

WINTER 2025

amplify[®]

Promotional products.

Remarkable results.



Comfort and care

Help workers thrive in the elements, p. 5

Team spirit

Creative ways to connect co-workers, p. 18

Generational impact

Program unites students and loved ones, p. 23



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

Show special care for those who matter most



Kevin,
with 4imprint®
34 years

As professionals, we should remember it's important to care for the people who make what we do possible. Sometimes that means going above and beyond.

In this issue of *amplify*, we'll look at ways 4imprint customers take care of employees, colleagues, students and stakeholders. Here are a few examples:

- America's Grow-a-Row® produces millions of pounds of fresh produce for food pantries in 24 states. The nonprofit's hardworking staff spends a lot of time in the elements, so leaders provided outdoor gear to help keep them comfortable. ([Cover Story](#), p. 5)
- Brittain Resorts and Hotels, a hospitality management company, operates nearly 30 resorts and hotels. To engage its remote workers at a call center in Jamaica,

leaders run contests and encourage peer "shout-outs." Those who earn recognition get to visit the organization's prize vault. ([Trend](#), p. 18)

- Friends Community School is a K-8 Quaker school. Its beloved Grandfriends program uses journals to foster care and connections between students, their families or special friends, and the school community. ([Meaningful Connections](#), p. 23)

We hope these stories inspire you to do something extra for the people powering your organization every day.

A handwritten signature in blue ink that reads "Kevin".

Kevin Lyons-Tarr, CEO
4imprint

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

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amplify

Promotional products. Remarkable results.

4imprint®

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.

Versatility plus visibility

Branded blankets add comfort to any outing



"So grateful for the awesome Canada Day gift we received today at SysAid®—a fantastic picnic blanket! Perfect timing for a long weekend of celebrating and soaking up the beautiful weather."

Victoria



"These are perfect for our fans coming to the racetrack to sit on during the evening, and the fact it folds up into a neat carrying pouch is just an added bonus. Much easier to keep in your car if they are folded up."

Steve



"We brought boxes of blankets to a conference about corporate immigration. People loved them, and we were able to make corny jokes about "blanket" coverage for visas, etc."

Anna



"We love these! So cute and perfect for a picnic on the quad at our college campus!"

Christy



Our team overheard these customers brag about their swag. See our spread of [branded blankets](#).



Keeping crews comfortable

Jackets for employees help two organizations care for their teams



When the forecast is sunny and 75 degrees, working outdoors can be a joy. But Mother Nature is not always consistent, and each season can bring new challenges. [America's Grow-a-Row](#) and [Arbor Masters®](#) are two organizations with teams regularly working outdoors. Though hundreds of miles apart and in different climates, both make it a priority to keep employees comfortable while exposed to the elements. Here are two customers caring for workers no matter what the weather might bring.



America's Grow-a-Row provides warmth and care with a uniform look

A shield from the elements

Nonprofit America's Grow-a-Row in Pittstown, New Jersey, began as a family garden. In its first year, Founder and President Chip Paillex donated 120 pounds of fresh produce to a local food pantry. Twenty-two years later, America's Grow-a-Row has now distributed over 96 million servings of produce for hunger relief agencies across 24 states.

To pull off such an operation, Paillex has a staff of 30 employees and a volunteer pool of about 11,000. What began as a 30-foot-

by-30-foot plot in 2002 is now 423 acres of farmland. While the mission of giving more people access to fresh food for healthy living is an important one, it's also a dirty one. Up to 300 people may harvest a field at once—this in a state that, last year, received [50 inches of precipitation](#).

“The staff's clothing takes a beating,” Paillex said. “They're out there every day and they get extremely dirty. It's one thing to be out there in T-shirts when the weather is nice, but in fall, when you're out there picking, you're getting muddy and wet.”



To help protect workers (and their clothes) from inclement weather, 4imprint supplied [waterproof jackets](#). The gesture was not only a show of appreciation, but also gave

employees a uniform look that continues to promote America's Grow-a-Row brand. "It's a farm, but it's also a very professionally run organization in terms of our mission, our marketing and how we present our teams," Paillex said.

Traverse
Waterproof
Jacket



Protection from the elements

America's Grow-a-Row team members are among the nearly [one-third of U.S. workers who have regular outdoor on-the-job exposure](#). That equates to about 50 million people with some exposure to the elements.

There are many ways an organization can show care for its workforce. Providing rain jackets for employees is one example. When employees feel cared for, they're [more likely to be engaged, productive and loyal](#). It's a benefit to all involved when workers know they're being looked after. The boost to brand visibility is a bonus.

"It's a farm, but it's also a very professionally run organization in terms of our mission, our marketing and how we present our teams," Chip Paillex said.

Arbor Masters has got its employees covered



Warm gesture

Another organization demonstrating care for its employees is Arbor Masters in Fort Worth, Texas. Arbor Masters is a provider of tree care services with 11 locations spanning Iowa, Kansas, Missouri, Oklahoma and Texas. Its workforce tackles jobs like tree pruning, tree removal, stump grinding, fertilization and more.



Kelly Paniagua, a certified arborist, is the Fort Worth location's contract manager. She works with a team of about 22 employees who are among the [8% of U.S. workers frequently or constantly outdoors](#). Each day, the crew divides into teams to care for the trees across Dallas, Fort Worth and surrounding areas.

