

SUMMER 2025

amplify[®]

Promotional products.

Remarkable results.

Making memories

Merch boosts brands and bottom lines, p. 6

Valuable lessons

Promos support real-world skill building, p. 19

Recognize and inspire

Staff appreciation sparks success, p. 24



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

Make memories last



Kevin,
with 4imprint®
34 years

Are you someone who keeps a mug from every trade show or conference? Or brings a magnet or keychain home from every vacation? Mementos are a simple but powerful way to preserve and evoke special memories.

In this issue of *amplify*, we'll share stories from 4imprint customers who found creative ways to commemorate special moments through souvenirs, rewards and giveaways. A few examples:

- Taliesin® Preservation supports the historic property designed by Frank Lloyd Wright. The popular tourist destination offers souvenirs at a wide range of price points, ensuring visitors savor their experience long after they've left the grounds. ([Cover Story](#), p. 6)
- Upper Perkiomen High School's digital design class asked students to create promotional banners for student clubs. The designers' creative accomplishments

will be showcased and used to attract attention at a variety of events for many years to come. ([Trend](#), p. 19)

- Sunstates Security, a nationwide security solutions provider, rewards team members for going above and beyond. The branded gifts serve as tangible reminders of Sunstates Security's appreciation. ([Meaningful Connections](#), p. 24)

Promotional products are time travelers that allow us to go back and experience meaningful moments again. We hope these stories inspire you to help employees, customers or others make the most of their memories.

A handwritten signature in blue ink, which appears to read '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.

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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.

Hot trends, cold drinks stir up success

Drinkware gifts get your brand in the mix



"We sold these at a local Yoga Festival and provided water stations to discourage the use of single use plastics."

Lanta 



Our team overheard these customers brag about their swag.



"This was a gift from our Wellness Committee reminding us to stay hydrated!"

Maile 



"Thanks to 4imprint for helping us out with these awesome products!!"

Pure Energy Water & Air 



"A client needed printed water bottles for a staff appreciation event. 4imprint helped me get 250 water bottles in a matching brand color, beautifully printed and right on time!"

Chris 



Check out event [water bottles](#) to keep your brand in hand.



"The first time we used this product, it was part of an employee appreciation initiative. We liked it so much, we decided to use again for an event with a client."

Matthew 



"Our open house guests loved these!"

Lisa 

COVER STORY

Making memories



Promotional merch can provide
key revenue for organizations



For many organizations, generating revenue is a priority—and often a challenge. Those offering an experience, whether it be an event, attraction or activity, can see a boost from selling promotional merchandise as souvenirs. The [U.S. souvenir, novelty and gift industry](#) totals more than \$20 billion annually, showing a demand for keepsakes. Two nonprofits, [The Black Sheep Gathering](#) and [Taliesin Preservation](#), are getting creative with promotional merch to help visitors commemorate their experiences. Find out how each uses souvenirs to support its efforts.

Taliesin Preservation's gift shop is a hot spot



Tourist attraction stocks variety of crowd-pleasers

Taliesin Preservation's mission is to preserve the cultural, structural and natural environments of the 800-acre Wisconsin property known as Taliesin, once home to legendary architect Frank Lloyd Wright. While the estate is owned by the Frank Lloyd Wright Foundation, the nonprofit runs all educational and cultural programming, events and tours.

Preservation of Frank Lloyd Wright's 800-acre estate includes Taliesin - Wright's home of nearly 50 years, and several other buildings. Taliesin Preservation is the nonprofit organization that runs the tour program, events, Riverview Terrace Cafe, and The Wright Gift Shop, welcoming more than 30,000 visitors from

around the world each year. Those visitors often want a keepsake to remember their experience, making the Taliesin gift shop a popular stop.

The word "souvenir" originated in the French language and [means "memory" or "remembrance."](#) And that's why a gift shop can be so powerful. Suzanne Powers, gift shop manager, said the assortment of branded merchandise and other souvenirs is hugely popular when visitors finish their tour. "When our guests first get to the gift shop, before the tour, they usually just walk around and look at things," she said. "When they come back after being inspired at the house and hearing the tour guides, they come rushing back in like they've never seen the gift shop before and they're so excited."



