

SPRING 2026

amplify[®]

Promotional products. Remarkable results.



Give a warm welcome

Onboarding gifts make a strong first impression, p. 6

Raise the stakes

Yard signs rally community support, p. 16

Cultivating connections

Promotional merch elevates experiences, p. 25



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

Go further, together



Kevin,
with 4imprint®
35 years

From employees working together on a project to volunteers rallying around a cause, teams with shared goals accomplish incredible things. Promotional products can help put goals in plain sight, raise spirits, build camaraderie and make obstacles a little easier to overcome.

In this issue of *amplify*, we'll highlight 4imprint customers using promotional products to create a sense of togetherness. For instance:

- Renewal by Anderson® of Greater Wisconsin and Milwaukee, a full-service window and door replacement company, gave lunch coolers, travel mugs and other branded items to welcome new hires to the team. The items show new employees the company is invested in their success. ([Cover Story, p. 6](#))
- EAA® GirlVenture Camp, a program helping high school girls learn from aviation industry professionals, gave

participants branded T-shirts for a summer convention. The shirts helped students feel like part of a team and let others know they were part of a special program. ([Meaningful Connections, p. 25](#))

- Big Brothers Big Sisters® of McHenry County, a nonprofit that matches youth with positive adult mentors, used promotional yard signs to raise awareness of a need for volunteers. The signs helped the organization add to its team of dedicated supporters. ([Lasting Impressions, p. 16](#))

A close-knit team can do extraordinary things. We hope these stories inspire you to find ways promotional products can bring people together in pursuit of something special.

A handwritten signature in blue ink that reads "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 to share your story.

OVERHEARD

4

Bright ideas for
spring and summer

COVER STORY

6

Warm welcomes make
good impressions

PRODUCT HIGHLIGHT

11

Summer promo items
for keeping things chill

LASTING IMPRESSIONS

16

Raising the stakes

#SWAGGINGRIGHTS®

19

Medals recognize
campers' achievements

TREND

20

Event partnerships are
tickets to success

MEANINGFUL CONNECTIONS

25

Limitless potential

REMARKABLE MOMENT

29

Nonprofit takes noteworthy
approach to gratitude

amplify[®]

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.

Bright ideas for spring and summer

Promo sunglasses help brands shine



"We handed out swag bags to our employees at our annual event!"

Elena



"My team is using our swag for new resident move in gifts! The sunglasses are exactly what we were looking for ... we can't wait!"

Zachary



"Utilized these sunglasses in our outdoor event we held."

Franklin



"My company used these wood grain sunglasses for a company horseshoe tourney 7-8 years ago and I loved them... when I had the opportunity to make my own swag bag for an event in LA, these were top of my list :)"

James



Our team overheard these customers brag about their swag.



"June 12th is Women Veterans Day (Women Veteran Recognition Day). ... We created two sets of the Risky Business Sunglasses. One set for our women veterans that stated "I am not invisible, woman veteran" and another set for our allies "We see her, supporting women veterans." ... It was really awesome to see a 'sea' of these sunglasses! ... It was a fun and useful way to show our support for these warrior women!"

