WINTER 2027

amplify

4imprint ®

Promotional products. Remarkable results.



Support positive habits

Practical promos get behaviors to stick, p. 6

Embrace gratitude

Branded thank-you gifts surprise and delight, p. 19

Make their spirits bright

Promotional holiday gifts elevate events, p. 28

4imprint

Share your ideas and *amplify* your brand's exposure »

FROM THE EDITOR

Giving with intention



Kevin,
with 4imprint®
35 years

Remarkable results start with intention. Choosing promotional products with a clear plan and purpose—and with the recipients in mind—can create real connection, recognition and appreciation.

In the new issue of *amplify*, we spotlight 4imprint customers using promotional items to help strengthen relationships. For example:

- Smyrna/Clayton Rotary Club, a community service organization, gives piggy banks to elementary students after financial literacy presentations in schools. The useful, fun banks offer a lasting reminder of the lessons learned. (Cover Story, p. 6)
- Donna's Devoted Health Care, a home health services provider, provides collapsible hand fans to career fair attendees. More than simple brand boosters, the items offer cooling relief in the Florida heat. (Lasting Impressions, p. 15)
- CHOR Youth & Family Services, a nonprofit serving children in crisis, gave families branded plush bears during an annual holiday event. The small tokens of appreciation made the experience more memorable. (Remarkable Moment, p. 28)

Each story showcases how promotional products are most effective when chosen and given with clear intention. We hope their stories provide inspiration for showing genuine care for the people who matter most to your organization.



Kevin Lyons-Tarr, CEO, 4imprint

How do you use promo products in your organization? We'd love to hear about it. Email 4ideas@4imprint.com to share your story.

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Promotional products. Remarkable results.

amplify offers an unmatched glimpse into real-life ways you can use promotional products to gain remarkable results.

Share your story and amplify your exposure!

Have you used our promotional products to boost your brand? Or do you have exciting plans to do so? We'd love to hear your story and collaborate to amplify your success. As a valued 4imprint partner, you'll gain FREE marketing exposure for your brand.



Put your ideas into action

Email your stories to 4ideas@4imprint.com. If selected, we'll lend a hand and may even help cover the cost of additional promotional items! This is a fantastic opportunity to showcase how our products have helped you and to inspire others.

Put your brand in their hand

Promotional mugs are filled with potential



"We held a volunteer appreciation party on Earth Day. We added a handwritten thank-you card and treats to the mugs and gave them out as favors. The volunteers LOVED these mugs—as do our staff members. They are large, weighty and appeal to our nature-loving friends."

Laura



We ADORE our mugs that we'll be giving away to all of our new library patrons for Library Card Sign-up Month!

Rebecca



"We love these mugs! They're perfect for service and the cafe and also as a retail item. They make a great gift for locals and tourists stopping in."

Jillian



We used the mugs as a decoration/take home at our company's 30 year anniversary celebration. They were a big hit.

Helen

Our team overheard these customers brag about their swag.



"These mugs have been great for teacher retention and recruitment! I've heard 'Oooo these are nice!' SO many times!"

Lindsey



"The mugs came in on (time) and looked perfect!"

Rhayne



"I fill my mugs with wax scented in flavors of coffee, pistachio latte and cappuccino brûlée."

Jeremy



"This mug will be used as a giveaway at a book launch party for the upcoming innovation book 'The Wisdom of Ignorance.'"

Sara

Find the perfect mugs for your brand to make a splash.

COVER STORY

Good habits and **gotta-have-its**

Practical promotional items support daily success

Whether it's managing money or tackling a to-do list, many daily activities feel like they happen almost automatically. In a way, they do: A recent study found that 66% of everyday behaviors are driven by habit. That's why positive habits are so important—routines help shape long-term success. 4imprint customers Smyrna/Clayton Rotary Club and Haynes Equipment understand the power of good habits and how practical promotional products can help those behaviors stick with their audiences. Read how these organizations used promo products to encourage positive behaviors that become lasting routines.

First graders learn valuable life lessons



Useful promotional items help students start saving

Smyrna/Clayton Rotary Club knows that learning good financial habits at a young age can pay dividends for a lifetime. The Delaware community service organization partnered with educators to bring financial literacy lessons to elementary schools, investing in students' long-term success.

