

[Varsity Central Home](#) > [Team Behind the Triumphs](#)

## Inside Indy: Learn about One of Our Largest BSN SPORTS Production Facilities

Step inside our Indianapolis facility where school pride gets printed, stitched, packed — and shipped nationwide. The Indy team is more than a production crew. They're the heartbeat behind thousands of team orders and a culture built on hustle, heart and high standards.



Indy is one of the largest BSN SPORTS production sites in the country. Just outside downtown Indianapolis, this 272,000-square-foot facility brings team orders to life from start to finish. Blank gear comes in — jerseys, jackets, shoes, bags, cups and even team chairs — and is customized through screen printing, embroidery and other decoration methods. Once finished, each item is packed and shipped to schools nationwide, supporting athletes and fans with gear they are proud to wear.

Across shifts and departments, there's a strong sense of camaraderie. Teammates look out for one another, take pride in their work and know they're part of something bigger — helping students show up with confidence, school pride and team spirit.



- **Employees:** 371 full-time (1st Shift: 213, 2nd: 147, 3rd: 6, Weekend: 5)
- **Peak Season:** August – December (90+ additional team members added)
- **Departments:** Maintenance, Inbound, Outbound, Picking, Production Work Orders, Sideline, Embroidery, Print Room, Screen Print, Direct to Film and My Team Shop
- **Products Handled:** Customized clothing, shoes, bags, cups and chairs used by teams across the country,
- **What Makes It Unique:** A diverse and welcoming culture — Indy is home to the most languages spoken across our facilities, with team members who speak in English, Spanish, French, Burmese (Karenni dialect) and Haitian Creole.

[BSN SPORTS Indy Photos](#)

## Production with Purpose

Every product that leaves has been customized by this team and Indy plays a major role in BSN SPORTS' production strategy, where over **60% of all output is decorated apparel and gear**. That means the work happening here isn't just high volume — it's essential to how we deliver on our promise to schools.

In addition to outfitting athletes, the Indy team also helps power the **BSN Sideline Store** — our 24/7 online spirit wear shop for fans, families and school communities. These customized items, from t-shirts to hats and hoodies, are made for the supporters cheering on their teams from the stands.

*"We're the last hands that touch an order before it reaches a student or athlete. That's something we take pride in."*

## A Culture of Growth and Grit

Many team members at Indy have been with the company for a decade or more. Their reasons are consistent: opportunity, teamwork and respect.

*"I started out of nowhere," says Luis Urbano, now Production Supervisor. "I was an operator, then a team lead. Now I'm a supervisor. You can move up if you're willing to learn."*

That mindset is something HR Business Partner **Carolyn Weston** has helped nurture. *"We're intentional about growing people,"* she says. *"This year alone, we've had eight internal promotions."* She also highlights the site's coaching structure and their ability to use stretch roles to develop talent.

Even those who come in through temporary roles often stay for the long haul. *"I came through a staffing agency,"* says Trace Howland, now a department trainer. *"That was 12 years ago."*

## Diverse Voices, One Team

There's no mistaking the pride this team has in one another. With a wide range of backgrounds, languages and experiences, the Indy team embodies inclusion in action.

*"We've got multiple cultures here," Luis adds. "We find ways to understand each other, no matter what. It's not about your race or background — it's about the work and the people."*

Trina puts it simply:

*"You see your coworkers more than your family. So, this becomes your family."*

## Innovation and Improvement

... reduce turnover and build consistency across the board.

In April 2022, the site had an annualized voluntary turnover rate of 61%. By April 2024? Just 27.35%.

## Spirit Impacts

The team at Indy knows their work matters — and so does their culture.

When asked what theme song best fits the site, team members shouted out everything from “We Rock” to the theme from *Good Times*. If Indy had a mascot? Many agree it would be a lion: bold, dependable, and proud.

“We are one team, supporting student-athletes across the country — and each other — every single day,” says HR Business Partner Carolyn Weston.

That spirit shows up in how the team approaches each shift — with purpose, pride, and a drive to get it right. Around the facility, one phrase captures that mindset:

“*Win as an owner every day in Indy.*”  
— **Wes Borders**, Director of Operations


The work done at Indy may start with blank gear, but what leaves the building is something with meaning — gear that represents school pride and team identity. Every name, number and logo is applied by team members who take real pride in what they do. For the people at Indy, it’s not just a production site — it’s a place where commitment shows up in every stitch, every print and every shipment out the door.

## Life at BSN SPORTS Indy



Published by [Meghan Vital Reynolds](#) in [Team Behind the Triumphs](#) on June 25 at 1:00 PM



     46 • 5 comments



 Celebrate




 Comment

 Bookmark

**NP** Nick Pruitt   
Thank you all.  
Like ·  2 · Reply · June 25 2:05 PM

**TS** Tiffany Spillner   
We appreciate each and every one of you! Thanks for everything!  
Like ·  2 · Reply · June 25 2:18 PM

**BA** Bobby Aulds   
Awesome job!!  
Like ·  2 · Reply · June 25 2:52 PM

 **T. Mark Plyler**   
Very "KEWL"! Thank you all!  
Like ·  1 · Reply · June 26 12:48 PM

**MS** Melissa Shears 



 Varsity Central Home

 Manager Home Page ▾

 Divisions ▾

 People (



their A game with an amazing leader at the helm - wes  
Borders. Congratulations on the shout out. Well-deserved  
everyone!

Like ·  1 · Reply · June 27 8:46 AM

Comment

Drop image or [click here](#), to add it ...

Send