

FALL 2026

amplify[®]

Promotional products.

Remarkable results.

Maximize the moment

Event gifts to stand out
from the crowd, p. 6

Inspire action

Outreach items that deliver results, p. 17

Set trends

Branded merch keeps them coming back, p. 21



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

Products with a purpose



Kevin,
with 4imprint®
35 years

The power of promotional products extends far beyond logo display. Every day, they help organizations solve problems, strengthen relationships, inspire action and reinforce messaging. When chosen with purpose, promotional products can make specific goals more achievable.

In the new issue of *amplify*, we'll highlight 4imprint customers who've selected products with intention—that help them educate, engage and connect. For example:

- Century 21® Above and Beyond, a residential real estate agency, provided sunglasses for participants at a charity golf tournament. The items were immediately useful and made the day a little more fun. ([Trend, p. 21](#))
- Abell & Son, a family-owned farm and equipment dealership, offered food samples with bamboo spatulas at a

community cook-off. The items served a practical purpose for taste testers who will be reminded of the delicious event each time they use the spatula. ([Cover Story, p. 6](#))

- MyCHN, a community health network, and its clinical research division, AIH Research, give tokens imprinted with QR codes to connect patients with resources. More substantial than a flyer, the eye-catching tokens are helping the organization see significant results. ([Lasting Impressions, p. 17](#))

The most effective promotional products support a larger purpose. We hope these stories get the creative juices flowing as you plan your next promotion.

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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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.

Build your **brand presents**

Customers show promotional holiday gifts that made spirits bright



"We ordered the campfire mugs and put positive quotes on them, then filled them with hot chocolate, marshmallows and candy. We are giving them to our teachers for their Christmas gifts! They turned out AMAZING!!"

Susan



"We used these fantastic sweatshirts as a little thank you to our employees during our Christmas party. Everyone loved them. They are thick, warm and wash well."

Mindy



"Christmas presents to all our staff; they loved the flannels."

Matt



"Thank you @pochowear_com @_dulce_antojo @4imprint @12linajeswines for helping us put together our clients' holiday bags."

brambilasdrapery

Our team overheard these customers brag about their swag.



OVERHEARD



"We are using [blankets and mugs] as holiday gifts for our employees."

Becky 



"We are very happy with our employee holiday gifts. Light-weight black vests for men and women (style/fits). Just perfect! Came in right before our holiday party."

Carolyn 



"We, the admin team, at Overhills Elementary School, gave the Hanes® ComfortBlend® Sweatshirt with applique twill as a Christmas gift to our staff. They LOVE their new swag!!!"

Tracey 



"The mugs are fabulous! They were a great gift option for packaging our decorated sugar cookies!"

Tiara 

Find just the right [bags](#) for your promotional holiday gifts.



COVER STORY

Maximize the experience



Branded event gifts make
the most of the moment



In the always-evolving quest for attention, [experiential marketing](#) has emerged as a powerful way for brands to stand out from the competition. By creating engaging and immersive brand moments, experiential marketing invites people to interact with your brand instead of walking or scrolling past it. [One in two companies increased their experiential marketing budgets](#) from 2024-2026, a clear signal these strategies drive real impact. For 4imprint customers [Abell & Son](#) and the [Department of Economic Development for DeSoto County](#), that impact comes from creating experiences people remember. By pairing these interactions with branded event gifts, you don't just reinforce your message—you position your brand as an essential part of the experience.

Abell & Son employees cook up something special

Branded items help attendees savor the experience

Plenty of organizations take part in community gatherings in hopes of making connections and building brand awareness. But not all have a secret crawfish boil recipe ready to roll when the time is right. In spring, Abell & Son was one of more than a dozen local businesses participating in the annual McVey's Seafood Crawfish Boil-Off, a community celebration of Cajun culture that includes live music and a cooking competition.