Powers has found success with a variety of products. She said functional items, like [h2go® water bottles](#), [embroidered caps](#), [ponchos](#) and [quilted vests](#), are especially attractive. And traditional souvenirs, like [mugs](#) and [magnets](#), never go out of style. Items are sold at a wide range of price points—from \$1 to \$3,000—to accommodate all shoppers.

No matter what promotional merch people buy, their purchases are helping sustain the nonprofit and move its mission forward. Their souvenirs are also helping raise brand awareness, allowing more people

to hear about Taliesin Preservation and all its history and beauty. “People just love to bring a piece of the property back with them,” Powers said. “They want something that says they’ve been here.”



Hudson Quilted Vest - Ladies'

Brushed-Cotton 6-Panel Cap



Build brand awareness with souvenirs

“People just love to bring a piece of the property back with them,” Suzanne Powers said.

The Black Sheep Gathering upped its merch game



Festival store a welcome revenue stream

The Black Sheep Gathering is an Oregon nonprofit agricultural organization that celebrated its 50th anniversary in 2024. The group hosts an annual three-day festival—The Black Sheep Gathering—for breeders and fiber enthusiasts to share knowledge, discuss breeding and raising colored sheep and angora goats, and enjoy the company of friends in the natural-colored sheep and wool community.

Mike Todd, store committee chair, said that though it's a niche event, an estimated 10,000 people from around the world attend the three-day festival. Admission has always been free, but it costs thousands of dollars to put on the event, so fundraising is critical.

About six years ago, Todd was tasked with breathing new life into the festival store. He seized the opportunity, stocking a variety of custom-branded merchandise to give at-

tendees all kinds of options to commemorate their experiences. It's a strategy proven to be successful for many nonprofits, as selling merchandise can [diversify fundraising portfolios](#), making organizations less reliant on large grants or gifts.

"I'm always looking for things that knitters, spinners, farmers and ranchers would be interested in," Todd said. "So we've sold things like [tote bags](#), [aprons](#), [cotton pouches](#) and [tape measures](#)."



Chroma Zip Cotton Pouch

"I'm always looking for things that knitters, spinners, farmers and ranchers would be interested in," Mike Todd said.



Among his successes is the creation of a grab bag, which included 12 small products and sold for \$25. While each took time to prepare, they were popular and profitable. He also came up with a fun slogan to imprint on products next to the organization's black sheep logo: "Every family has one." The tagline quickly caught on, and the design has been used on [caps](#), [T-shirts](#), [drinkware](#) and more.

All this has led to an abundance of souvenir options for attendees and an important new revenue source for The Black Sheep Gathering. That means more stability—and many happy colored-sheep breeders and fiber enthusiasts, mostly from western North America.



A4 Sprint Performance T-Shirt



Custom Accent Stainless Travel Mug



Pick promotional merch to match your brand

Promotional merch can boost brands and bottom lines

Taliesin Preservation and The Black Sheep Gathering provide one-of-a-kind experiences. By offering a vast array of custom branded merchandise, visitors can find the right keepsakes while supporting the organization that made their experience possible. Their stories are a great reminder for nonprofits and for-profits alike—that selling branded merch can be the cherry on top of a memorable experience. Learn more at blacksheepgathering.org and taliesinpreservation.org. [4](#)

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Double duty: Promotional backpacks **loaded with versatility**

By Suzanne Worwood

Favor function for your next round
of branded employee gifts





A promotional bag averages [1,940 impressions over its lifetime](#). That's a lot of looks stuffed into one highly functional product. A promotional backpack, in particular, can go the distance for your brand. As the versatility and variety of backpacks grow, employees are reaching for styles that transform into other bag types, come cooler-equipped and more. These branded employee gifts pack benefits for the long haul.

Custom cooler backpacks put the fun in functional

The [Koozie® Recreation Laptop Cooler Backpack](#), for example, has room to store devices and other essentials—plus a cooler compartment helps keep items cold or hot. It's perfect for a summer or fall tailgate, cookout or picnic!

The [Crew Combination Backpack](#) provides similar versatility and features enough cooler space to pack several 12-ounce cans. It's business up top, party down below.

Make your team's holiday weekend when you supply them with the [Grafton Roll Top Backpack with Cooler Compartment](#). It's a winner for everything from hiking adventures to training events.

