

FALL 2025

# amplify<sup>®</sup>

Promotional products.

Remarkable results.

## Commemorate success

Make the most of milestone moments, p. 5

### Impressive greeting

Welcome new customers with swag bags, p. 17

### Loving the loyalty

Show appreciation for recurring donors, p. 21



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

# Match the moment



**Kevin,**  
with 4imprint®  
34 years

Celebrating major milestones. Welcoming new partners. Helping customers or clients through difficult situations. In these instances—and many others—a thoughtful gift that matches the moment can make all the difference.

In this issue of *amplify*, we'll share stories from 4imprint customers who found success using promos made for the moment. A few examples:

- Cedar Hammock Golf and Country Club, a residential golf community, hosted a 25<sup>th</sup> anniversary celebration at its country club. The evening's drink was served in a commemorative beverage tumbler. Attendees took these keepsakes home, ensuring the good times are remembered with every use. ([Cover Story](#), p. 5)
- Guenther Supply Inc., a wholesale industrial piping supplier, gives new customers swag bags packed with useful

promotional items related to their line of work. The gesture shows a commitment to the new partnership and reinforces the idea that customer needs come first. ([Lasting Impressions](#), p. 17)

- Narberth Ambulance, a nonprofit EMS organization, gives tangle puzzles to patients as well as children accompanying patients on ambulance rides. The puzzles help people find comfort during these stressful emergency situations. ([Remarkable Moment](#), p. 29)

There's something magical about matching the right gift with the right situation. We hope these customers inspire you to make even more memorable moments.

A handwritten signature in blue ink, reading "Kevin".

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](mailto: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](mailto: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.



# Sharp ideas

Branded pencils draw attention to any brand



"We love our pencils and can't wait to share them with the teachers in our client base! Such a cost-effective way to promote our brand. Customer service has been above and beyond what we could have asked for!"

Anna 



"Giveaways to promote our upcoming performance of Handel's 'Messiah' by the Sarasota Choral Society."

Deborah



We're filling the mini tote bags with the magnets, crayons, and previously ordered mood pencils along with mosquito information and activity books which we give away at outreach and promotional events. They've gone over really well with our residents, especially the kids (they LOVE the color changing mood pencils!)."

Tony 



"We will be using our products to build awareness of our organization. It is a great 'new employee' gift so they can be an ambassador for our cause."

Portia 



Find the write tool for your next promotion: [branded pencils](#).



COVER STORY

# Commemorate moments that matter

Company milestone gifts  
expand celebrations





Milestones are more than a reason to celebrate—they're an opportunity for organizational improvement. From company anniversaries to employee achievements, celebrating milestones [can boost morale](#), foster belonging and build momentum for a team. These moments of recognition and appreciation can also enhance an organization's culture and drive future success.

Read how [4imprint](#), along with two of its customers—[The Marine Mammal Center®](#) and [Cedar Hammock Golf and Country Club](#)—are marking milestones in 2025. While different organizations in different industries, all three understand the benefits of recognizing achievements. And all creatively incorporate company milestone gifts into their celebrations.

*The Marine Mammal Center made a splash during its 50<sup>th</sup> anniversary*



## Marine mammal nonprofit recognizes volunteer contributions

The Marine Mammal Center, based in the San Francisco Bay Area, works to advance ocean health through marine mammal rescue and rehabilitation, research and education. This year marks the 50<sup>th</sup> anniversary for the organization that keeps watch over 600 miles of California coastline and has rescued more than 26,000 marine mammals since 1975.

Because the organization has such a large geographical footprint—including a Hawaiian monk seal hospital and conservation

program in Hawai'i—its 50<sup>th</sup> anniversary celebrations were held across several locations throughout the year. One of many events, its annual volunteer celebration is held in September.

The Marine Mammal Center enlists more than 1,400 volunteers for a variety of roles, from education and facilities work to animal transport, rescue and care. The volunteer appreciation party applauds their important contributions. “Volunteers are the heart and soul of The Marine Mammal Center,” said Annabella Aguirre, volunteer recruitment associate. “We really could not do any of the work that we do without our volunteers.”