A family-owned farm and equipment dealership with more than 100 years of history in southwest Louisiana, the team at Abell & Son participates in this and similar events to foster relationships and boost visibility. It's a popular strategy for brands of all types, and [two-thirds of people feel more positively about a brand](#) following an interaction at a live event.



of people feel more positively about a brand following an interaction at a live event

Source: [learn.g2.com](https://www.learn.g2.com)



The crawfish boil-off featured more than a dozen local organizations serving up their best dishes. Event attendees were invited to move from booth to booth to sample the seafood and vote on their favorites. Those who stopped to taste Abell & Son's crawfish received branded [bamboo spatulas](#) to taste their serving.

The spatulas were a perfect match for the experience, as wood or bamboo utensils are preferred for dishes that involve frequent stirring over hot temperatures. While attendees waited to receive their spoon and sample, the Abell & Son team had an opportunity to engage them about the company's equipment sales, rentals and services. "We didn't win the boil-off, but we got some great compliments from the people who tried it," said Brittany Trychta, marketing coordinator.



The booth offered other experiential marketing giveaways, including [caps](#) and [can coolers](#), plus an [outdoor cooler](#) was raffled off. "We love giving out merch to get our name out there," Trychta said. "It becomes an advertisement when people use the items, and it gets us more attention at these events. People want to come to our booth to see what we have."

"It becomes an advertisement when people use the items, and it gets us more attention at these events. People want to come to our booth to see what we have," Brittany Trychta said.



Florida county herds attention in its direction

Themed event gifts offer repeated reminders

Florida's DeSoto County is another organization using experiential marketing to shine. It's one of about 30 largely rural counties in the Sunshine State. These municipalities—which don't include the beaches and amusement parks Florida is known for—often work harder for resources and attention.

Sondra Guffey, economic development director for DeSoto County Board of County Commissioners, is taking on that challenge. The organization works to grow the business community and attract tourists. "We're



a rural area," Guffey said. "We really do have more cows than we have people."

In early 2026, representatives from Florida's rural counties—including Guffey and a colleague, together representing DeSoto County—gathered at the Capitol in Tallahassee for Rural Counties Day. The annual event brings together rural county employees, organizations and residents to highlight their contributions and advocate for shared priorities.



A festive gathering with well-chosen branded event gifts is a prime example of experiential marketing—a [strategy one-third of brands employ to improve their brand awareness](#). Guffey chose cowbells to stand out from more traditional promos, and the strategy worked. “They were unique and everybody who saw them wanted one. They were a big, big hit,” Guffey said. “And now they’re sitting on the desks in legislative offices in Tallahassee.”

About 150 rural county employees set up booths to engage lawmakers and state officials. In the spirit of friendly competition, each booth leaned into a distinct theme to draw visitors. Those who stopped by Guffey’s booth checked out historic displays and artifacts, like cattle whips and cowhides, and received [cowbells](#) imprinted with DeSoto County’s “Florida Wild” branding. With every clonk and rattle of a cowbell, attendees were further immersed in the experience.

“We’re promoting an authentic Florida, and the cowbells were perfect,” Guffey said. “We want legislators to think about us, our cattle industry, our culture and our history. We want to remind them we’re here and to remember us when they’re putting together their budgets.”

More cowbell. More engagement. More brand awareness.



“They were unique and everybody who saw them wanted one. They were a big, big hit,” Sondra Guffey said.

Provide an experience that stays with them

From crawfish boils to capitol-grounds advocacy events, experiential marketing works best when paired with tangible takeaways. As Abell & Son and the Department of Economic Development for DeSoto County show, the right branded event gifts can maximize an experience—turning your interactions into moments that resonate. [4](#)

Do you want to be featured in amplify? Email 4ideas@4imprint.com to share your organization's story!

Looking for a theme party idea that will knock their socks off?

By the decades

Promo gifts that define every generation

Risky Business
Sunglasses



Confetti Beach Ball

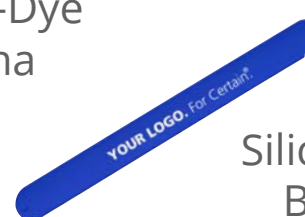
Flower Lei
Necklace



Spiral Tie-Dye
Bandana



Silicone Slap
Bracelet



Wherever Belt Bag



To the beach

Make waves with fun promos for sand and sun

Snap a photo

Say cheese! Fun photo accessories sure to bring a smile.