Koozie
Recreation Laptop
Cooler Backpack



Crew Combination
Backpack



Grafton Roll Top Backpack
with Cooler Compartment

Promotional backpacks designed to go, go, go

Do your team members travel? Surprise them with an [Oakley® Kitchen Sink Backpack](#) before their next trip. It includes all the storage space and features they could imagine. Along with a padded laptop sleeve and several pockets, there's a drainage port, two metal carabiners, three tie-down straps and a sternum strap.

From outdoor trails to airports, the [Repreve® Our Ocean® Laptop Rucksack Backpack](#) carries what they need. It's loaded with features, and its outer material is made from recycled polyester.

Detachable fanny pack maximizes carrying capacity



Trailhead 30L Backpack with Removable Fanny Pack

Kapston Willow Tote-Pack



Heavy-duty hardware secures your gear

Oakley Kitchen Sink Backpack



Repreve Our Ocean Laptop Rucksack Backpack

Transform your idea of what a promotional bag can be

The [Trailhead 30L Backpack with Removable Fanny Pack](#) is a two-bags-in-one revelation that will delight the explorers and travelers on your team. Celebrate employees' work anniversaries with this branded employee gift to honor the knowledge they've packed away in a year.

Employees who transport supplies, documents and other materials to and from work are a match for the [Kapston Willow Tote-Pack](#). A tote bag that can be worn like a backpack, it includes a padded laptop sleeve and several compartments, making it perfect for the daily commute.



The [Kapston Pierce Convertible Business Bag](#) can be worn as a backpack or over the shoulder. Its multifunction design makes it ideal for travel and bypassing the baggage claim.

Reward star team members with a promotional backpack as adaptable as they are. With a detachable shoulder strap and stowable backpack straps, the [OGIO® Tirade Convertible Backpack](#) easily morphs into a briefcase. For business or leisure, it serves as a trusted companion.

Wear as a backpack, or tuck the straps in and carry as a briefcase →

Kapston Pierce Convertible Business Bag



OGIO Tirade Convertible Backpack

Carry your brand forward

Promotional backpacks are practical and versatile gifts employees will enjoy and appreciate. Whether it's a mountain or the next work week they're taking on, your team members will be well-equipped with backpacks that store hot or cold items, convert into other styles, offer loads of features—and get your brand noticed. 4

Meet the author:



Suzanne Worwood,
with 4imprint 29 years
Chief product, supply chain
and sustainability officer



LASTING IMPRESSIONS

Small promotional gifts drive repeat business

YAMAHA GOLF CARD

Thank-you swag keeps
online store top of mind





Repeat customers are critical to many businesses—and e-commerce stores are no exception. On average, [about 35% of an online store's revenue](#) comes from the top 5% of its customers. That's why [Traeder's TNT Golf Car & Motorsports](#)—a small business that sells Yamaha® golf cars, ATVs, other vehicles, parts and accessories—works hard to bring customers back round after round.

Matthew Vigor, marketing manager for the company, based in Quincy, Illinois, runs the online store that sells parts and accessories for its vehicles. When the company overhauled its website in 2022, Vigor began adding small promotional gifts to every order. Branded items like [pens](#), [stickers](#), [keychains](#) and [golf tees](#) are given to show appreciation and remind customers where they shopped. Many items are chosen specifically for golfers and golf cart owners.

“Each item has our website address on it, and hopefully when they need to buy more parts, they think, ‘Where’d I get them from last time?’ And then they look at a sticker or their keychain,” Vigor said.

Close attention is paid to individual customers. For example, if somebody makes multiple purchases in a year, Vigor makes sure they receive a different promotional item each time. Some repeat customers, or those making notably large purchases, earn slightly more substantial gifts, like golf towels or tape measures. It's clear word gets around: Vigor recently had an order from a first-time buyer, and in the customer notes field, they wrote, “Send stickers.”



Value Stick Pen

“Each item has our website address on it, and hopefully when they need to buy more parts, they think, ‘Where’d I get them from last time?’,” Matthew Vigor said.

The work has made a difference, as the online store continues to make revenue gains. From 2023 to 2024, sales increased 118%. Some months saw year-over-year increases of more than 150%. And that's even more impressive when considering online sales before the 2022 website relaunch. "We're doing 15 to 20 times the business every month now compared to the old site," Vigor said.