Research shows recognition of even small successes [activates the brain's reward system](#), releasing dopamine and reinforcing positive behavior. This fosters a sense of accomplishment and boosts self-esteem. Appreciation gifts for volunteers help bring those feelings to the surface. In recent years, volunteers were given gifts, including [tumblers](#), [pub glasses](#) and [backpacks](#), during the annual appreciation event. In 2025, they received a [twill cap](#)—complete with a special 50<sup>th</sup> anniversary imprint.

At the event, volunteers are recognized for years of service and receive milestone-specific gifts. For example, those marking five years receive a license plate cover. At 20 years, they earn a [lawn chair](#). When they reach 30 years, they are honored with a custom [embroidered apparel](#) item.

“The celebration is really just about the organization appreciating its volunteers and saying thank you because they give so much of their time and energy,” Aguirre said. “We’re just so grateful for them.”

*Show appreciation for your volunteers* →



Cotton Pigment Dyed Twill Cap



Meridian Backpack



Comfy Lawn Chair



*Cedar Hammock raised  
a glass to 25 years*

## Country club provided commemorative gifts at anniversary party

Cedar Hammock Golf and Country Club in Naples, Florida, is a bundled golf community—meaning membership to the community’s golf club is included with the purchase of a home or condo. Cedar Hammock is home to about 1,500 members who play more than 40,000 rounds of golf each year.

The community celebrated its 25<sup>th</sup> anniversary last fall, welcoming more than 500 guests to the newly renovated country club. The day consisted of socializing, live music, fireworks, and a variety of food and drink options at multiple locations throughout the venue.

Bryan Rosich, director of food and beverage, said it was an opportunity to bring community members together for some fun and reminiscing. “There are members who’ve been here since the very beginning,” he said.



“It’s been a quarter-century and it’s nice to see the members who are here, commemorate the members who’ve moved on. We had a great time.”



*“It’s been a quarter-century and it’s nice to see the members  
who are here, commemorate the members who’ve moved on,”  
Bryan Rosich said. “We had a great time.”*





Community members who bought advance tickets were given [silicone wristbands](#) for easy entry. Each attendee was given a commemorative [beverage tumbler](#) imprinted with a special logo for Cedar Hammock's 25<sup>th</sup>. The fun company anniversary gifts were filled with a tropical-themed drink made by the party's on-site mixologist.

The event helped build camaraderie among members and showcase a recent \$12 million renovation of the country club. The club also came under new management in 2024, and the celebration provided an opportunity for the new leaders to make a splash. "It was something to help raise the profile of Cedar Hammock," Rosich said. "We were trying to kick the season off and let members know we're here for them." So many changes provided so many reasons to celebrate!



Wine  
Tumbler



Printed  
Silicone  
Wristband



*Create keepsakes to  
celebrate special moments*



## *4imprint celebrates 40 years of certainty*



### Employees and customers get in on the fun

Much like The Marine Mammal Center and Cedar Hammock, 2025 is a banner year for 4imprint, which marks 40 years of meaningful relationships with customers, employees, vendors and partners. “Celebrating 40 years is a testament to our journey—one built on trust, innovation and a whole lot of fun along the way,” said Shauna Bowe, marketing specialist – branding and communications. “This milestone is a chance to not only celebrate where we’ve been, but also to showcase our commitment to a future that’s even brighter.”

Throughout the year, employees are engaging with anniversary content on 4imprint’s internal communications platform. Interactive and nostalgic posts, including trivia challenges, throwback photos and caption-writing contests, have sparked fun conversations and helped employees reflect on

the company’s journey. Company anniversary gifts take it next-level, as employees who engage with the content are entered into drawings for prizes.



*“This milestone is a chance to not only celebrate where we’ve been, but also to showcase our commitment to a future that’s even brighter,” Shauna Bowe said.*



Team members were given commemorative [tumblers](#) to show appreciation for the part they played in 40 years of success. These gestures can be difference-makers. Research shows [87% of employees](#) believe meaningful recognition impacts their job satisfaction.