Brittney



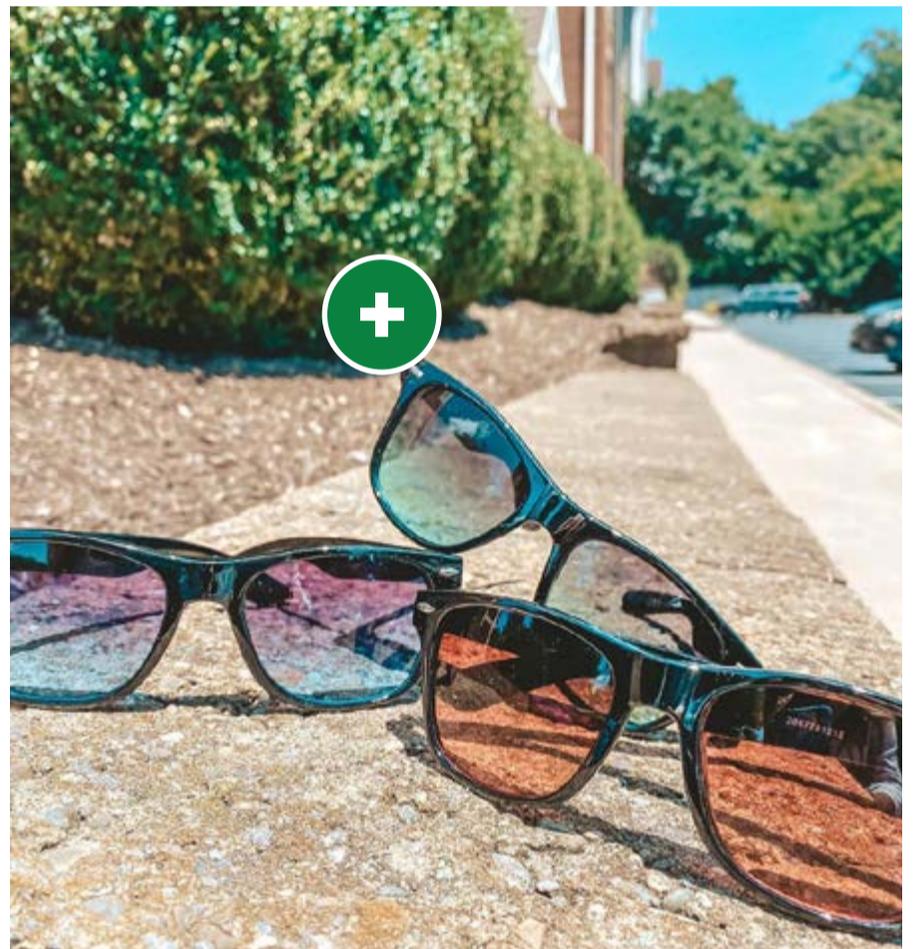
"We love our company branded Fresh Light Sunglasses!"

Marketing



"Our employees were happy to receive their customized sunglasses, especially being UV protected, as most work in the sun here in Hawaii. Some said next time to have our logo printed on both sides, not just the right side. Mahalo!"

CJ



"We purchased these for an off campus student apartment complex and the residents love them. There was a great selection of colors and they look great."

Diane



Check out how [promo sunglasses](#) help brands shine.



Warm welcomes make good impressions



Employee onboarding gifts help new hires feel at home



A strong first impression can make a world of difference. For organizations welcoming new hires, it can lay the foundation for years of joy and success. Often that first impression is formed during onboarding, and research shows employees who experience effective onboarding [feel up to 18 times more committed](#) to their workplaces. When done well, onboarding can [boost retention](#), drive engagement and increase productivity. 4imprint customers [The Niello Co.](#) and [Renewal by Andersen of Greater Wisconsin and Milwaukee](#) understand the power of starting strong. They also know that employee onboarding gifts offer a warm welcome, foster connections and reinforce company culture. Read how these organizations use onboarding gifts to build momentum for new team members.

*The Niello Co.
employees get a swag-
tastic welcome*

Onboarding gifts make immediate connections

When companies have workers across many locations, onboarding plays a critical role in maintaining company culture. That informs the strategies of The Niello Co., a family-owned automotive group selling and servicing nine luxury brands throughout Northern California. Its team includes nearly 800 employees across 10 dealerships and a collision center, so thorough onboarding is key.



“One of the guiding phrases we often reference comes from our company president, Rick Niello: ‘We’re not just in the car business—we’re in the people business.’ It’s a sentiment that truly reflects who we are,” said Tiffany Colato, marketing manager. “Our people—both our customers and our employees—are at the heart of everything we do.”

“Our people—both our customers and our employees—are at the heart of everything we do,” Tiffany Colato said.



When new hires show up for their first day, they're given a name tag and employee swag. While the items change over time, new-hire welcome gifts often include [sun-glasses](#), [mouse pads](#), [hoodies](#), [tumblers](#), [lunch coolers](#) and [beanies](#).

The items are chosen for their functionality. Many employees use their tumblers and lunch coolers every day, and the beanies are especially helpful for porters and parts drivers who work outdoors. "I don't want swag just for the sake of swag," Colato said. "I look for things that are practical. The tumblers, for example, are so useful. Mine literally sits on my desk all day."

Each round of onboarding typically includes up to 10 new hires and takes place over two days. Beyond filling out necessary paperwork, meeting with leadership and learning expectations, the experience is about making newcomers feel welcome and fostering important connections. The employee onboarding gifts help make that happen.

"The gifts increase brand awareness, for sure. But they also give our employees something with the logo of the company they now work for," Colato said. "It helps them feel like they're truly part of the team."