Along with renewed focus on search engine optimization for the new site, some credit for the success goes to the thank-you swag for keeping the brand in front of customers. "Anytime we have a repeat customer, I'm sure the promotional items must be why," Vigor said. [4](#)

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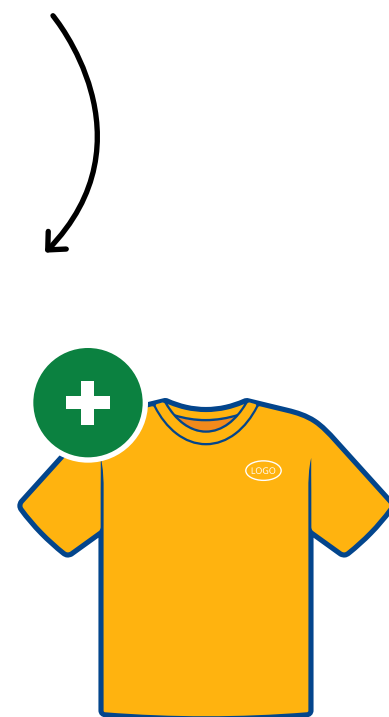
"Anytime we have a repeat customer, I'm sure the promotional items must be why," Matthew Vigor said.

Keep eyes on the prize

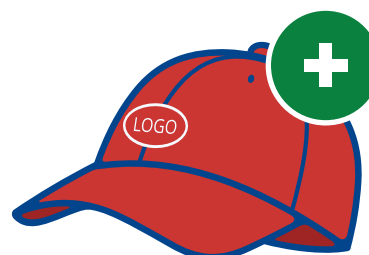
Impactful promos to get your brand noticed



Outerwear/Fleece
7,856 impressions



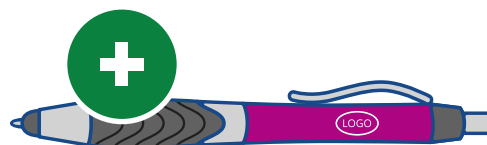
T-Shirts
5,053 impressions



Headwear
3,380 impressions



Drinkware
3,162 impressions



Writing Instruments
2,436 impressions

Source: [asicentral.com](https://www.asicentral.com)



A serving of fun

Custom souvenir cups bring joy to winery guests

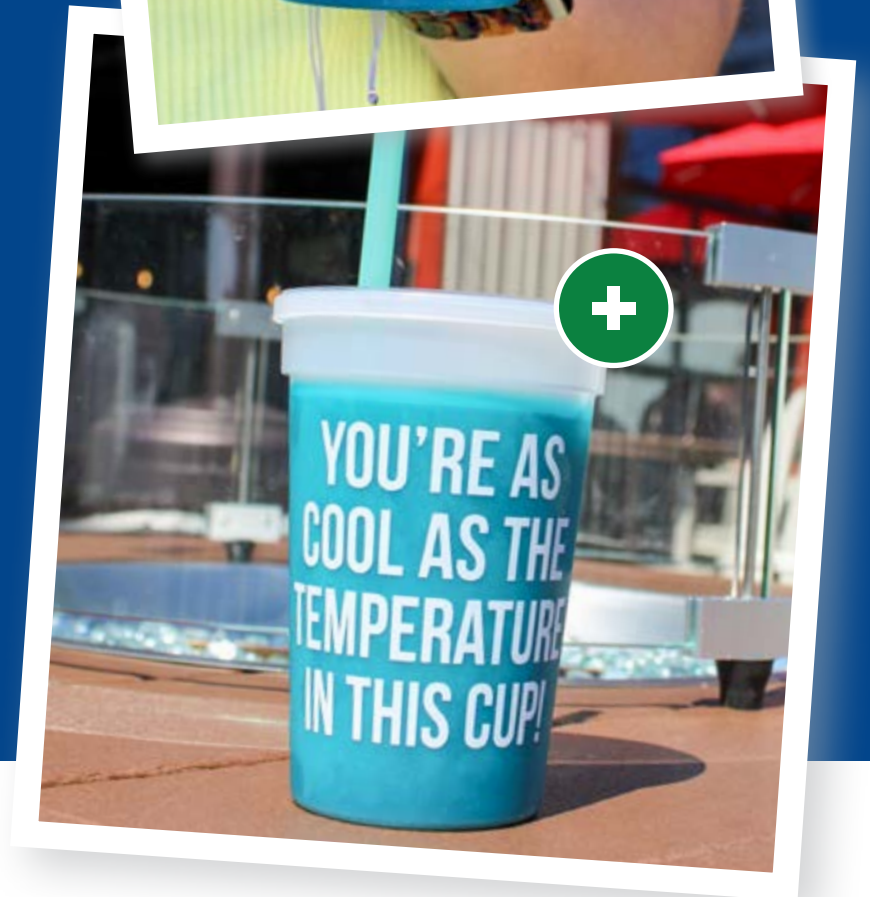
Raise a glass to the team at [Adirondack Winery](#) for knowing how to show customers a good time! The family-run northeast New York winery found the perfect custom souvenir cups for the wine slushies served in its tasting rooms. This fun-forward strategy has earned Adirondack Winery #SwaggingRights.