Customers, too, are welcomed in on the celebration. 4imprint engages its audiences through social media posts and Blue Box® mailings (special opt-in program) throughout the year. Many customers received a commemorative [sticker](#), and some received an [adidas® polo](#).



adidas  
Performance  
Polo



CustomCut  
Full Color  
Sticker



Pint  
Glass



In this year's November [Blue Box](#), customers will receive one of four 40<sup>th</sup> anniversary tumblers: a [Custom Accent Stainless Travel Mug](#), [Lagom Tumbler with Stainless Straw](#), [Viking Vacuum Tumbler](#) or [Yowie Vacuum Tumbler](#). “This time of year, tumblers are perfect for hot or cold beverages—and even better for raising a toast,” Bowe said. “Cheers to 40 years!”

## Company milestone gifts commemorate special moments

The Marine Mammal Center, Cedar Hammock Golf and Country Club, and 4imprint are each on their own journey. All three organizations created ways to celebrate special occasions that reflect what makes that journey special. Whether recognizing community members, volunteers, customers or employees, company milestone gifts helped commemorate these remarkable achievements. [4](#)

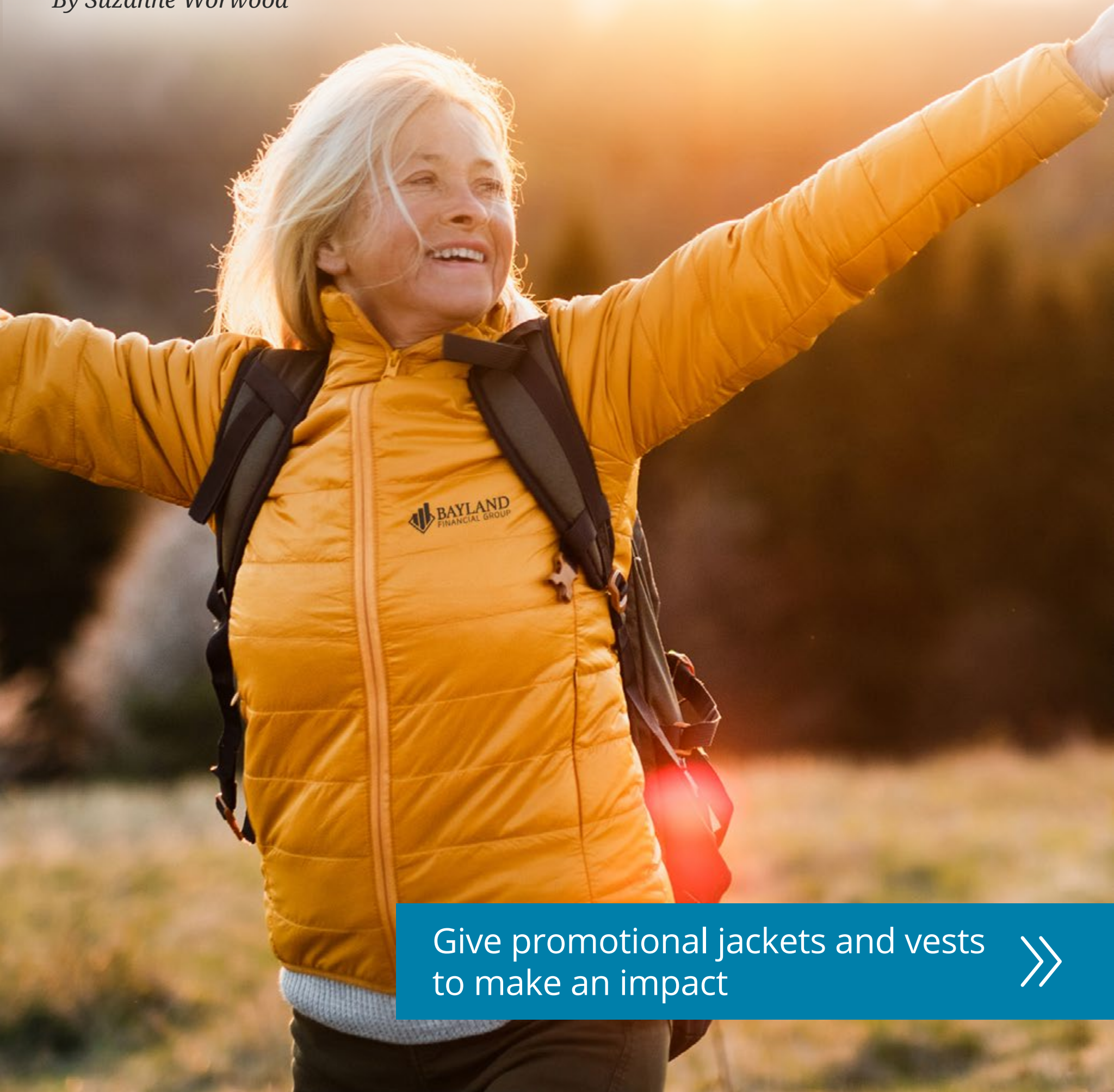
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PRODUCT HIGHLIGHT