The club worked with curriculum leaders in the Smyrna School District to find the best audience for a financial literacy program. The result was a series of assemblies at five elementary schools where rotary members taught first-grade students about saving money and making thoughtful financial choices. The goal was to introduce the concepts before financial habits were established, said Jay Davis, program chair. "It's the little things—seeds we're trying to plant now that will grow and pay off," Davis said.



of everyday behaviors are driven by habit.

Source: sc.edu



The presentations included a story, a Jeopardy®-style game and other activities designed to keep young learners engaged. The lessons reflected a growing emphasis on financial education. Nearly two-thirds of U.S. high school students will be required to take a personal finance course before graduating. The presentations for first-graders gave them a head start.

Students received branded piggy banks at the end of the assembly. The practical promotional items gave them a simple way to put the lessons into action right away. Even if coins and cash aren't as popular today, the concepts of spending and saving hold true. Plus, many children still receive paper money on birthdays, holidays and other occasions. The translucent green plastic piggy bank, sporting the Smyrna/Clayton Rotary Club logo, is a fun place to stash that cash.



Promo product that makes cents

Davis said piggy banks were chosen because they offered something useful and lasting. Every time students make a deposit, they're reminded of the lessons they learned in first grade. "You have to start saving somewhere," Davis said. "A little bit over time—it does add up."

Haynes Equipment helps customers stay on track





Practical promotional products support productive routines

Haynes Equipment is another organization that understands how small habits can make a big difference. The water and wastewater infrastructure company serves municipalities, utilities, engineers and developers throughout the Midwest. To make connections and promote its products, the team regularly attends trade shows and hosts presentations for customers and industry partners.

Like many exhibitors, Haynes Equipment uses promotional products to boost brand visibility. Rather than selecting a standard notepad, the company gives branded to-do list scratch pads during its outreach events.

Scratch notepads off the to-do list



Scratch Pad

Scott Sells, branch manager, said the format stood out from more traditional giveaways while offering recipients a practical way to stay organized throughout the workday. It's an approach that aligns with how people work, as research shows 75% of employees use to-do lists to stay on track.

The scratch pads are offered at trade shows, lunch-and-learn presentations, and other customer events. Recipients include utility directors, engineers, project managers and field employees who spend their days juggling projects, inspections and maintenance needs. The product's simple layout helps workers track priorities and tasks. "The pads give people some order," Sells said. "Every worker needs a notepad, and when it's a to-do list, it's more organized and structured."

The function-first approach resonates with customers. Jay Neeld, inside sales/assistant, said recipients often commented on the utility of the notepads, and one or two municipalities even requested additional copies after receiving them at a trade show. "We try to offer things people will actually use," he said. "Nobody else we've seen has to-do lists."

By choosing a practical promotional product people can use every day, Haynes Equipment keeps its name visible while helping customers build productive routines. Sounds like the team can check finding a creative promotional strategy off its to-do list!

Useful promotional items support long-term success

A coin dropped into a piggy bank. A task checked off a to-do list. Small actions may seem insignificant in the moment, but they can slowly build something meaningful—a good habit. Smyrna/Clayton Rotary Club and Haynes Equipment show how practical promotional products can help positive habits take root and deliver repeat impressions for your brand. 4

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Have an employee wellness program you want to promote?

Promotional products can help employees build healthier habits, support their well-being and keep your wellness initiatives top of mind.