★ A grape way to chill

[Mood Stadium Cups](#) change color when ice-cold liquid is added, capturing the attention of people looking to taste a new beverage. Not only might the contents provide a pick-me-up, the color-changing stadium cups also are imprinted with a clever saying: “You’re as cool as the temperature in this cup!” From the look to the message, Adirondack Winery wanted to make a statement. And that statement was “fun!”

★ Putting the fun in functional

Adirondack Winery guests have more to smile about: Customers who purchase the souvenir cup get refill discounts that day and on their next visit when they bring their cup back. And the reusable cup comes complete with a lid and straw to minimize spills. Every time they reach for it at home, they’ll remember their cool slushie experience. [4](#)



Ready for the **real world**



Two organizations find clever ways
to support work-based learning

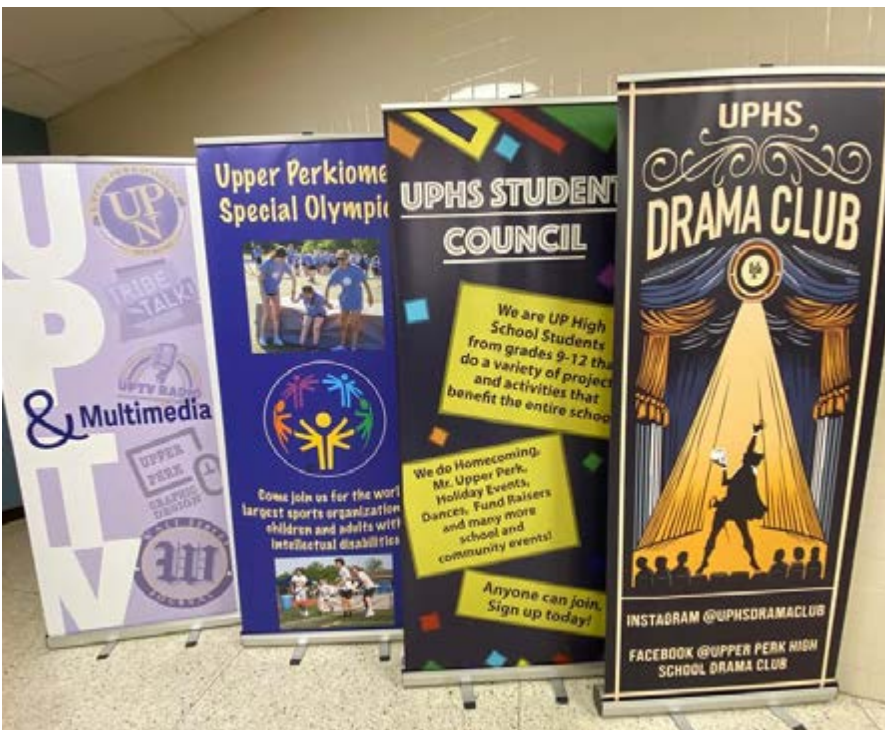


The workforce students will one day join is always evolving. So too are the learning opportunities available to them. A recent movement is [work-based learning](#), an approach to education that connects instruction with real-world work experiences. In the past three years, [more than 30 states](#) have enacted laws to bring work-based learning to more students. [Upper Perkiomen High School](#) and [Junior Achievement® of Northern Indiana](#) are two customers putting creative promotional product ideas to use in support of their missions to prepare students for the future.

Upper Perkiomen students learn design fundamentals

Marketing materials that make the grade

The typical high school experience provides opportunities to learn skills applicable in almost any workplace, including [time management](#), critical thinking, communication and working independently. At Upper Perkiomen High School in Red Hill,



Pennsylvania, students can add graphic design fundamentals and client-vendor communication to their skillsets.