# Business gift ideas to **warm their hearts**

*By Suzanne Worwood*



Give promotional jackets and vests  
to make an impact







The holiday season is an opportunity for your organization to strengthen relationships and express gratitude with gifts that set your brand apart. No matter the climate your customers, clients and team members live in, these company-branded gifts can make their spirits bright.

## Promotional jackets for all seasons

Share the love this holiday season by giving [Storm Creek® Challenger Jackets](#) to employees, customers or other stakeholders. Available in men's and ladies' fits, they'll get your logo year-round exposure.

Outfit your team in [Columbia® Fleece Jackets and Pullovers](#) for a classic name-brand look. They're available in youth sizes, meaning your next generation of brand ambassadors can experience the holiday joy. Or give [Eddie Bauer® Sherpa-Lined Fleece Shirt Jackets](#) to please a team of flannel fanatics. The men's style has a traditional collar, while the ladies' has a lined hood.



Storm Creek Challenger Jacket



Columbia Full-Zip Fleece Jacket



Eddie Bauer Sherpa-Lined Fleece Shirt Jacket



[Eddie Bauer Soft Shell Jackets](#) can keep a team of volunteers comfortable in many conditions, from a chilly autumn evening to a cool spring morning. They're breathable and wind- and water-resistant, and the ladies' option is slightly longer by design.

If your audience receives more rain than snow, [Element Rain Jackets](#) are a stylish and functional possibility. Seams are fully sealed, and they feature a durable water-repellent finish—meaning your brand visibility never gets rained out!

*Water-repellent fabric keeps your crew comfy*



Crossland  
Packable  
Puffer Vest

The North Face  
Everyday  
Insulated  
Puffer Vest



*Embroider your  
logo for year-  
round visibility*



Eddie Bauer  
Soft Shell Jacket



Element Rain  
Jacket

**Cozy and comfortable  
company-branded gifts**

As temps fall, keep your branding on the rise. [Crossland® Packable Puffer Vests and Jackets](#) are eye-catching winter warmers designed for wet conditions and built with recycled materials. And whether you gift your team vests or jackets, they come with a drawstring pouch to allow easy packing during trips home for the holidays.

Elevate your brand and give [The North Face® Everyday Insulated Puffer Vests and Jackets](#). These on-trend, color-blocked jackets and vests make wonderful branded gifts for clients, collaborators or community partners getting ready for shoveling season.



## In-style corporate swag ideas


Provide company-branded gifts that keep your audiences looking cool come fall, winter and spring. The [Storm Creek Overachiever Fleece Pullovers](#) are easy-going promotional tops likely to get year-round love. [New Era® French Terry Baseball Jackets](#) can score big points for a sporty organization. For a warmer option, [Storm Creek Artisan Shirt Jackets](#) are an insulated, wind- and water-resistant way to rep your brand in earthy tones.