PRODUCT HIGHLIGHT

Winter promo items help keep them warm and cozy

By Suzanne Worwood

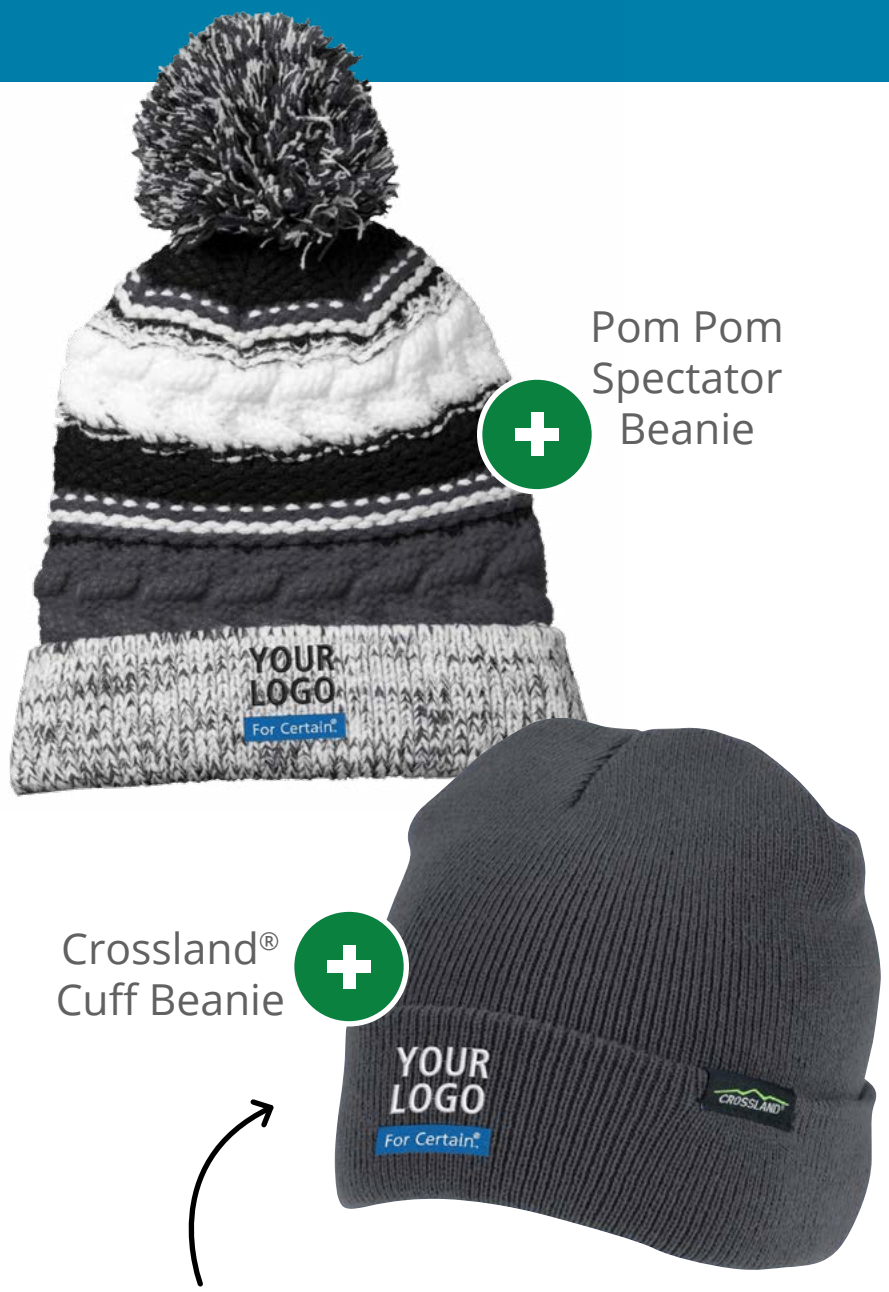


Provide head-to-toe comfort with cold-weather promotional items

This time of year, a warm hat, soft sweatshirt and cuddly blanket are simple pleasures that bring joy to chilly days. From cheering in the bleachers to curling up at home, these winter promo items wrap recipients in extra comfort while helping them cozy up to your brand.

Custom branded beanies are a smart choice

Cold-weather events call for gear designed for the elements. Pom Pom Spectator Beanies bring team spirit to outdoor activities. Game watchers will love the chunky knit and oversized pom pom; plus the variety of color options makes it easy to match your brand.



For a classic look, Crossland Cuff Beanies feature a double-layer, rib-knit cuff for added warmth. Add an embroidered logo to create a practical appreciation gift for employees or volunteers who spend time working outdoors.



Beanies keep your brand top of mind

Carhartt Acrylic Watch Hats offer a higher-end option from a workwear brand people know and trust. The iconic Carhartt logo adds a premium touch while the double-layer design and adjustable cuff can make these hats staples for many winters to come.

Promo blankets carry warming messages

Few things pair with a winter day better than a soft blanket. Embroidered Ultra Plush Blankets wrap customers or clients in appreciation plus an assortment of patterns and colors, including buffalo plaid and graphite gray quatrefoil.



