style matching your personal preferences.



Basic®

5051

Regular fit
Mid weight, 160 GSM
100% carded cotton
28-singles
10+ Colours

 Tear-out



Staple®

5001

Regular fit
Mid weight, 180 GSM
100% combed cotton
28-singles
75+ Colours



Block®

5050

Regular fit
Mid weight, 200 GSM
100% carded cotton
20-singles
15+ Colours

 Tear-out



Classic®

5026

Regular fit
Heavy weight, 220 GSM
100% combed cotton
22-singles
55+ Colours



Faded®

5082

Relaxed fit
Heavy weight, 240 GSM
100% carded cotton
16-singles
10+ Colours

 Tear-out



Heavy®

5080

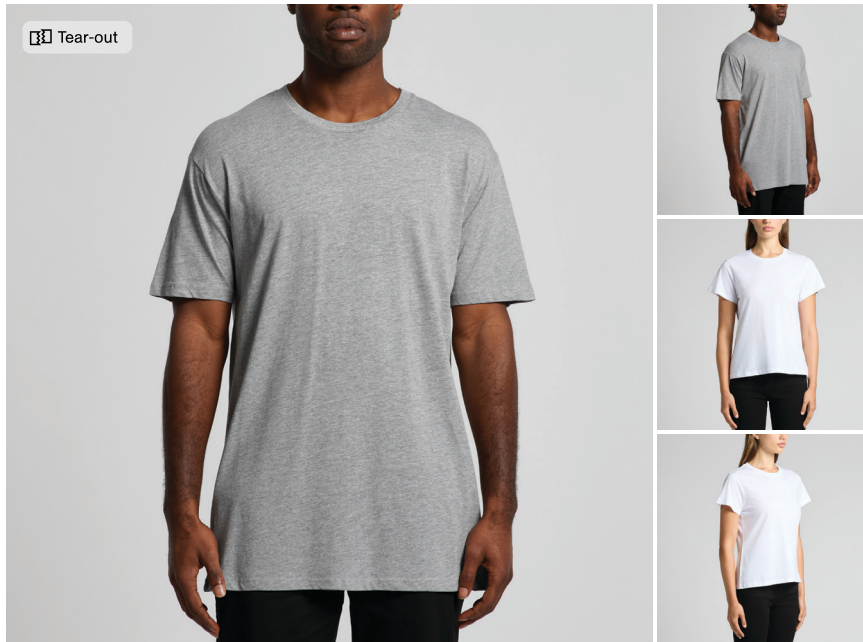
Relaxed fit
Heavy weight, 280 GSM
100% carded cotton
26-doubles
15+ Colours

← LIGHT WEIGHT HEAVY WEIGHT →

Basic®

Regular fit | ●●● Mid weight | 160 GSM

5051 Men's 10+ Colours | 4051 Women's 10+ Colours



Staple®

Regular fit | ●●● Mid weight | 180 GSM

5001 Men's 75+ Colours | 4001 Women's 50+ Colours
3006 Youth 20+ Colours | 3005 Kids 20+ Colours



Crafted for timeless comfort and durability. Made from a mid weight 160 GSM 100% carded cotton, it features a regular fit for effortless wear.

Fabric	Mid weight, 160 GSM, 28-Singles, 100% carded cotton (marles 15% viscose)
Construction	Neck ribbing, side seamed, shoulder to shoulder tape, double needle hems, preshrunk to minimise shrinkage
Sizing	Men's XSM - 5XL Wo's XSM - 3XL
Embellishment	Suited for screen printing, DTG and embroidery

Enduring comfort in a regular fit, crafted from 180 GSM 100% combed cotton. A timeless choice for comfort & style. Available in 75+ colours.

Fabric	Mid weight, 180 GSM, 28-Singles, 100% combed cotton (marles 15% viscose)
Construction	Neck ribbing, side seamed, shoulder to shoulder tape, double needle hems, preshrunk to minimise shrinkage
Sizing	Men's XSM - 5XL Wo's XSM - 3XL Kids 2-16
Embellishment	Suited for screen printing, DTG and embroidery

Companion Styles
5001G Staple Organic Tee **5020** Staple L/S Tee
5001M Staple Marle Tee **5074** Staple Minus Tee [-5cm]
5001A Staple Active Tee **5077** Staple Recycled Tee

Block®

Regular fit | ●●● Mid weight | 200 GSM

5050 Men's 10+ Colours



Crafted for enduring comfort and style. Made from durable 100% carded cotton giving it that built to last feel. Lends well to work wear and vintage homage tees.