 Storm Creek Altitude Jacket

French Terry Lightweight Bomber Jacket



 Storm Creek Aviator Bomber Jacket



Storm Creek Overachiever Sweater Fleece Pullover

New Era French Terry Baseball Jacket



Storm Creek Artisan Shirt Jacket

Take your branded gear to new heights by giving [Storm Creek Altitude Jackets](#) to board members or partners. These jackets look lightweight, but they have an interior storm flap, lining and insulation for added coverage and warmth.

Bomber jackets, meanwhile, are a classic style that never loses impact. [French Terry Lightweight Bomber Jackets](#) can be your copilot for an unforgettable holiday gesture. [Storm Creek Aviator Bomber Jackets](#) are another option to complete your memory-making mission.

## Business gift ideas for braving harsher elements

Does your team work in a winter wonderland? Perhaps branded employee gifts designed to hold up in tough temperatures are in order. [Carhartt® Washed Duck Active Jackets](#) boast a classic workwear look and a stellar reputation.



For a holiday gift as adaptable as your squad, give [Stormtech® Vortex HD 3-in-1 Parkas](#) or [Four Seasons 3-in-1 Jackets](#). Both feature an outer shell and inside liner, which can be worn separately or combined for maximum warmth.

## Wrap 'em up in your brand

From employees and volunteers to customers, clients and more, wrap those you care about in fashionable, functional, brand-boosting promotional jackets and vests this holiday season. It's the business gift idea that keeps giving. [4](#)



Carhartt Washed Duck Active Jacket



Stormtech Vortex HD 3-in-1 System Parka



Four Seasons 3-in-1 Jacket



*Meet the author:*



**Suzanne Worwood,**  
with 4imprint 30 years  
Chief product, supply chain  
and sustainability officer



LASTING IMPRESSIONS

# Branded swag bags spark sales increase

Family business continues  
tradition of customer care >>







Businesses of all sorts—large or small, new or well-established—can benefit from an infusion of marketing creativity. [Guenther Supply Inc.](#) is a family-owned business founded in 1956 in Fond du Lac, Wisconsin. Hannah Zwicky, accounts receivable/accounts payable, continues the spirit of innovation that began with her great-grandfather, who started the wholesale industrial piping supply business nearly 70 years ago.

“In 2024 I took over our marketing and I was looking for ways to better get our name out there,” Zwicky said. “I came up with the idea of giving new customers branded swag bags after they set up their account.” In addition to showing appreciation for new business, Guenther Supply’s outside sales team delivers the promotional swag bags on customer visits.

The bags include branded items chosen specifically for Guenther Supply customers, which consist of manufacturing and dairy accounts as well as mechanical, pipe fabrication, plumbing and HVAC contractors.

Among the items are a [memo book](#) that fits in a front shirt pocket and a [pencil](#) for jotting lists of needed supplies. [Golf towels](#) are perfect for those who never miss a tee time. During the colder months, [beanies](#)—some in neon yellow for visibility—are included. The branded giveaways are assembled in a [logoed bag](#).



Memo Book



Jumbo Pencil

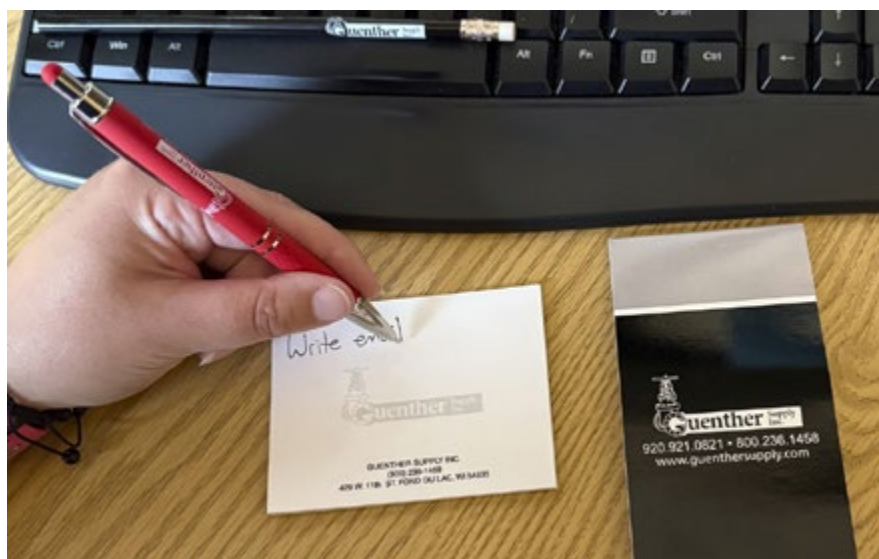


Big Cuff Knit Cap

Golf Towel with Grommet and Clip



*“Our customers have been really happy. They love the swag, and they keep coming back to place more orders.”*  
*Hannah Zwicky said.*