Ultra Plush Blanket

Crossland Roll Up Blankets take cozy on the go. These fleece promo blankets roll up and secure with a hook-and-loop closure. They also feature a convenient handle, making them easy to take along to gatherings and on game days.



Crossland Roll Up Blanket





Chalet Stripe Throw Blanket

Wrap them in style and comfort

Bring school spirit to chilly days with Chalet Stripe Throw Blankets. Collegiate-inspired stripe patterns provide a classic look perfect for donor incentives and alumni gift packages.



Striped Fringe Throw Blanket

Striped Fringe Throw Blankets offer a more decorative feel, with whip-stitched edges and fringed ends. Consider these branded throw blankets for customer appreciation, employee recognition or elevated event giveaways.

Winter promo apparel to keep the cold away

From lounging at home to layering up for time outdoors, hoodies are a winter-time essential. Plush Popover Blanket Hoodies take comfortable sweatshirts to the next level, offering an oversized, blanket-like feel.

Fuzzy Anti-Slip Socks or indoor slippers are perfect for snow-day relaxing. Include in cozy-themed employee gifts or volunteer appreciation packages.

Give your team extra comfort with Flannel Plaid Pants and sherpa fleece, available in pullover and hoodie styles. It's a winter pairing they'll reach for again and again during the chilly season.

Plush Popover Blanket Hoodie



Fuzzy Anti-Slip Socks



Indoor Slippers



Flannel Plaid Pants



Sherpa 1/4-Zip Fleece Pullover



Sherpa Fleece Hoodie



Make a warm impression

From beanies and blankets to hoodies and loungewear, winter promo items give recipients plenty of ways to snuggle up and stay comfy in the colder months. With styles that fit your audience, these warm and cozy products will work their way into their winter routines. 4

Meet the author:



Suzanne Worwood,
with 4imprint 31 years
Chief product, supply chain and sustainability officer

Fan **favorites**



Useful promo items make branding a breeze



Do your giveaways truly provide value to recipients? If not, your brand or message might not stick. Here is how one organization's useful promo items increased customers' brand awareness—and drove real results.

Donna's Devoted Health Care is a home health services provider that delivers compassionate care for older adults. As the company motto states, its team has been "making golden years golden since 2013." Based in Tampa and St. Petersburg, Florida, its team of about 60 caregivers covers seven counties in the Sunshine State.

Desmond Williams, vice president, said staffing is a challenge for the industry, and Donna's Devoted Health Care attends more than a dozen career fairs a year to recruit new employees. Collapsible hand fans have become must-haves for these events. "It's Florida and it's always hot," Williams said. "We found people just have fun with the fans, whether they're outside waiting on public transportation or just walking around."

Beyond the cooling relief, the items have become fan favorites because of their compact design. When collapsed, they easily fit into a pocket or purse. Williams chose bright pink to match the company branding and so the fans stand out on a crowded event floor.



Choosing practical branded products has been a game changer. Since adding hand fans to its career fair strategy, application submissions have tripled. “I attribute it to the fans being a reminder,” Williams said. “The attendees are exposed to so many businesses, but when you get something tangible and memorable, you don’t forget where it came from.”

Donna’s Devoted Health Care also sponsors tournaments and events at a local pickleball gym. In addition to hand fans, participants are given pink microfiber towels. Both items include the company logo, motto and website. The imprint also highlights that they’ve been in business for more than a decade—a point of pride for Williams. “Businesses around here come and go, so it’s important to show people we’re established and have been doing this for more than a decade.”

The positive response to the fans and towels made them obvious choices for an Alzheimer’s Association® fundraising walk the company sponsored this fall. The team was again able to help people stay cool while increasing brand awareness.

By choosing useful promotional items that fit the audience and location, Donna’s Devoted Health Care delivers just what people are looking for. They’re thankful for the relief from the year-round heat—and they remember who gave it to them. 4



Microfiber Rally Towel

Keep your brand in hand and top of mind

“The attendees are exposed to so many businesses, but when you get something tangible and memorable, you don’t forget where it came from,” Desmond Williams said.

