



HONDO
ECONOMIC DEVELOPMENT
THIS IS GOD'S COUNTRY

BUILD & GROW: A SMALL
TOWN BUSINESS SERIES
STITCH'N TEXAS
CUSTOM EMBROIDERY



WHY THIS MATTERS

Many small town businesses believe their growth is limited by location, population, or resources. But that is not the case. This case study series is designed to show what is possible and help point you in the right direction. By highlighting real strategies around mindset, timing, and reinvestment, it provides practical insights you can apply to your own business. Whether you are just getting started or looking to grow, the goal is to help you think bigger, make informed decisions, and build long term success right here in Hondo.

Wondering how to grow? Attend one of our in person workshops.



1. FROM SIDE HUSTLE TO SCALABLE SUCCESS

What started as a simple idea to stay home with her children has grown into one of the region's most productive custom embroidery operations.

Robyn Klar launched Stitch'n Texas Custom Embroidery in 2006 while finishing her degree and raising two young children. Working late nights after school, family responsibilities, and another job, she built the business from the ground up with a clear goal: create a flexible, sustainable income without sacrificing time at home. Nearly 20 years later, that small home based operation has evolved into a full scale production shop serving customers across South Texas and beyond.

STRATEGIC RELOCATION, EXPONENTIAL GROWTH

After more than a decade operating in San Antonio, Robyn relocated her business to Hondo in 2019 as part of a larger family move to expand their agricultural operations. The transition proved transformational.

Since moving to Hondo, Stitch'n Texas has experienced remarkable and sustained growth, with the business expanding year after year and reaching an overall growth of roughly 400 percent compared to its San Antonio operations.

This growth was not driven by traditional advertising or aggressive expansion tactics. Instead, it came from:

- Maintaining a loyal San Antonio customer base
- Expanding into new regional markets
- Capturing new industry clients, including large scale and repeat commercial orders
- Leveraging increased operational space to handle higher volume

The result is a business that has scaled rapidly while remaining operationally efficient and customer focused.

2. A BUSINESS BUILT ON REPUTATION, NOT ADVERTISING

One of the most unique aspects of Stitch'n Texas is its growth model. For nearly two decades, the company has relied almost entirely on word of mouth referrals and repeat customers. Without traditional marketing campaigns or a strong digital sales presence, demand has continued to increase year over year.

This organic growth is driven by:

- High quality, consistent output
- Strong customer relationships
- Reliability for both small and large orders
- A reputation that spreads across industries and communities

From single custom items to orders in the thousands, the company has positioned itself to serve a wide range of clients without compromising service.

SCALING SMART: LEVERAGING PARTNERSHIPS

Rather than overinvesting in equipment and overhead, Robyn has taken a strategic approach to scaling.

By partnering with other specialized businesses for services like screen printing and product sourcing, Stitch'n Texas has been able to:

- Expand its product offerings
- Keep overhead costs low
- Increase profitability
- Support other small businesses in the region

This collaborative model has allowed the company to grow sustainably while remaining adaptable to customer needs.

ADAPTING DURING UNCERTAINTY

While many businesses faced challenges during the COVID 19 pandemic, Stitch'n Texas experienced a surge in demand.

With businesses still needing branded apparel and promotional items, combined with increased consumer purchasing, the company saw rapid expansion during this period. Strategic inventory management and supplier relationships allowed Robyn to meet demand when others could not, further accelerating growth.

This period marked a turning point, setting the stage for the continued upward trajectory the business sees today.

3. FACILITY EXPANSION AND INCREASED CAPACITY

Growth in Hondo quickly outpaced the original workspace.

Within a short time, Stitch'n Texas expanded its facility to accommodate:

- Increased inventory storage
- Higher order volume
- Additional equipment and workflow efficiency

Today, the operation handles hundreds to thousands of items per order, with the capacity to meet tight deadlines and large scale demands.

CUSTOMER FIRST APPROACH DRIVES RETENTION

At the core of the company's success is a commitment to customer relationships. Robyn emphasizes direct communication, responsiveness, and personal delivery whenever possible. Whether fulfilling a single custom order or a large corporate request, every client receives the same level of attention and service.

This approach has resulted in:

- Strong customer loyalty
- High repeat business
- Continued referral driven growth

A LEGACY OF ENTREPRENEURSHIP

Stitch'n Texas is not only a successful business, it is a family driven operation that continues to inspire the next generation.

Robyn's daughter has since launched her own custom apparel business on the same property, carrying forward the entrepreneurial spirit and reinforcing the long term impact of locally grown businesses.

LOOKING AHEAD

With nearly two decades of consistent growth, Stitch'n Texas shows no signs of slowing down.

Future focus areas include:

- Keeping pace with industry trends
- Continuing to expand product offerings
- Maintaining high quality service at scale
- Strengthening relationships across the region

4. WHY HONDO

For Stitch'n Texas, Hondo has provided more than just space to grow. It has offered opportunity, community support, and access to a broader customer base.

The business stands as a strong example of how relocating to Hondo can unlock significant growth potential for small businesses ready to scale.

A REPLICABLE MODEL FOR BUSINESS GROWTH

The success of Stitch'n Texas Custom Embroidery is not just a one off story, it highlights a model that can be replicated by other small businesses looking to grow in Hondo.

Several key factors contributed to this level of success:

Leverage existing relationships while expanding locally

By maintaining her San Antonio client base while tapping into new opportunities in Hondo and surrounding areas, she created multiple streams of demand. This dual market approach can significantly accelerate growth.

Scale strategically, not aggressively

Instead of overinvesting in equipment and overhead, Stitch'n Texas grew by utilizing partnerships and outsourcing when needed. This allowed for expansion without unnecessary risk.

Let reputation drive growth

Consistent quality and strong customer service created a referral network that replaced the need for traditional advertising. In a connected community like Hondo, word of mouth can be a powerful growth engine.

Take advantage of available space and flexibility

Relocating to Hondo provided the physical space needed to expand operations, increase inventory, and handle larger orders. For businesses constrained in larger markets, this can be a major advantage.

Stay adaptable to opportunity

From responding to increased demand during COVID to expanding product offerings based on customer requests, the ability to stay flexible played a critical role in sustained growth.