According to Zwicky, top-notch customer service has always been fundamental to the business. The swag bags are yet another example of that. Research backs this strategy, as [81% of consumers say they would](#)

[do repeat business](#) with a company that gifted them a useful promotional product.

The swag bags aren't just a hit with customers—they're helping the business get results. Zwicky stated that there had been an increase in sales since the promotion began in late 2024. “Our customers have been really happy,” she said. “They love the swag, and they keep coming back to place more orders.” [4](#)

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*Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) to share your organization's story!*

Swag bags come in all shapes and sizes. Fill them with promo items that will have everyone asking for more!



Two-Tone  
Accent Gusseted  
Tote Bag



Kapston Jaxon  
Travel Pack



Murphy  
Tote

Zappa Drawstring  
Sportpack



Natural Jute  
Tote Bag



# Tee up for success

Training swag keeps your brand on course

When it comes to selecting training swag, [Cordicate IT](#) hit a hole in one. The nationwide technology services and solutions provider's strategy for a recent client gathering earned #SwaggingRights! Here's how.

## ★ Provide meaningful takeaways

Event gifts and giveaways are a great way to make an impression, especially with this pro tip from the team at Cordicate IT: Connect swag items to your event's theme. Attendees at a recent Microsoft® artificial intelligence (AI) training event held at TopGolf® received [golf ball stress balls](#).

## ★ Pair fun with functional

A perfectly executed swag strategy can boost brand awareness and commemorate a special occasion while also serving a function. The promotional stress balls did

just that while helping clients maintain focus and retain information through the hourlong AI discussion.

## ★ Drive home a message

Along with stress balls and new AI knowledge, Cordicate IT clients walked away from the experience with something else. They were given Callaway® promotional [golf balls](#), ensuring the attendees will remember their training day at TopGolf the next time they hit the links. Talk about driving results! [4](#)





TREND

# Thoughtful thank-yous for loyal supporters



Give donor appreciation gifts  
to strengthen connection





While one-time donors can make a major impact with a single gift, recurring donors are incredibly valuable for nonprofits. Recurring support provides organizations with a [predictable revenue stream and helps foster long-term donor loyalty](#). In fact, the average recurring donor gives 42% more annually than those giving one-time gifts. [The University of Tennessee® Institute of Agriculture](#) (UTIA) and [Hunterdon Land Trust](#) are two organizations working hard to cultivate relationships with recurring donors to maximize their impact and ensure the sustainability of their missions. And donor appreciation gifts help strengthen those bonds.

## *UTIA team members buy into the mission*

### Fundraising incentives a 'massive success'

UTIA provides education, research and outreach related to agriculture, natural resources and community development. Through a statewide network of research centers and extension programs, UTIA works to support farmers, strengthen rural communities,



promote sustainable practices and, more broadly, improve the lives of Tennesseans and beyond.

Michele Wilson, senior advancement executive assistant, is part of the UTIA fundraising team tasked with building donor relationships and securing resources to support the institute. Each year, an orientation conference is held to welcome new employees and introduce them to the institute and all







it encompasses, from updates in the Herbert College of Agriculture and the College of Veterinary Medicine to the happenings in units dedicated to research and outreach.

As part of the fundraising team, Wilson hosted a booth during the 2025 conference. She and Tom Looney, assistant vice chancellor for development, talked to the new employees about opportunities to support UTIA through payroll deductions. Employees can sign up to make a regular contribution to programs and initiatives of their choosing.