Hanes® Ultimate Cotton Hoodie



Portage Lunch Cooler



Lagom Tumbler with Stainless Straw



Risky Business Sunglasses



Cuffed Knit Beanie with Patch



Mouse Pad with Antimicrobial Additive

Renewal by Andersen embraces every 'piece of the puzzle'



New-employee swag demonstrates the company is all in

Much like The Niello Co., Renewal by Andersen is dedicated to fostering a welcoming environment with a people-first mentality. A full-service window and door replacement company, Renewal by Andersen is in dozens of markets across the United States and Canada. At Renewal by Andersen of Greater Wisconsin and Milwaukee, the employee experience includes new-hire welcome gifts.

Greta DeCaluwe, human resources and recruitment manager, said a lot of thought and care are put into the onboarding experience because it lays the groundwork for what's hopefully a long and fruitful working relationship. "Our culture is just a really cool

and special thing to be a part of," she said. "No matter who they are, what their job is or how long they've been here, we want to make everyone feel like they're an important piece of the puzzle."

Welcome gifts for new employees kick off the onboarding process. When team members arrive in the classroom for their first session, they're greeted with a [lunch cooler](#) filled with branded items, including a [travel mug](#), [notebook](#), [clip](#) and [hammer-shaped stress reliever](#). With employees being [critical drivers of company culture](#), a generous onboarding gift is a great way to set the tone.



Porter Lunch Cooler



Helix Travel Mug



Power Clip



Inspired Notebook with Pen



Stress Reliever



“From the very beginning, we want them to feel welcome and know that they have a place on our team,” DeCaluwe said. “We want them to have branded items because it shows that we’re invested in them. We’re invested in their success from day one.”

Practicality played a big part in selecting these products. DeCaluwe said about three-quarters of her teammates work in the field as design consultants, canvassers, window installers or service technicians. For them, the lunch cooler and travel mug are especially helpful. Wherever they go, Renewal by Andersen is with them—on their side and on their gear.

Onboarding gifts for new hires send a message

The Niello Co. and Renewal by Andersen show that employee onboarding gifts do more than welcome new hires—they help create a meaningful first impres-

sion. Whether a practical item they’ll use daily or simply a thoughtful gesture, the right gifts can mark the beginning of something special. [4](#)



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PRODUCT HIGHLIGHT

Summer promo items for keeping things chill

By Suzanne Worwood



Match the vibe to make an impression >>

The best brand connections don't just meet people where they are—they match their mood. In summer, the vibe is casual, easygoing and focused on soaking it all in. Brands that lean into relaxation can turn simple moments into meaningful touchpoints, and the right summer promo items make it effortless. From chill afternoons by the water to spontaneous backyard get-togethers, products designed for summer ease earn your brand an invite to every hangout.

Outdoor promo items for kicking back

Give [Crossland® Camp Chairs](#) to your team to put relaxation at the top of their summer agenda. Designed for easy transport, they deliver comfort anywhere it's time to unwind.



Crossland Camp Chair



GCI Outdoor Freestyle Rocker Chair



Sit back in style

For milestone moments, the smooth rocking comfort of [GCI Outdoor® Freestyle Rocker Chairs](#) feels like a true reward. Want a hot tip for beach season? Offer [Portable Beach Backpack Chairs](#) as a customer loyalty reward. They'll thank you as they're soaking up the summer rays.



Portable Beach Backpack Chair



Promo items for summer parties

[Koozie® Party Coolers](#) are an easy win for event giveaways, summer campaigns and client thank-you gifts. For an audience of adventurers, [Crossland 20-Can Outdoor Coolers](#) are practical summer promo items ready to tag along anywhere.

For larger gestures, [Coleman® 30-Quart Chest Coolers](#) make a statement. Give as a sales incentive, leadership gift or grand prize giveaway that'll be used season after season.



 Koozie Party Cooler

Crossland 20-Can Outdoor Cooler



Coleman 30-Quart Chest Cooler



Life is Good Koozie Party Cooler



For the ultimate chill energy, co-brand [Life is Good® Koozie Party Coolers](#), which offer stock design options—like a beach umbrella or a hammock—so you can pick a style that matches your vibe.

Go-to summer promo products

Every summer needs a soundtrack. Give [Cove Outdoor Bluetooth® Speakers](#) to team members to celebrate their hard work ahead of a holiday weekend. Or provide [Midsize Velour Beach Towels](#)—available in a variety of colors—to help them unwind at the pool or on the beach.

Cove Outdoor Bluetooth Speaker



Life is Good Koozie Can Cooler



Midsize Velour Beach Towel

Carabiner Sunscreen



Silipint Original Pint Glass

With a variety of themes to choose from, [Life is Good Koozie Can Coolers](#) are small giveaways that can make a big splash. Add them to summer mailers or event welcome packs. If you're welcoming guests for fun in the sun, provide [Carabiner Sunscreens](#). They easily clip onto a belt, bag or cooler.