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Merry **messaging**

Festive marketing buttons make a sales impact

For many businesses, the holidays are peak season for gift card sales. To remind shoppers of this convenient gifting option, a group of Massage Envy® franchises added some flair to their front-of-house employees' attire: festive marketing buttons. Read how the holiday-season accessories earned Massage Envy serious #SwaggingRights.



A festive focal point

The end of the year can feel like a blizzard of promotions. To stand out, Massage Envy's employee buttons were designed in bright red and green and featured four different gift card-themed messages, including "Give the gift of self-care. Buy a gift card." Worn throughout November and December, these eye-catching accessories helped grab guests' attention at check-in and check-out, making them especially effective with last-minute holiday shoppers.

Simple conversation starters

The promotional items provided a friendly reminder that didn't require staff to lead with a sales pitch. Instead, the buttons encouraged guests to ask questions, creating natural opportunities to discuss gift card options and holiday gifting ideas.

Flexibility for consistency

With 130 spa and wellness locations across 13 states, messaging consistency was important. The employee buttons offered built-in flexibility, giving team members the choice of wearing them as either a pin or a clip. That versatility made implementation easy and created a cohesive experience. Just another way Massage Envy has holiday marketing all buttoned up! 4

TREND

Go the **extra mile**



Customer appreciation gifts help brands stand out

Creating positive customer experiences doesn't always require grand gestures. Sometimes it's small surprises that leave the biggest impression. That presents a significant opportunity, as research shows the percentage of consumers who feel appreciated by the brands they support has dropped from 18% to 12% since 2022. Organizations that show genuine gratitude have a clear path to standing out. Whether delivered to customers' doorsteps or left behind after a service, customer appreciation gifts help people feel valued and inspire future business.

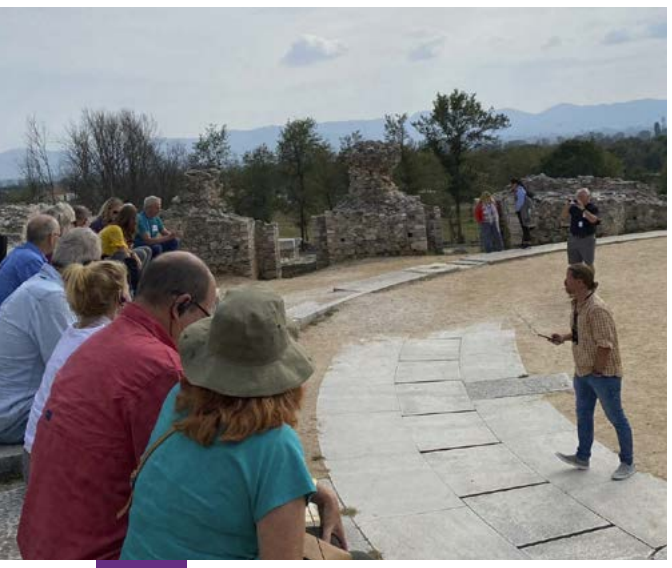
4imprint customers Faith Based Expeditions and Molly Maid® understand the power of a small, unexpected gesture. Read how each uses customer thank-you gifts to create resonant moments of appreciation.

Travel agency starts the experience early



Promotional thank-you gifts build momentum before departure

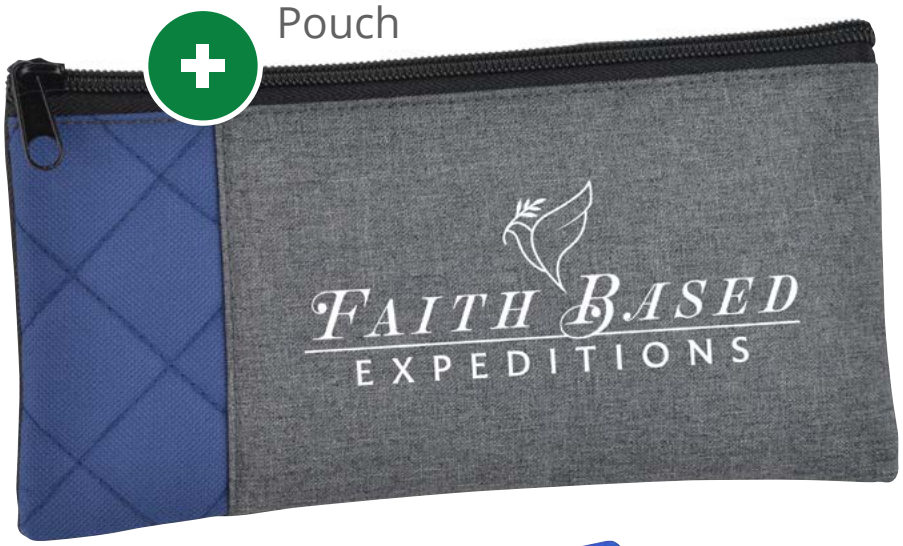
Planning an overseas trip involves a lot of moving pieces, from coordinating travel documents to gathering the right gear. Faith Based Expeditions, a travel agency specializing in tours to biblically significant destinations in Europe and the Middle East, looks for ways to make experiences easy and enjoyable for its customers. Those efforts include mailing small customer appreciation gifts to their homes ahead of their departure.







