

## RIBBEDTEE DESIGNS LLC

### Global Appeal for American-Made Undershirts



**Company Name:**  
RibbedTee Designs LLC

**Owners:**  
Mike Schwarz  
Kimberly Schwarz

**Headquarters:**  
Carson City, Nevada  
USA

**Industry:**  
Apparel

**Major export markets:**  
United Kingdom, Canada  
and Australia

**Website:**  
[www.ribbedtee.com](http://www.ribbedtee.com)



*After being laid off from his VP of product job in 2008, Mike Schwarz saw an opportunity to take success into his own hands. Establishing one of the largest, American-made undershirt brands available, Mike and his wife Kim built an exclusively online brand that has attracted a loyal, global customer base including major celebrities like Will Smith and Dwayne “The Rock” Johnson.*

### Following his passion: From high tech to men’s apparel

As a technology executive who practically lived in business attire, Mike Schwarz quickly recognized a gap when it came to good-quality men’s undershirts that were not only stylish and comfortable, but affordable too. Combining his passion for men’s apparel and his background leading web-based businesses, Mike decided to fill this void in men’s fashion by launching his own brand of “made-in-the-USA” undershirts and garments that men everywhere both want and can afford.

### Streamlining payments and peace of mind

RibbedTee’s business exists entirely online. Familiar with the PayPal platform due to his prior experience building an app store on eBay, Mike quickly recognized the benefits of using PayPal to sell both nationally and cross-border. As RibbedTee’s merchant processor of record, PayPal processes 100% of sales on the website. “It is convenient, safe and customers recognize the PayPal name,” says Mike, “which gives them confidence to purchase from an overseas brand and know that their information is always kept safe and confidential.”



“Our largest international customer bases are located in Australia, Canada and the United Kingdom. RibbedTee’s biggest goal is to continue to grow those markets while expanding our reach to other parts of the globe – and we couldn’t do that without the help of PayPal.”  
- Mike Schwarz

## Going global with the help of PayPal

RibbedTee is headquartered in Carson City, Nevada and has an operations facility in Santa Monica, California. The all-American-made designation was a key factor in the company’s success and one that made it the most notable to overseas customers who are looking for high quality, American-made products at a much more affordable price than if they were to buy from a local merchant who imported goods in from the states.

In addition to its international appeal, RibbedTee has also gained the recognition of celebrities who love the comfort and style that come with sporting a RibbedTee undershirt or pair of boxer briefs. Will Smith, Dwayne Johnson, Danny Trejo and other stars can be spotted donning the brand on movie sets, walking around Miami and many other occasions.

Now, six years after its founding, RibbedTee and its small team of four full time employees are gaining international momentum by selling into more than 30 countries and counting.