Amy Lychock, art teacher, leads a popular digital design course for grades 10-12. Students learn fundamental design principles and get experience using Adobe Photoshop®. The job market for graphic designers is [expected to grow steadily into 2030](#), and digital design students begin preparing for that career path as early as sophomore year. If their path leads elsewhere, the skills they gain remain valuable.

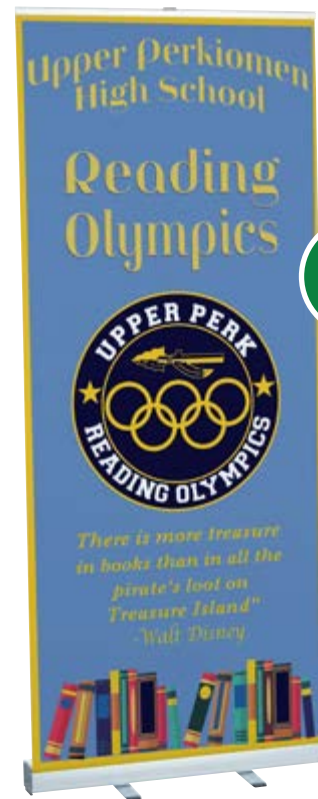


“I think no matter what they’re going to do after high school, students want a creative outlet,” Amy Lychock said.

“I think no matter what they’re going to do after high school, students want a creative outlet,” Lychock said. “If they learn to use design programs now and understand the basics of composition, color theory and what makes something visually appealing, it will be a big help. They might make better presentations in college or make a better website if they start a small business. There are so many applications for it.”

One class project involved students designing promotional banners for some of the high school’s student clubs. Designers partnered with four clubs, including student council and the drama club, as if they were clients teaming up with a marketing or design firm. Over about three weeks, designers created

drafts, received feedback, revised their work and delivered a finished product. Each club’s design was printed onto [retractable banner displays](#) used to attract attention at open houses, meetings and other events.



Aurora
Retractable Banner
Display - 34"

*See your
message displayed
in a big way*



For students who consume mostly digital media, seeing their creative work printed on laminated vinyl made it feel more significant. “The students loved the project,” Lychock said. “Once they saw their work printed, you could see it on their faces that they were proud. It makes it look professional, and they know it’s going to be used for years and seen by a lot of people.”

Junior Achievement celebrates critical supporters

Tokens of gratitude for game-changing contributions

International nonprofit Junior Achievement is dedicated to giving students, from pre-kindergarten through high school, the knowledge and skills needed for economic success. Its Northern Indiana region—like others around the world—offers volunteer-led in-school programs related to real-world subjects, like financial literacy, work and career readiness, and entrepreneurship.

Powered by thousands of volunteers, Junior Achievement of Northern Indiana provided more than 1.5 million content hours to students across 29 counties during the 2023-24



school year. While work-based learning opportunities like those offered by Junior Achievement are on the rise, there's still plenty of room for growth. [Nearly 80% of high school students](#) are interested in participating in work-based learning experiences, yet only 34% are aware of such opportunities for their age group.

Last summer Junior Achievement of Northern Indiana held a groundbreaking for JA Legacy Park in Fort Wayne. The park, which celebrated its opening this spring,



honors the individuals, businesses and other contributors that donated to the multiyear JA Next Campaign and helped further work-based learning and other educational efforts. The park includes a quarter-mile walking path decorated with physical displays recognizing influential figures and organizations.

About 100 donors and supporters attended the groundbreaking, and the campaign marketing team created clever donor appreciation gifts with a groundbreaking theme. They filled organza bags with chocolate rocks, tied the bags to metal shovel spoons and put them in [coffee mugs](#) with brown tissue paper to represent dirt.

The gifts were distributed to remind recipients for years to come about Junior Achievement of Northern Indiana and its support of work-based learning and other valuable education. It was a small but thoughtful token of gratitude for their investment in the organization's vision.



Fill with small items for a memorable gift



Preparing the next generation of workers

Getting students ready for life after high school is critical for their future success. Because work-based learning is a proven strategy to [provide real-world experience](#), develop skills, explore careers and improve employment prospects, more communities and organizations are embracing this trend.