Fabric	Mid weight, 200 GSM, 20-singles, 100% carded cotton (marles 15% viscose)
Construction	Neck ribbing, shoulder to shoulder tape, double needle hems, preshrunk to minimise shrinkage
Sizing	Men's SML - 5XL
Embellishment	Suited for screen printing, DTG and embroidery
Companion Styles	5054 Block L/S Tee 5052 Block Oversized Tee 5050F Block Safety Tee

Classic®

Regular fit | ●●● Heavy weight | 220 GSM

5026 Men's 55+ Colours | 4026 Women's 15+ Colours
3061 Youth 10+ Colours | 3060 Kid's 10+ Colours



A timeless tee, ideal for printing with its relaxed fit and heavy weight 220 GSM 100% combed cotton. Built to last with preshrunk fabric for minimal shrinkage.

Fabric	Heavy weight, 220 GSM, 22-singles, 100% combed cotton (marles 15% viscose)
Construction	Neck ribbing, side seamed, shoulder to shoulder tape, double needle hems, preshrunk to minimise shrinkage
Sizing	Men's SML - 5XL Wo's XSM - 3XL Kids 2-16
Embellishment	Suited for screen printing, DTG and embroidery
Companion Styles	5069 Classic Oversized Tee 5026G Classic Organic Tee 5079 Classic Minus Tee [-5cm] 5071 Classic L/S Tee 5070 Classic Plus Tee [+5cm] 4072 Classic Crop Tee

Faded®

Relaxed fit | ●●● Heavy weight | 240 GSM

5082 Men's 10+ Colours | 4082 Women's 5+ Colours
3071 Youth 3+ Colours | 3070 Kids 3+ Colours



Crafted from 100% carded cotton for durability and comfort. A garment dyed finish and boxy oversized fit. Built to last for a timeless, relaxed look.

Fabric	Heavy weight, 240 GSM, 16-singles, 100% carded cotton
Construction	Dropped shoulders, wide neck ribbing with twin stitching, side seamed, shoulder to shoulder tape, double needle hems, garment dyed, preshrunk to minimise shrinkage
Sizing	Men's XSM - 3XL Wo's XSM - 2XL Kids 2-14
Embellishment	Suited for screen printing, DTG and embroidery
Companion Styles	

Heavy®

Relaxed fit | ●●● Heavy weight | 280 GSM

5080 Men's 15+ Colours | 4080 Women's 5+ Colours



Built to last with heavy weight 280 GSM 100% carded cotton. A boxy oversized fit with dropped shoulders ensures street-ready durability and comfort.

Fabric	Heavy weight, 280 GSM, 26-doubles, 100% carded cotton (marles 15% viscose)
Construction	Wide neck ribbing, side seamed, shoulder to shoulder tape, double needle hems, preshrunk to minimise shrinkage
Sizing	Men's SML - 5XL Wo's XSM - XLG
Embellishment	Suited for screen printing, DTG and embroidery
Companion Styles	5081 Heavy L/S Tee

Find your new favourite hood.

Discover our collection of pullover hoods, each designed with the utmost care & attention to detail, and in a style matching your personal preferences.



Relax®

5161

Relaxed fit
Mid weight
320 GSM
80% cotton
20% recycled polyester
20+ Colours

 Tear-out



Box®

5171

Relaxed fit
Mid-heavy weight
350 GSM
80% cotton
20% polyester
5+ Colours

 Tear-out



Organic®

5102G

Regular fit
Mid-heavy weight
350 GSM
100% organic cotton
2+ Colours



Stencil®

5102

Regular fit
Mid-heavy weight
350 GSM
80% cotton
20% recycled polyester
15+ Colours