After travelers make their final payment, they receive a zippered pouch containing important trip materials, an itinerary, luggage tags, name badges, plug adapters and other useful items. In recent years, Faith Based Expeditions added earbuds after learning the earphones supplied for guided tours aren't always reliable.



Mod Zippered Pouch



Find-Your-Luggage Tag



Grayson Earbuds Pouch

The products are chosen for their practicality. The pouch helps them stay organized, the bright luggage tags make bags easier to identify during group travel, and the earbuds can be used during flights and guided audio tours. The strategy is simple—help travelers feel prepared, comfortable and cared for before their overseas journeys even begin.

"We want to stand out from the other tour companies," said Sue Goodman, co-owner and administrator. "The customers have entrusted their money to us. We want to make sure they have what they need and a little extra to give them comfort and be a cut above the rest."

"We want to stand out from the other tour companies," Sue Goodman said.

The direct mail strategy aligns with a broader marketing trend. In fact, 9 in 10 companies have increased their investment in direct mail, recognizing the value of tangible, memorable brand experiences. By providing practical customer appreciation gifts and delivering them directly to travelers' doorsteps, Faith Based Expeditions helps customers feel valued while building excitement long before they head to the airport.





Cleaning company leaves a lasting shine



Custom appreciation gifts make a sparkling first impression

It takes trust to invite a service provider into your home. For Molly Maid®, a national residential cleaning company, relationship-building begins before any dusting, washing or sweeping. The teams at two Molly Maid locations in Texas—Bryan–College Station and Midland/Odessa—give small promotional gifts to thank prospective and new customers, turning routine interactions into memorable moments.

The strategy begins during in-home estimates. After a walk-through and discussions about services, estimators give prospects a small gift pack that includes a color-changing cup, magnet and mints. When prospects become new customers, they receive an additional welcome package at their first cleaning, complete with a thank-you note and a branded coaster.



Mood Stadium Cup



Cork Coaster

"These gifts really are a way to say thank you," said Marshall Patton, owner. "First, for letting us into their home. Second, for bearing with us because it can take a couple of minutes to calculate an estimate. It gives them something to open and look at while we figure out a price."

Each promotional product is chosen with intention. Magnets find a home on refrigerators, coasters land on coffee tables, and color-changing cups quickly become favorites with families. Together, the items help create a positive experience for potential and established customers. That's key, as 69% of consumers say they're likely to purchase more from an organization after a positive experience (PDF).

Patton's approach, implemented about a year and a half ago, appears to be paying off. He said the locations' close rate, which measures how many estimates become customers, has increased from about 70% to 76%. "My customer service reps are always telling me how the customers get a big smile when they present the gift," Patton said. "In our two markets, it seems to be something that's really unique."

Customer thank-you gifts can help you stand out

Faith Based Expeditions and Molly Maid understand that meaningful customer experiences often start with something small. Both organizations use thoughtful customer appreciation gifts to show gratitude—demonstrating that when customers feel appreciated, even small moments can have a big impact.



Take your customer appreciation gift to the next level

Make your customer appreciation gift even more meaningful by including a handwritten thank-you note. In fact, 45% of consumers said a handwritten note would help them feel more valued—more so than an email, text message or phone call. Consider custom branded notepads to deliver your personalized message and show customers you care. [4]

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Refresh and **reconnect**

Outreach promo bags support nonprofit rebrand





A rebrand can refresh an organization's image, but it also creates a challenge: how to help people recognize and connect with the new look.