Upper Perkiomen High School and Junior Achievement of Northern Indiana are two examples of teams using creative promotional product ideas to support work-based learning efforts. Whether used in classroom lessons or to thank those who support the work, promo products can help make a difference. [4](#)

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Small gestures, big impact

Employee recognition gifts show staff appreciation



A little recognition can go a long way.

In fact, 87% of employees feel that meaningful recognition impacts their job satisfaction. It's a concept Sunstates Security has fully embraced. A nationwide security solutions provider, Sunstates Security provides services for companies in high-rise buildings; museums; ports; residential communities and more. And employee recognition gifts let each team member know their above-and-beyond work hasn't gone unnoticed.

Meredith Rutledge, marketing director, shared how Sunstates Security uses promotional products to show appreciation, boost morale and increase team engagement. These meaningful connections make all the difference across its nationwide team of thousands.

Interview featuring:



Meredith Rutledge
Marketing director at
Sunstates Security



Q: How does the employee appreciation program work?

A: We have appreciation cards that are given to employees for a variety of reasons. For example, we might hear that somebody grabbed a mop on a rainy day and cleaned a floor even though that's not part of their duties. Or maybe they covered a shift last minute to help somebody out, or they might have assisted in an emergency medical situation or a natural disaster. There are lots of ways to earn an appreciation card.

*Appreciation cards
can be exchanged for
promo products →*

Q: Are they physical cards that are given to employees?

A: Yes, they are small cards that have messages like “Congratulations” or “You’re awesome.” Our managers visit the sites often and deliver the cards to the employees in person.



Q: What happens with the cards?

A: When an employee earns a card or cards, they can exchange them for promotional items. Some items can be exchanged for just one card. Other items might take five or six. We offer things like [duffel bags](#), [tumblers](#), [Bluetooth® speakers](#), [blankets](#) and [lunch bags](#). People get really excited. I ship about 100 items out to employees every few months.

Q: How else might an employee earn a promotional item?

A: When somebody starts at a new site, we have an employee welcome gift there waiting for them. We put all kinds of products, like [flashlights](#), [notebooks](#), [keychains](#), [power clips](#) and [travel kits](#), into a [tote bag](#). We want them to know we're excited for them and want them to feel valued right from the start.

Q: Why choose branded items for these gifts?

A: I love having our logo on everything. It's a nice, gentle reminder for the employees. When they're using their bag or whatever product it is, it's a reminder that we value them. Hopefully they're proud to use something with our logo on it and show people they work for our company.

Create positive impact with meaningful recognition gifts →





Q: Why is this program worth the work that goes into it?

A: The nature of security work can be demanding and requires constant vigilance and attention. Our company's success is fueled by the dedication and commitment of our team. We have more than 6,000 employees across the country. We really try to treat our employees well. They're the heart and soul of everything we do. Without those officers working third shift, working holidays and really going above and beyond their duties, we as a company wouldn't be where we are.

We do everything we can to recognize them and make them feel appreciated. We want to show them they are part of our growth.

Every time they put on their uniform and go out to do what they do, it means a lot to us.

Q: What benefits do you see for Sunstates Security?

A: Giving employee recognition gifts has a positive impact on team morale and motivation. The security industry has a very high turnover rate, but our retention is higher than a lot of other companies. Doing these little things might not sound like much, but employees notice. It helps set us apart, along with many other things that we do. But showing appreciation is a key component of our growth and success as a company. [4](#)

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“We do everything we can to recognize them and make them feel appreciated. We want to show them they are part of our growth,” Meredith Rutledge said.



History long remembered

By Cheryl Sina

Nonprofit swag items help recruit volunteers

Talk about a historic effort! Nonprofit [Strawbery Banke Museum](#) brings to life 350-plus years of history in a 10-acre waterfront Portsmouth, New Hampshire, neighborhood. Each year more than 100,000 visitors engage in the history through tours, field trips, special events and more. The work is powered by an estimated 400 volunteers who take on a variety of roles.

Volunteer recruitment is critical to keep the organization humming, so team members strategically frequent internship and volunteer fairs. A [retractable banner](#) helps attract attention, and nonprofit swag items, like [pens](#) and [lip balm](#), give potential volunteers something to remember the museum by as they consider the opportunity. Indeed, Strawberry Banke Museum won't be lost to history. [4](#)



Meet the author:

Cheryl Sina, with 4imprint 26 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

onebyone®



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Earn #SwaggingRights®:

Share a pic of your 4imprint promo item in action