Heavy®

5146

Oversized fit
Heavy weight
400 GSM
80% cotton
20% recycled polyester
5+ Colours



Made®

5151

Relaxed fit
Heavy weight
500 GSM
100% cotton
4+ Colours

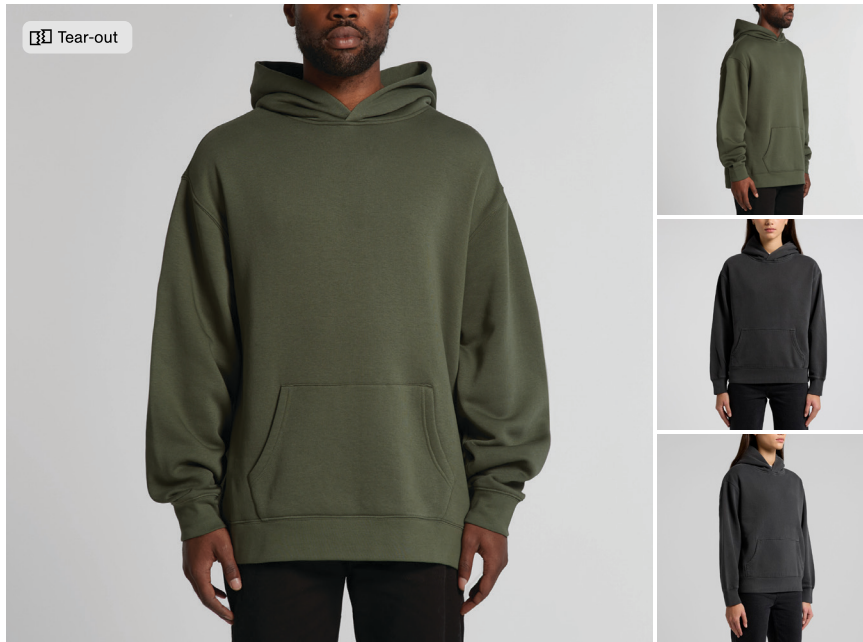
 Tear-out

← LIGHT WEIGHT HEAVY WEIGHT →

Relax[®]

Relaxed fit | ●●● Mid weight | 320 GSM

5161 Men's 20+ Colours | 4161 Women's 10+ Colours
5166 Men's 5+ Colours | 4166 Women's 3+ Colours



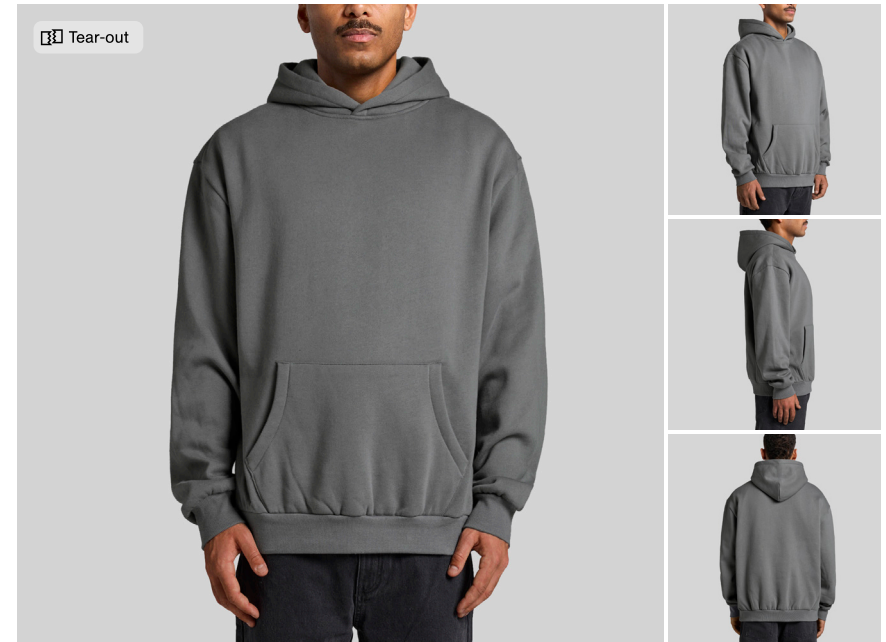
Offering comfort with a relaxed fit and mid weight 320 GSM fleece. Pullover style with no drawcord, self-fabric lined hood and tear-out label.