Elevate an outdoor gathering by offering [Silipint® Original Pint Glasses](#). Imprint your event name or organization logo on one of several color options, and guests will have a practical, reusable take-home gift.

Keep it chill with these classic promo items

Promotional headwear to help keep them cool

Great headwear is a must during sunny season—and bucket hats are a trendy promo item for audiences of all ages. [Outdoor Bucket Hats](#) boast UPF 30+ sun protection plus insect-repellent technology. Provide them as gifts for volunteers or employees who work outdoors.

For an infusion of good vibes, consider [Life is Good Bucket Hats](#) for your next summer promotional giveaway. They're designed to help keep heads cool and spirits high.

Outdoor Bucket Hat



RiversEdge Incorporated



Life is Good Bucket Hat



Trendy bucket hats help protect your team from the rays

Outdoor promo items make summer living easy

Match your brand to summer's relaxed rhythm, and impressions come with ease. These summer promo items help ensure your brand stays present and memorable wherever the season takes them. [4](#)



More summer vibes from Life is Good

From mugs and water bottles to caps, bags and beyond, see the full range of [Life is Good co-brandable products](#) at [4imprint.com](#).

Meet the author:



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



Raising the stakes



Promotional yard signs power
volunteer recruitment





Photo credit: Big Brothers Big Sisters of America

A little extra visibility can go a long way. That's a lesson learned by the team at [Big Brothers Big Sisters of McHenry County](#). A chapter of the nationwide organization, it helps local youth realize their potential through positive, one-to-one mentoring relationships with adult volunteers. But those volunteers aren't always easy to come by. So when Christina Wolf, development and recruitment coordinator, needed to raise awareness of the nonprofit's need for mentors, she used [promotional yard signs](#) to spread the word.

"We're always in need of mentors for these kids," Wolf said. "It is a challenge to recruit volunteers for the program, and we always have a list of youth waiting to be matched."

The organization serves all of McHenry County, which includes several cities and villages in the Chicago metro area. A footprint across multiple communities makes it tough for messaging to break through. But

Wolf had a bright idea: With many employees, board members and volunteers living throughout the county, she provided them yard signs to expand reach and raise awareness of the need for mentors. Dozens of signs went up in neighborhoods countywide.



Low Quantity Full Color Corrugated Yard Sign with Wire Frame

Small sign, big impact



Photo credit: Big Brothers Big Sisters of America

The small billboards made a big difference

During the first six months the promotional lawn signs were displayed throughout the county, the organization saw a 55% increase in volunteer inquiries compared to the year prior. Each sign, designed by marketing manager Haley Draper, was imprinted with “Mentors needed” and a QR code directing users to a volunteer inquiry form, making it easy for interested community members to enter the pipeline to become a mentor.

“Our county is so big, and the signs really expanded our reach,” Wolf said. “They im-

“Our county is so big, and the signs really expanded our reach,” Christina Wolf said.

proved our visibility. They’re just like a billboard—everybody that drives by sees them.” A yard sign displayed in front of a home conveys a personal connection to the cause. It’s placed with intention, signaling to neighbors and passersby that there’s real meaning behind it. That can make it more powerful than even a much larger billboard. From promoting upcoming events and new businesses to boosting awareness campaigns, promotional yard signs are a tried-and-true strategy for drawing attention—and driving results. [4](#)



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

Note: 4imprint partnered with Big Brothers Big Sisters of McHenry County and sponsored the promotional yard signs mentioned in this story.



Medals recognize campers' achievements

Summer camp awards make special keepsakes

Memories made at summer camp can be priceless. When campers are given awards to commemorate those moments, it's truly something to cheer for. Read how summer camp awards earned [Northeast Ohio Fellowship of Christian Athletes \(FCA\)](#) serious #SwaggingRights.



★ Recognize achievements

Each year, Northeast Ohio FCA hosts an All Abilities Camp for people ages 5 and older with disabilities. It's a memory-making experience—elevated by branded medals that celebrate every participant.

★ Commemorate special moments

Campers are paired with “buddies” for the weekend packed with baseball, soccer, football and other fitness activities. The experience culminates in a celebration banquet, where each buddy presents their camper with a [medal](#), [pennant](#) and heartfelt handwritten note. Campers proudly wear their medals home.