Glitter Photo
Frame



Photo
Booth Kit

PRODUCT HIGHLIGHT

Pair your brand with the best

By Suzanne Worwood



Name-brand promotional products
put your logo in good company



Name-brand promotional products can help your organization make a lasting statement. Whether you're recognizing top performers, celebrating a milestone, thanking valued clients or creating an upscale event experience, choosing products from well-known retail brands helps show how much you value your relationships. These custom promotional gifts pair your logo with names recipients know and trust, elevating both your brand and the experience.



GCI Outdoor Freestyle Rocker Chair

Custom promo gifts that rock

Sometimes the best gifts encourage people to slow down and enjoy the moment. [GCI Outdoor® Freestyle Rocker Chairs](#) feature an easy-fold design plus a carrying handle, making them a winning match for youth sports, tailgating, camping and backyard gatherings.

Trending tumblers keep your brand hot



YETI® Rambler® Tumblers with MagSlider™ Lid

Promotional gifts they'll use daily

A premium gift should become part of their everyday routine. Promotional YETI mugs do just that. Available in 20 oz. and 30 oz. sizes, [YETI Rambler Tumblers](#) keep drinks at the ideal temperature whether recipients are commuting, traveling or spending time outdoors.

Custom promotional apparel from a trusted name

When organizations choose The North Face® promotional products, they align their brand with a name known for quality, performance and adventure. [The North Face Down Hybrid Jackets](#) blend lightweight warmth with everyday versatility, making them a premium choice for employee recognition, milestone celebrations and executive gifts. Available in men's and ladies' styles, jackets are practical name-brand promotional products recipients can wear for years.



The North Face Down Hybrid Jacket



Name brands carry your logo farther



Stanley Julienne 10-Can Cooler

Practical promotional gifts are also for making memories

The best promotional gifts are memorable. [Stanley® Julienne 10-Can Coolers](#) are designed for everything from lunch breaks and picnics to road trips and beach days. Featuring a leak-resistant lining and multiple carrying options, they're a smart choice when the occasion calls for a practical, premium product.



Branded laptop backpacks help keep them organized

Whether recipients are commuting, heading to a client meeting or catching a flight, [OGIO® Travel Laptop Backpacks](#) are designed to keep essentials organized and protected. With dedicated storage areas for technology and a streamlined professional look, they're useful gifts built for life on the go.



OGIO Travel Laptop Backpack

Get noticed the write way →

Premium products to inspire big ideas

Great ideas can happen anywhere. [Moleskine® Hard Cover Notebooks](#) provide stylish, professional places to capture notes, plans and creative thoughts—and in a variety of sizes and colors. One of the best known in notebooks, the Moleskine brand elevates your custom promo gift game.



Moleskine Hard Cover Notebook



Promotional hats to power brand visibility

Branded Bills® Bare Curved Rope Caps combine a classic silhouette with modern style, creating a versatile accessory recipients can sport on the golf course, at community events or while running errands around town. Featuring a large eye-catching embroidery area, these caps are an easy way to keep your logo visible while delivering a gift that feels both practical and elevated.

Branded Bills
Bare Curved
Rope Cap



Choose from
14 color options to fit
your branding to a tee

Let a trusted name upscale your brand

When the moment calls for something special, name-brand promotional products help elevate your gift-giving. Pair your logo with brands recipients know and trust to create cherished memories and connections that last. Now that's a gift worth celebrating! 4

Meet the author:



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



LASTING IMPRESSIONS

A token of trust



Promotional leave-behinds
connect patients to care





Are your flyers doing their job—or ending up in the recycling bin? Read how a healthcare organization switched from flyers to QR code-imprinted promotional leave-behinds. The results may inspire you to try something new.

As a community health network caring for underserved populations, [MyCHN](#) and the research subsidiary, [AIH Research](#), face challenges in getting their messages heard. To raise awareness, they rely on a variety of in-person outreach strategies that include connecting with community members at food banks, school events and clinics to introduce services ranging from primary care and behavioral health to clinical trials that offer access to new treatments at no cost.

