

The Economic Reality

Brands are under pressure. Global manufacturing costs are rising. Tariffs and supply chain volatility are driving up baseline expenses. Margins are tighter than ever, and pricing conversations with factories are only getting more difficult. So how do you pass those increased costs along to the customer without losing them?

Custom is one of the smartest moves you can make.

Revenue Growth Through Customization

When a customer can add their name, upload a logo, choose a colorway, or include a brand or seasonal icon, the product becomes more personal. That changes how they perceive value. In [Deloitte's 2024 report](#), 1 in 5 consumers said they'd pay 20% more for a personalized product. Nearly **3 in 4 people** said they're **more likely to buy from brands that personalize**, and they **spend 37% more with those that do**.

Custom lets you increase prices without triggering price sensitivity. In a market defined by rising costs, it helps brands hold pricing power.

VU Custom helps brands offer these experiences right on their storefronts. With high-fidelity 3D or 2D visualization and instant load times, customers can personalize products in real time on any device. It makes it easy to offer personalized products that encourage customers to spend more.

Margin Growth Through Operational Efficiency

Customization can create a lot of backend friction when managed manually. You lose hours preparing files, resolving mistakes, chasing missing specs, and handling back-and-forth with factories. Not to mention the lack of visibility.

VU Custom changes that by automating the entire process, brands can scale customization while improving margins.

Seamless Integration

Keep your existing systems and workflows. Our platform adapts to you, not the other way around. Connect easily with your ERP and management tools through our flexible API.

Automated Art File Generation

Say goodbye to manual file preparation. Our system automatically converts custom designs into production-ready files that match your exact specifications and equipment requirements. What used to take hours now happens instantly.

Production Management

Custom orders have historically created manual workflows. Get the automation and visibility that you deserve with VU's Admin and OMS. Replace paper orders with digital documentation that can't be lost or damaged. Get customizable production reports, built-in quality control checklists, and real-time order tracking—all automatically generated and instantly accessible.

Custom Program Management with VU Admin

Managing a custom program at scale comes with its own challenges. VU Admin gives your internal teams the flexibility to update product rules, make quick adjustments, and manage offerings without engineering support. Custom program managers can stay agile and keep pace with customer and production needs.

These process improvements make your operation more efficient and give you leverage in conversations with manufacturing partners. They give you the data and operational clarity to have stronger, more productive conversations with your manufacturing partners.

Real Results

"The VU Custom all-in-one solution makes it easy to create and scale preconfigured inspirations, while their traveler capabilities ensure smooth execution at the factory."

— Nick Robbie, Director of Emerging Opportunities at TaylorMade Golf

"No one delivers an end-to-end solution like VU Custom. The new front end, the new admin interface to manage the program, and the end-to-end solution including the ability to seamlessly deliver all the information to various factory partners: that is your secret sauce—that's what sets you apart."

— Head of E-Commerce, Global Sporting Goods and Athletic Brand

Key Outcomes

- Increased conversion through real-time customization and fast load times
- Higher average order value driven by personalized product experiences
- 25%+ improvement in operational efficiency
- 80% reduction in file preparation time
- 99.9% production accuracy across factory partners

Why It Matters Right Now

- 67% of consumers spend more when personalization meets their needs
- 69% spend more when it helps them find something new
- Brands that lead in personalization are 48% more likely to exceed revenue goals and 71% more likely to improve loyalty
- **Your customers are asking for it!** 70% of consumers want customized products, yet fewer than 40% of brands offer them
- Most brands that do offer it manage the process manually, which cuts into margins and limit the impact of customization

Offering custom gives you a pricing strategy your customers actually welcome. Automation helps you protect your margin while doing it. **VU Custom brings those two things together in one platform.**

See It in Action

Book a demo to understand how customization can offset rising costs.