★ Provide a meaningful reminder

“These products are impactful because they serve as a reminder that the camper can take with them, hang on their wall or doorknob, and remember the time they had at camp and all they learned,” said Geren Cunningham, administrative assistant. Summer camp awards that become cherished keepsakes—now that’s a strategy worth celebrating! [4](#)



TREND

Event partnerships are tickets to success



Sponsorship items put
brands in the spotlight



As competition for attention increases, live experiences offer a unique opportunity for brands to connect, build relationships and drive real results. In particular, event sponsorships provide a powerful way for organizations to reach for their goals—and they can benefit event organizers and sponsors alike. While [sponsorships are expected](#) to become the fastest-growing revenue source for the events industry in the coming years, [nearly nine in 10 event marketers](#) now see sponsorships as the leading revenue driver. [Pepin Academies®](#) and [ClearSign Technologies™](#) are two organizations using event collaboration and support to raise their profile. Offering attendees branded sponsorship items only helps those experiences resonate more deeply.

Pepin Academies understood the assignment

Branded event swag earns high marks

Each year, the alternative weekly publication Creative Loafing® Tampa hosts a Best of the Bay awards event. Readers and critics vote on hundreds of categories related to the Tampa Bay area, celebrating everything from the best auto mechanic and comic book shop to the best public school teacher. It was the latter category that brought Pepin Academies—a network of public charter schools for students with learning disabilities—into the fold. An elementary teacher from the school's Tampa campus won top honors.



Because a staff member would be receiving an award, organizers of the Best of the Bay awards event connected with Pepin Academies about sponsorship opportunities. Christina Diaz, executive assistant, said they jumped at the opportunity to support their colleague while also increasing brand awareness. “We wanted to be involved not only to make sure we’re reaching as many students as possible, but because we’re always looking for opportunities to partner with other businesses in the community,” Diaz said.

“... we’re always looking for opportunities to partner with other businesses in the community,” Christina Diaz said.

Pepin Academies provided [carabiner keychains](#) that were included in event swag bags given to hundreds of attendees at the event. The keychains, chosen for their practicality, were imprinted with the Pepin Academies logo and attached to a promotional card with information about an upcoming fundraiser.



The Best of the Bay experience was a success—Pepin Academies celebrated its award-winning educator, put sponsored giveaways in the hands of community members, and raised awareness for the brand and its upcoming fundraiser. One opportunity, countless benefits!

ClearSign tees up sponsorship success

Golf promo items drive brand awareness

ClearSign Technologies is another organization seeing the benefits of event sponsorships. The Oklahoma-based combustion engineering company helped sponsor a golf outing hosted by GPA Midstream, a nonprofit trade association for the oil and gas in-



dustry. Best known for designing one of the industry's lowest nitrogen-oxide emissions burners, the ClearSign team sponsored a tent on the ninth hole, creating an opportunity to connect with nearly 200 event participants face-to-face as they made the turn.



“We are a small company, so while we do have some significant customers in different regions of the U.S., we’re not super well-known,” said Ashley Fuller, marketing and promotions specialist. “We got involved to increase brand awareness. It was really about getting our name out there with people in the oil and gas industries.”

ClearSign is one of many companies looking to sporting events to broaden their reach. In fact, experts predict sports sponsorship spending will steadily rise over the next five years, growing from about \$115 billion in 2025 to roughly \$160 billion by 2030—a nearly 40% increase.

Beyond large signage and ready-to-chat team members, visitors to the ClearSign tent were offered drinks, snacks and branded event swag, including [golf ball-themed can coolers](#) and [microfiber golf towels](#). Each served a practical purpose and fit the event perfectly.

Tee up your brand using fun golf promos



 Microfiber Golf Towel

 Sports Action Pocket Can Holder

“We got involved to increase brand awareness. It was really about getting our name out there with people,” Ashley Fuller said.

The real ace giveaways, however, were [rechargeable hand fans](#). With the event held in late summer, temperatures reached the 80s and golfers were seeking ways to cool down. The hand fans accomplished just that—reminding potential customers and collaborators that when they face a challenge, ClearSign may have the solution.



 Mini Breeze Rechargeable Hand Fan

“People were really happy about the fans,” Fuller said. “There was a reception afterward, and my colleagues said people there were using them. That was awesome.”