“A lot of folks decide to give \$10 per paycheck,” Wilson said. “It’s a way for people who work here to contribute something extra, knowing they’re a part of something bigger. They care about the mission and the people involved.”

Employees who signed up for recurring donations were given [Koozie® 6-Pack Coolers](#).



Koozie 6-Pack Cooler

Wilson chose the coolers—in bright Tennessee orange and imprinted with the UTIA logo—after receiving a product sample in a Blue Box mailing. “I thought it was great,” she said. “It keeps your lunch cold, and I see people I work with using them. It’s not a piece of swag that gets put in the corner of an office. It’s very functional.”

The donor incentives aren’t just functional for lunch time. As an incentive, they helped drive results. Wilson said 212 out of 276 attendees signed up to make recurring donations. “The giveaways motivated people to stop and listen,” she said. “This year was a massive success.”

*“The giveaways motivated people to stop and listen,” Michele Wilson said. “This year was a massive success.”*



## *Hunterdon Land Trust sees donor relationships thrive*

### **Special event commemorated with thank-you gifts**

Hunterdon Land Trust is a nonprofit dedicated to the protection and preservation of the healthy ecosystems and natural resources of New Jersey's Hunterdon County. Since its founding in 1996, the organization has preserved more than 12,000 acres of forests, streams and family farms, and it now manages eight nature preserves. "Hunterdon County is one of the healthiest counties in New Jersey, thanks in no small part to access to clean water, preserved landscapes, and open space for recreation," said Heather Mulvey, director of development.



The organization is headquartered at the historic Dvoor Farm on land once owned by Wiliam Penn. Its offices are in a stone farmhouse built in 1798. The farm serves as a center for inspiration, education and connection and is now listed on the state and national register of historic places.

As a nonprofit, fundraising is critical to the organization's work. Gifts, grants and fundraising events power the conservation and preservation efforts. Like many organizations nationwide, a significant share





of funding comes from monthly and yearly contributors. In fact, recurring donations are growing—nonprofits saw their average [recurring donor base grow 127%](#) over a recent five-year span.

Hunterdon Land Trust held a spring fundraiser called Wine & Art at the Farm. Hosted at the Dvoor Farm, the event included a catered meal and an art sale. The 200-plus attendees received branded [stemless wine glasses](#) as donor appreciation gifts. Mulvey said the souvenir glasses helped maintain connections with supporters and increase visibility within the community.

“As an environmental group, we were pleased to offer a ‘green’ gift option that’s practical and not plastic,” Mulvey said. “Attractive and useful, the imprinted glasses will continue to promote our brand and our green efforts long after the event.”



Sardinia  
Stemless  
Wine Glass



*Perfect for toasting  
special moments*



## Donor appreciation gifts maintain momentum

UTIA and Hunterdon Land Trust are two examples of organizations using donor appreciation gifts to send a message and bolster relationships with loyal supporters. Whether given as fundraising incentives or used as donor thank-you gifts, promo products can play a meaningful role in driving results for mission-driven organizations.

[4](#)

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# An extra slice of nice

Restaurant promotional items show care for customers



When restaurants go the extra mile, customers take notice

Food allergies affect about 33 million Americans, including one in 10 adults and one in 13 children. Those working in the food and beverage, hospitality and many other industries know the importance of caring for these customers. The team at Bellucci Pizza® in New York City takes customer accommodations as serious as their tomato sauce and mozzarella. Leo Dakmak, owner, shared how thoughtful gestures—and the right restaurant promotional items—can make customer connections all the more meaningful.

*Interview featuring:*



**Leo Dakmak**  
Owner of Bellucci Pizza





## Q: There are many pizzerias in New York City. What sets Bellucci Pizza apart from its competition?

A: New York City is known for its pizza. But when it comes to competition, we don't really feel it. We just keep our heads down and try our absolute best to create a taste that we like. We're very picky eaters, and if we like it, we think the public will too. The slice speaks for itself.