For years, traditional flyers helped spread the word about MyCHN’s care or AIH Research’s clinical trials. But flyers don’t easily fit in a pocket or purse and are often forgotten. “A lot of people would take the flyers and just throw them away,” said Mariela Salgado, director of marketing at MyCHN. That led the team to try something different: small [wooden tokens](#) imprinted with a QR code on one side and their logo on the other.



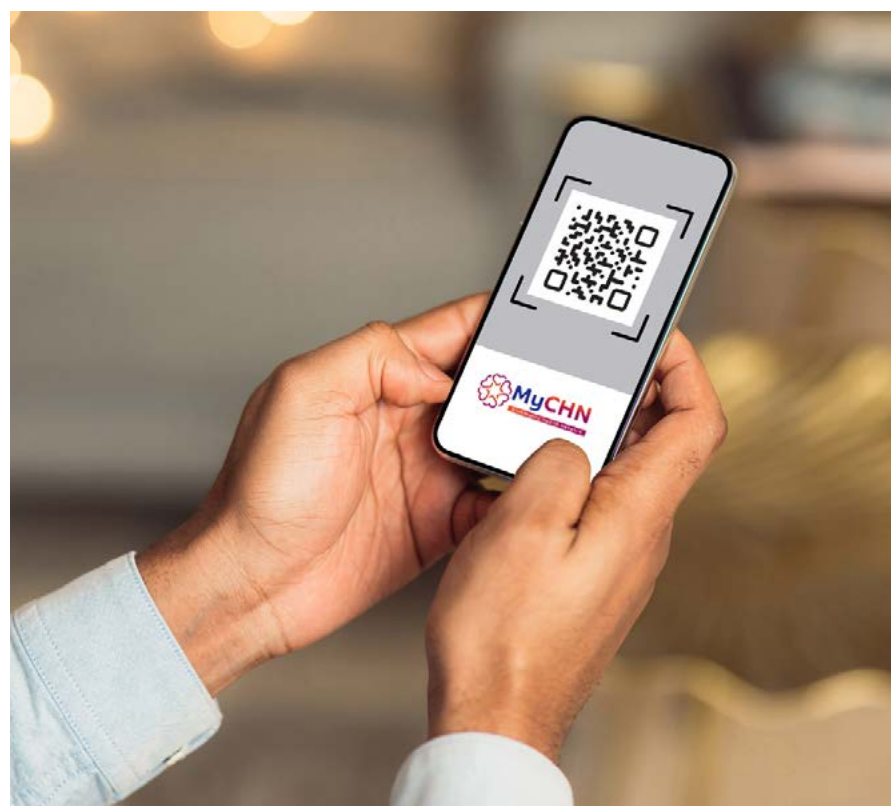
*Small token.
Big conversation starter.*



The change was small but effective. Unlike a piece of paper, the promotional tokens feel substantial, encouraging people to hold onto them. MyCHN hands out tokens that direct users to its website, while AIH Research-branded tokens point recipients toward learning more about clinical trial opportunities. For some patients, trials are a no-cost pathway to new medications and treatments before they are widely available.

While the tokens are just one part of a broader outreach strategy, the results have been significant. Since implementation in late 2024, engagement and participation have grown. AIH Research saw clinical trial enrollments rise from 92 in 2023 to 443 in 2025, reflecting increased awareness and stronger patient relationships. “Creating trust with patients is everything,” said Lori Hoskins, clinical trials associate director at AIH Research. “Once they know we’re here to help, they’re more open to learning and participating.”

For MyCHN and AIH Research, the takeaway is clear: When you meet people where they are—and give them promotional leave-behinds with staying power—your message sticks. And when it comes to healthcare access, small changes can make a world of difference. [4](#)



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organization’s story!*

Recipe for success

Promotional prizes add sizzle to fundraising events

Standing out at a community event or charitable fundraiser is no easy assignment. But the team at [Education First Federal Credit Union](#) cooked up something special for a silent auction. Read how the Lone Star State organization created a promotional prize worthy of Texas-sized #SwaggingRights.