Promo items for events make small moments resonate

Like many organizations, ClearSign and Pepin Academies took thoughtful approaches to sponsorship opportunities to ensure the best return on their investment. And their well-chosen sponsorship items helped make impressions that lasted long after the events ended. [4](#)

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Take your sponsorship to the next level with these promos



 Hang In There Lanyard

 Lug Stainless Bottle

 Two-Tone Accent Gusseted Tote Bag



 Pathfinder 1/4-Zip Fleece Jacket



Limitless potential

Promotional items make niche audiences feel seen



When an organization has a broad audience, paying extra attention to key audience segments can go a long way.

Curating unique experiences or offering special opportunities can deepen engagement within those groups. Even a small gesture, like providing branded swag, can strengthen connections. And with a single promotional T-shirt [averaging more than 5,000 impressions](#) over its lifetime, that swag can also propel brand awareness to new heights.

Experimental Aircraft Association (EAA) is a global community of aviation enthusiasts best known for AirVenture®, the world's largest aviation convention. AirVenture draws hundreds of thousands of visitors to Wisconsin every summer, and its team works hard to connect with a variety of audience segments. Courtney Waranius, youth educator, runs a program called [EAA GirlVenture Camp](#) for high school girls and shared how T-shirts and other summer camp swag helped students feel the love during the big event and spread program awareness long after.

Interview featuring:



Courtney Waranius
Youth educator at EAA



Q: What is GirlVenture?

A: GirlVenture is an educational program exploring the different career possibilities within aviation. Most people think working in aviation means being a pilot or an engineer—but anything you want to do as a career, you can do in aviation. We have lawyers specifically for aviation. We have doctors specifically for aviation.

GirlVenture is specifically for high school girls. The camp takes place during AirVenture and connects girls with women volunteer mentors who are already working in careers in aviation—whether they're pilots, air traffic controllers or something else. They're in the industry, and they know how to navigate a world where women make up just 10% of pilots and about 3% of aviation mechanics. Women are very under-represented in aviation, so these volunteers partner with high school girls to help them be more successful and encourage them to stick with it.

Q: What is their experience like?

A: GirlVenture takes place over four days during AirVenture, so amidst all that activity, we host about 80 girls and 20 to 30 mentors. There are many hands-on activities and workshops, so they learn about things like soldering and drones. They get exclusive access to different areas, including the air traffic control tower and the sea-plane base. We try to connect them with as many people and as many opportunities in aviation as possible.





Q: How did promotional T-shirts amplify that experience?

A: It's about awareness and recognition of girls interested in aviation. When somebody in a GirlVenture [T-shirt](#) walks up to a booth, the vendor knows the girl is connected with EAA, is part of the GirlVenture program and is interested in a career in aviation. A vendor might see that special shirt and offer them more opportunities or make more of a connection than they would another attendee.

Because there are thousands of people walking around the grounds during AirVenture, the summer camp shirts also made it easier for us to find them in the crowds.

Q: What other summer camp swag did you provide?

A: The event is in July and it's hot. We gave the girls branded [caps](#) to protect them from the sun and [water bottles](#) to help them stay hydrated. They also received [backpacks](#) so they could put all their belongings in them, along with any other promotional swag they might pick up during the event.

Renew Sling Bag



Sport Bottle with Push Pull Lid



Richardson® Trucker Snapback Cap



A little something to help them soar



Q: Have the promotional items made a difference?

A: I've been involved with GirlVenture for five years, and I meet more and more people who know about the program and recognize us. When we have our branded gear on, it helps raise awareness about girls interested in aviation. [4](#)

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

“When we have our branded gear on, it helps raise awareness about girls interested in aviation,” Courtney Waranius said.

EAA GirlVenture provided an opportunity for this large organization to make a meaningful connection with a niche segment of its audience. Stellar swag helped take the program's brand awareness to new heights.

WATCH VIDEO 



Nonprofit takes noteworthy approach to gratitude

By Cheryl Sina

Donor appreciation gifts celebrate generosity

With more than 118 years of empowering and uplifting underserved communities, the nonprofit [BakerRipley®](#) has a lot to be thankful for. When the social services organization hosted its annual Heart of Gold Luncheon fundraiser, its team served more than short ribs and broccolini—donor appreciation gifts were part of the festivities as well. Major donors and their guests were welcomed with Heart of Gold branded [notebooks](#) at their place settings.



Chosen for their practicality, these gifts served as a thoughtful token of appreciation for their generous support of BakerRipley's mission. Each contribution made a lasting impact, and the BakerRipley team hoped the notebooks would serve as a tangible reminder of the meaningful difference their support makes in the community. [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 onebyone.4imprint.com

onebyone®



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Summer 2025

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Share a pic of your 4imprint promo item in action