## Q: What are the characteristics of a Bellucci pizza?

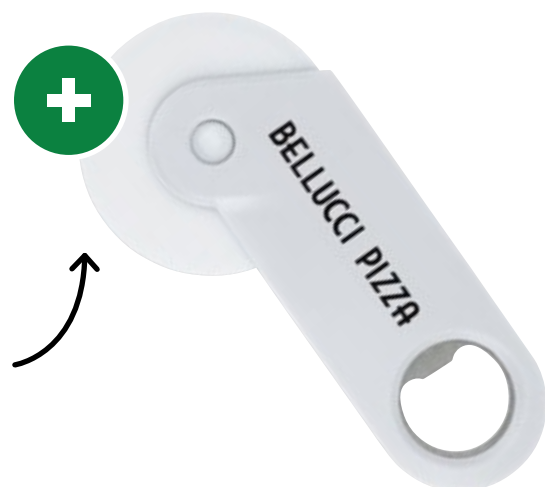
A: We try not to have a crust around the edge of our pizza, so we put cheese and sauce over everything. It's a thin and crispy slice. The main thing that sets us apart is our grandma pies, which are kind of like Sicilian pies. They have a very thin crust, are rectangular or square, and as a slice there's no flop. The crust is really airy—almost as airy as a croissant. Grandma pie is just a different style of pizza completely.

## Q: How do you take care of customers who order gluten-free pizzas?

A: Having dietary restrictions, including living gluten-free, can be a challenge for people. Customers, even those who don't eat gluten-free, often don't get to see inside restaurant kitchens and some worry about how their food is being prepared. A lot of places have a gluten-free pizza or serve gluten-free food, but they use the same tools to cook the food as the non-gluten-free stuff, which defeats the purpose because of cross-contamination.

When we make gluten-free pies, we don't cut them. We leave it to the customer and give them a new [pizza cutter](#) that has never touched gluten, so they know it's safe to eat.

Pizza Cutter with  
Bottle Opener



*The perfect pizza-night accessory.  
Slice, pop and enjoy!*





**Q: Why provide a branded pizza cutter?**

**A:** As a business, we are going above and beyond for the customer, and we hope it's an experience that will touch them. When they have the branded pizza cutter at home, they'll see it in their drawer, they'll remember our business and the experience they had, and they'll be more likely to come back or order from us again.

**Q: Why did you choose that specific product?**


**A:** My son comes from a background of architecture and loves products where form follows function. This pizza cutter has a bottle opener, so it's perfect for a pizza party. There's a perfect cutter for the pizza and an opener for your sodas or beers.

**Q: What feedback have you heard about the branded pizza cutters?**

**A:** I remember one great experience in particular. I had one of our regular gluten-free

customers say, "I love this pizza cutter so much, but I have three at home and I don't want to deplete your stock. I don't want you to run out of it and would love to make sure more people get one." Customers want to spread the love. It shows they're grateful for the extra effort.

**Q: What message are you hoping to send to customers?**

**A:** We want to be very clear about our philosophy as a business in general. We go the extra mile for our customers. We always want to treat them like we'd like to be treated. 

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***“We go the extra mile for our customers,” Leo Dakmak said.***

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# Puzzles to the rescue

By Cheryl Sina



## Promotional fidget toys provide comfort

[Narberth Ambulance](#) understands a little care can go a long way. The nonprofit emergency medical services organization responds to 911 calls across a suburban area outside Philadelphia, serving 150,000 people over 50 square miles. Its team responds to more than 16,000 calls a year.

Ambulance rides and emergency situations are stressful for most people but can be es-

pecially scary for children. That's why the Narberth Ambulance team keeps [tangle puzzles](#) close by. The promotional fidget toys are given to ambulance patients as well as passengers ages 3 and older to help put them at ease. The gesture is often an icebreaker and provides comfort and stimulation—allowing medics to keep their focus on patient care. [4](#)



Meet the author:

**Cheryl Sina**, with 4imprint 27 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 the one by one website: [onebyone.4imprint.com](https://onebyone.4imprint.com)

**onebyone**®



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Summer 2025



Spring 2025



Winter 2025

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Earn #SwaggingRights:

Share a pic of your  
4imprint promo  
item in action