That's especially important for nonprofits relying on community awareness, volunteer support and donations to power their missions.

Research shows that more than half of consumers have discovered or reconsidered a brand because of a rebranding campaign. Outreach promos can be especially valuable for organizations introducing a new identity, helping them build awareness and boost visibility in their communities.

Food for Lane County, a regional food bank serving communities across Oregon's Lane County, recently launched a new visual identity designed to feel more welcoming and accessible. Emily Garver, community health and engagement program manager, shared details about the rebrand and how nonprofit promotional items helped get more eyes on the new look.

Interview featuring:



Emily Garver
Community health and engagement program manager at Food for Lane County



Q&A

Q: What is the mission of Food for Lane County, and how is it carried out?

A: Our mission is to reduce hunger by engaging the community. We're a regional food bank, so we distribute food to about 140 partners. Those partnerships include food pantry programs, low-income housing units and social service offices. We distributed more than 8.5 million pounds of food last year.



We also run a free restaurant, called the Dining Room, that serves more than 1,000 meals per week. And we have a variety of other programs, including senior nutrition, summer lunches for youth and multiple garden programs.

Q: Your organization recently underwent a rebrand. What prompted the change?

A: Food for Lane County was founded in 1984, and while our mission has remained the same, our branding and website felt outdated. We wanted a look that felt more welcoming and accessible while making it easier for people to find information and connect with our programs online. The rebrand gave us an opportunity to modernize our visual identity while continuing to communicate who we are and what we do.



Q: What did you hope to project with the new branding?

A: The phrase we often come back to is, "Everyone's welcome to the table." We really want people to feel that. It's about love—food is this hugely important resource, but it also fills this heart space in us too.

Q: How does Food for Lane County connect with residents?

A: We use a variety of outreach methods, including our website, social media, email communications and community events. Events might be anything from programs a nonprofit partner is putting on to resource fairs to cultural celebrations.

Q: What role do promotional products play in your outreach?

A: When we go to these events, we want to provide people with the information and resources so they can come back to us in various ways—whether through our website or by accessing our programming. Promotional products, like reusable grocery bags, magnet clips, hand sanitizers and pens, help keep us top of mind and give people a useful reminder of who we are and where they can turn if they need support. During the rebrand, outreach promos helped us introduce our updated logo and visual identity to the community.





Q: Why choose reusable grocery bags?

A: We wanted something that aligned with our mission and would be helpful to a wide range of people. The custom branded bags we chose were large enough to carry groceries, durable enough for repeated use and practical for almost anyone in the community. We also liked that they provided a highly visible way to share our logo and message. Every time someone carries the bag, it's like a walking billboard for Food for Lane County.

Q: How do the bags help strengthen connections with the community?

A: We give bags to people at events held throughout the year. Sometimes people stop by specifically for a bag. Other times, the bag starts a conversation that allows us to share information about our programs and services. The grocery bags have been especially helpful because they're useful, visible and stay in circulation far longer than a single event. The bags help keep Food for Lane County top of mind while supporting our mission to connect people with resources. 4

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"Other times, the bag starts a conversation that allows us to share information about our programs and services," Emily Garver said.

A bear-y special **experience**

By Cheryl Sina

Promotional holiday gifts bring comfort and cheer



The holidays are a special time of year—a time built around support, connection and celebration. That's why CHOR Youth & Family Services, a social service nonprofit for children and families in crisis, saw the holiday season as an opportunity to show foster families some love. How better to do that than to create a memorable experience for them to enjoy together? The inaugural Christmas on the Farm event featured cookies, hot chocolate, a petting zoo, and arts and crafts. Santa even handed out promotional holiday gifts to make the event extra special. Families received plush bears sporting CHOR-branded T-shirts. The cuddly keepsakes created a joyful and comforting memory that can be carried beyond the event. Now an annual tradition, Christmas on the Farm fosters a sense of belonging and community. The plush bears reinforced that spirit—because even a small gift can make the holidays feel a little brighter! 4



Meet the author:

Cheryl Sina, with 4imprint 28 years
Senior manager, community engagement and sponsorships

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