★ Serve something to savor

The Education First team knew their audience. They featured their branding on a [stainless BBQ grill](#)—the centerpiece of a promo prize at a Rotary fundraiser—to capture the attention of event attendees. They're in Texas, after all, so a branded grill was a smart way to turn up the heat at the silent auction.

★ Practicality on the menu

By choosing a high-end promo product, the Education First team knew there'd be more eyes on their brand. It's also something that would prove useful. They were right! The winning bidder said he planned to grill on his boat during summer.



Stainless BBQ Grill

★ Topped with BBQ promotional items

An assortment of practical BBQ-themed items was included with the grill to make the presentation more enticing. The prize package included other promo items, like [wet wipes](#), plus sauces, spices and beverages. Together, the promotional prize was more than a collection of ingredients—it offered a rich and delicious experience. 4

TREND

Be a trendsetter



Custom event merch that
keeps attendees coming back >>

What brings in big crowds isn't always on the agenda. Some of the most talked about event traditions are the promotional products attendees look forward to year after year. The most effective custom event merch becomes part of the overall experience, especially when it's practical enough to be used long after the event. A recent study found that [52% of people keep promo products for sentimental or memory value \(PDF\)](#). Whether it's the welcome gift for golfers at a charity tournament or a trade show favorite, the right promotional souvenirs can become traditions in their own right. [Century 21 Above and Beyond](#) and [Trident Home Loans](#) (License #NMLS 65716) have discovered how thoughtful event promo items can create lasting connections and generate excitement year after year.

Real estate agency's sponsored gift is an annual favorite

Custom keepsakes drive brand awareness

For Century 21 Above and Beyond, a local United Way® chapter's annual golf tournament provides an opportunity to give back to the community and increase brand visibility along the way. The central Pennsylvania residential real estate agency has sponsored the tournament each year since it began in 2022.



Risky Business
Sunglasses



When given the opportunity to contribute a promotional product for a participant gift bag, Gayle Arbogast, owner and broker, knew just the right item. “We had received a pair of [sunglasses](#) as a sample in a [Blue Box®](#), and I thought they were really nice,” Arbogast said. “I thought giving them would be a cool idea because everybody's outside and hopefully the sun would be shining.”

A hole-in-one gift they'll wear again and again

What began as a one-time contribution for the event's first year became an annual tradition after organizers and participants responded enthusiastically. In fact, the tournament's executive director specifically requested that the sunglasses return the following year because golfers enjoyed them so much. They've since become a familiar part of the experience.



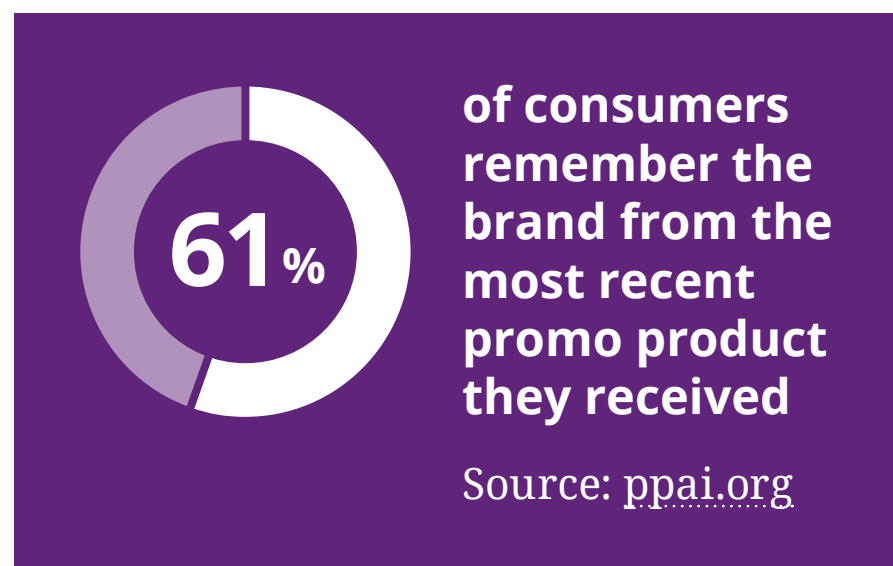
Held in early May, the Golf United Classic welcomes about 150 participants each year—and a pair of Century 21 Above and Beyond-branded sunglasses are included in the gift bags. The bags are placed in golfers' carts with snacks and other items.