Fabric	Mid weight, 320 GSM, 80% cotton 20% polyester CVC fleece
Construction	Pre-shrunk to minimise shrinkage, pullover hood, drop shoulder, kangaroo pocket, self-fabric lined hood, no drawcord, sleeve cuff ribbing
Sizing	Men's XSM - 5XL Wo's XSM - 3XL
Embellishment	Suited for screen printing, DTG and embroidery
Companion Styles	5162 Relax Zip Hood 5160 Relax Crew 5164 Relax Half Zip Hood 5170 Relax Faded Zip Hood 5167 Relax Faded Half Zip 5165 Relax Faded Crew

Box[®]

Relaxed Fit | ●●● Mid-heavy weight | 350 GSM

5171 Men's 5+ Colours | 4171 Women's 5+ Colours



The Box Hood franchise is a relaxed fit range with a shorter body than our other sweats. The stitch details are stripped back and the 2X2 ribbing adds another point of difference.

Fabric	Mid-heavy weight, 350 GSM 80% cotton 20% recycled polyester anti-pill CVC fleece
Construction	Pullover hood, drop shoulder, inset sleeves, kangaroo pocket, no drawcord, hem and sleeve 2x2 ribbing, self-fabric lined hood, preshrunk to minimise shrinkage
Sizing	Men's SML - 3XL Wo's XSM - 2XL
Embellishment	Suited for screen printing, DTG and embroidery
Companion Styles	5172 Box Minus Hood [-4cm]

Organic®

Regular Fit | ●●● Mid-heavy weight | 350 GSM

5102G Men's 2 Colours



Made from 100% organic cotton. Featuring a lined hood, ribbed cuffs, and a kangaroo pocket, it combines sustainability with timeless style.

Fabric	Mid-heavy weight, 350 GSM 100% organic cotton
Construction	Lined hood, tonal drawcord, sleeve cuff ribbing, pullover hood, inset sleeves, kangaroo pocket, preshrunk to minimise shrinkage
Sizing	Men's XSM - 3XL
Embellishment	Suited for screen printing, embroidery and DTG

Stencil®

Regular Fit | ●●● Mid-heavy weight | 350 GSM

5102 Men's 15+ Colours | 4102 Women's 5+ Colours



Embrace warmth and sustainability with this mid-heavy weight hood. Crafted from cotton rich anti-pill fleece, complete with a lined hood.

Fabric	Mid-heavy weight, 350 GSM 80% organic cotton 20% recycled polyester anti-pill CVC fleece
Construction	Pullover hood, inset sleeves, kangaroo pocket, lined hood, tonal shoestring drawcord, sleeve cuff ribbing, preshrunk to minimise shrinkage
Sizing	Men's XSM - 5XL Wo's XSM - 3XL
Embellishment	Suited for screen printing, DTG and embroidery
Companion Styles	5104 Stencil Zip Hood 5103 Stencil Crew 5102F Stencil Safety Hood 5125 Stencil Half Zip Crew

Heavy®

Oversized fit | ●●● Heavy weight | 400 GSM

5146 Men's 5+ Colours | 4146 Women's 4+ Colours



Tailored in a premium 400 GSM heavy weight cotton-rich blend, and oversized for a looser fit. Featuring a cosy pullover hood with self fabric lining.

Fabric	Heavy weight, 400 GSM, 80% cotton 20% recycled polyester CVC fleece
Construction	Dropped shoulders, pullover hood, inset sleeves, self-fabric hood lining, 2x2 cuff and hem ribbing
Sizing	Men's XSM - 3XL Wo's XSM - XLG
Embellishment	Suited for screen printing, DTG and embroidery
Companion Styles	5145 Heavy crew 5148 Heavy Zip Hood 4145 Wo's Heavy crew

Made®

Relaxed fit | ●●● Heavy weight | 500 GSM

5151 Men's 4+ Colours



This superior hood is our heaviest weight sweat, in a 100% cotton loop back terry. The fabric is multiseasonal, with premium details and a relaxed fit.

Fabric	Heavy weight, 500 GSM, 100% Cotton French Terry
Construction	Pullover hood, drop shoulder, inset sleeves, kangaroo pocket, no drawcord, hem and sleeve 2x2 ribbing, self-fabric lined hood, preshrunk to minimise shrinkage
Sizing	Men's SML - 3XL
Embellishment	Suited for screen printing, DTG and embroidery
Companion Styles	5150 Made Crew