Arbogast believes the sunglasses became a favorite because they're comfortable, prac-

tical and immediately useful on the golf course. They're also great for getting the Century 21 Above and Beyond logo into selfies and group photos. The promotional souvenirs help golfers enjoy their experience while serving as a lasting reminder of the fun they had while supporting a worthwhile cause.

That ongoing visibility can have a lasting impact. [Sixty-one percent of consumers remember the brand from the most recent promo product they received \(PDF\)](#). Repeated annual exposure can help reinforce that recognition over time.

“It's great for us because we get to help United Way and, of course, promote the business,” Arbogast said. “The more people see the name Century 21 Above and Beyond, the better.”



*“It's great for us because we get to help United Way and, of course, promote the business,” Gayle Arbogast said.
“The more people see the name Century 21 Above and Beyond, the better.”*



Mortgage company finds repeat trade show success

Useful event promo items become must-haves

While some traditions are built around a single item, Trident Home Loans has created anticipation with a variety of event favorites. The Pensacola, Florida-based mortgage lender serves military members, veterans and their families nationwide. To build brand awareness and connect with prospective customers, the company participates in about 10 events across the country each year, including military conferences, trade shows and golf outings. With competitors that include much larger financial institutions, Trident looks for simple ways to stand out.



Rather than chase the latest trends, Trident Home Loans selects practical, tried-and-true giveaways for events. “We want products that people are going to keep,” said Nadine Makos, marketing director.

*“We want products that people are going to keep,”
Nadine Makos said.*

“We don’t go for anything extravagant. It’s about the simple, functional stuff that people keep coming back for.” That approach aligns with consumer preferences—as [68% of people say they keep a promotional product when it’s something they’ll actually use \(PDF\)](#).

Makos said the company evaluates products through a simple lens: Will attendees still be using them after the event is over? That’s why Trident Home Loans gravitates toward practical items such as [lip balm](#), [house-shaped magnet clips](#), [pens](#) and [aviator sunglasses](#). The products are easy to pack and distribute at events, but more importantly, they offer ongoing value to recipients. Over time, attendees have come to expect certain items when they visit the Trident booth.



Turning event gifts into anticipated traditions



Daily reminders of your brand



The company’s event strategy is shaped by the audience it serves. Many attendees at military conferences and aviation gatherings spend long hours traveling, working outdoors or moving between venues. As a result, practical items often generate more enthusiasm than flashy or higher-priced alternatives.

“People always ask about the lip balms,” Makos said. “Many of them are wearing

their flight suits, and they have these little pockets—I think they’re meant for pens—but that’s where people put the lip balms. It’s awesome.”

For Trident Home Loans, that kind of reaction is exactly the goal. Sometimes the key to creating demand isn’t finding something new—it’s consistently delivering something audiences will use and enjoy.

“People always ask about the lip balms,” Nadine Makos said.

Event promotional products people look forward to

Century 21 Above and Beyond and Trident Home Loans show that creating demand doesn’t require a new strategy every year. By offering custom event merch that attendees find useful and memorable, both organizations have turned promo products into anticipated traditions that strengthen brand awareness and keep people coming back. [4](#)

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Seeds of support

Custom donor gifts help relationships grow



For donation-driven organizations, making and maintaining genuine connections is critical.

That's especially true today, as [nonprofit donor retention hovers around 43%](#)—meaning organizations keep, on average, fewer than half of their donors year to year. As nonprofits face ongoing donor retention challenges, memorable gestures of appreciation—including custom donor gifts—can help strengthen those essential long-term relationships.

Missouri nonprofit [Woodhaven](#) supports people with disabilities and neurodiverse individuals through a variety of programs, including residential services, education and employment support. When it hosted a launch event for its capital campaign, the team wanted attendees to leave with something memorable: a small gift that represented growth, connection and continued support for Woodhaven's mission. Jessica Baldwin, outreach and data manager, shared how branded seed packets created a lasting reminder of Woodhaven's event and the individuals it serves.



Interview featuring:



Jessica Baldwin
Outreach and data manager at Woodhaven



Q: What is the mission of Woodhaven?

A: We change people's lives by empowering them to find and achieve success on their own terms. It's not about doing things for people with disabilities and neurodiversities—it's about giving them the opportunity to do things for themselves while main-



taining a safe environment where they can thrive. That includes providing more than 200 individuals with housing, access to education and skill-building, community engagement and so much more.

Q: What fundraising strategies make this work possible?

A: Woodhaven has fundraising events, like most nonprofits. For example, we host an annual golf tournament that has run for 20 years and has been very successful. We also organize a Zombie Pub Crawl held around Halloween, and that's been around for eight years or so.

What we call our Signature Event is held in the spring. That's when we announced our capital campaign, called "Empowering Independence, Transforming Lives." The three-year, \$10.4 million campaign is now underway.

Q: How did promotional products help make that event more meaningful?

A: When we launched the campaign, we wanted to find a way for potential donors to think about the individuals we're supporting—because we want them to invest in Woodhaven. The goal was to really paint a picture of what their donations can do, so we shared stories of families who say Woodhaven has completely changed their lives. There are individuals who now have



their own apartments, and they're so proud of that. What resonates with donors is hearing these stories and seeing and thinking about how Woodhaven impacts the community.

The idea was to try to help them think about what they wanted for these individuals—the wish they had for them. At the Signature Event, we gave attendees candles with the seed packets attached. The [seed packets](#) were imprinted with “Plant a wish for Woodhaven.” We wanted them to think on that while they plant their wildflowers.



A message that continues to grow



Q: Why did you choose wildflower seeds?

A: The event was held in the spring, and we're focused on growth. This campaign is about growing, renewal and new beginnings for the individuals we serve. I chose wildflowers because I liked the fact that you don't really know what you're going to get. You can plant them anywhere and they're going to look nice. They're also so convenient. You literally just stick the piece of seed paper in a little bit of soil, cover it, water it a little and they'll grow.

Q: Why was it important to have your logo and message on the custom seed packets?

A: We wanted them to think about Woodhaven when they were planting their flowers and every time they water them. We hope they continue to think about the individuals they're supporting through their generosity. I also just think it's very

important to keep Woodhaven in the forefront of people's minds.

Q: Was the event a success?

A: Yes, it went really well. We just launched the campaign and have secured \$1.3 Million already. Everyone received their gift on the way out. I believe everyone left with a positive feeling in their heart and will continue to think of our organization and the growth they are helping us to achieve. **4**

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“We wanted them to think about Woodhaven when they were planting their flowers and every time they water them,” Jessica Baldwin said.

NOTE: 4imprint partnered with Woodhaven and sponsored the custom donor gifts mentioned in this story.



Packed with purpose

By Cheryl Sina

Branded wellness gifts carry the message forward

Reaching students about health education requires more than information—it takes connection. To help these messages resonate, [Cobb & Douglas Health Foundation](#) embraced the power of branded wellness gifts given at an event focused on teaching youth to make healthy choices and avoid high-risk behaviors. That's no easy task!

The nonprofit hosts the annual Power in Truth Conference for middle and high school students, showing how everyday choices can lead to very different paths.

Pacific
Aluminum Sport
Bottle



Last fall, more than 400 attendees were given event welcome bags that included branded [water bottles](#) along with an assortment of other promo items and resources. The bottles were a hit, helping students carry the experience beyond the event and reinforcing healthy hydration habits all the while. [4](#)



Meet the author:

Cheryl Sina, with 4imprint 28 years

Senior manager, community engagement and sponsorships

one by one® is our way of giving back. We award \$500 grants for promotional products to organizations that are making a difference. Interested in learning more? Visit onebyone.4imprint.com

onebyone®



Like what you saw in *amplify*?

Check out past issues:



Summer 2026



Spring 2026



Winter 2026

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Earn #SwaggingRights:

Share a pic of your 4imprint promo item in action