While they don't get as much rain as New Jersey, the crews do occasionally work in freezing temperatures. That's why Arbor Masters provided logoed [jackets](#) for employees to keep warm. "Everybody had been wearing a hodgepodge of jackets and hoodies," Paniagua said. "Now they wear their branded company jackets, and everybody has the same style. It looks more organized and uniform."

Berne Heritage Hooded Jacket



Heavyweight liner for warmth

Paniagua and her management team gave the jackets as a surprise gift, complete with a bow and name tag. It was a show of appreciation and makes the workers easily recognizable as members of the Arbor Masters team. “Anytime you wear a uniform, you feel like you’re a part of something bigger. You’re part of a team; you have the same mindset, you all look professional and you all have the same goal.”

Care for your crew

America’s Grow-a-Row and Arbor Masters are dedicated to the comfort and protection of workers exposed to the elements. By providing jackets for employees, these organizations show that, come rain or shine, they have their workers’ backs. [4](#)

“Anytime you wear a uniform, you feel like you’re a part of something bigger. You’re part of a team; you have the same mindset, you all look professional and you all have the same goal,” said Kelly Paniagua.

4imprint partnered with America’s Grow-a-Row and sponsored the rain jackets mentioned in this story.

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

Warm weather will be here soon. Be ready for it with these branded items.



Recycled Polyester Cooling Sport Towel



Water Spray Misting Fan



Outdoor Bucket Hat



Lip Balm & Sunscreen Combo



Polarized Sunglasses



PRODUCT HIGHLIGHT

Promotional seed packets help brands blossom

By Suzanne Worwood



Ideal gifts for your growth strategy





Many marketers strive for growth. Whether it's focused on awareness, sales or leads, a growth goal pairs perfectly with promotional seed packets. From the moment they're received, and throughout the growing season, seed packets serve as a visual reminder of the relationship you're cultivating.

Branded seed packets sow success

Embrace the wonder of what's next by including [Standard Series Seed Packets](#) in thank-you cards or leave-behinds about your organization's services. Whether you're a landscaper, contractor or other service provider, you'll be back in customers' thoughts whenever they admire the flowers, herbs or vegetables growing in their gardens.



Standard Series Seed Packets



← Spread your company logo with seed packets

Growing connections from the ground up

[Plant-A-Shape Bookmarks](#), featuring plenty of imprint space and a variety of art options, make ideal giveaways for an Earth Day celebration. Partner with a library or bookstore, and pair the bookmarks with spring gardening guides for added visibility. These attractive keepsakes are available with flower or herb seeds.



Plant-A-Shape Bookmarks

If your organization is hosting a spring event, [Seed Paper Tags](#) add just the right touch to welcome bags or gift baskets. These gift accessories carry more than your thoughtful message. Each is embedded with a mixture of ready-to-plant wildflower seeds.



Seed Paper Tags

Growable
Planter
Gift Kit



Plant kits and sets help your brand bloom

Whether you are a real estate agent, bank manager or property owner, the [Growable Planter Gift Kit](#) is a warmhearted gift for new renters or homeowners. The variety of seed options—including lavender, lemon balm, peppers and pumpkin—is suitable for many seasons or occasions.



Mini
Watering Can
Blossom Kit

The [Mini Watering Can Blossom Kit](#) can include lavender, jalapeño, wildflower or other seeds. It offers future blooms for recipients, whether they're garden center customers, fundraiser attendees or guests of a business open house.



Personalized herb gardens add flavor to promotions

The trio of parsley, chives and basil are included in the [Herb Garden Set](#). A social club, non-profit or faith community can use the gift of future flavors to welcome event guests, thank volunteers or honor donors.



Herb Garden Set

Sprout a new branding opportunity



Modern Sprout Indoor Herb Garden Kit

If your promotion would benefit from a more upscale business gift, the [Modern Sprout® Indoor Herb Garden Kit](#) adds brand-name appeal. Available with lavender, mint or rosemary, it features a self-watering system for easy caretaking. [4](#)

Note: If you are planning to distribute seeds outside the continental U.S., consult authorities for local regulations.

Meet the author:



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



LASTING IMPRESSIONS

Branded look boosts **trust and recognition**



Team sees immediate benefits
of employee uniforms





Kirkwood Property Services is a full-service homeowners association (HOA) management, accounting, maintenance and repair company in California's Kirkwood Mountain Resort community. [Kirkwood Property Services](#) manages properties for 14 HOAs, handling administration, carpentry, electrical, plumbing, painting, snow removal and more.



Zone Sonic Heather Trucker Cap



Dickies Flex Relaxed Fit SS Twill Work Shirt

For years, members of the Kirkwood Property Services team of eight wore street clothes to work. But Jonathan Frick, engineering manager, knew investing in branded employee uniforms could make a difference.

“I’m a veteran, and I understand the importance of uniforms and the impact they can have,” Frick said. “It’s not just a visual for everyone else; uniforms also provide self-confidence for the people wearing them because they show they’re a member of a team.”

Since late 2023, Frick and his colleagues have worn [trucker caps](#) and [Dickies® work shirts](#). They can be seen taking care of tasks around the popular ski resort known

“I’m a veteran, and I understand the importance of uniforms and the impact they can have,” Frick said.



for its abundant snowfall and remote location south of Lake Tahoe. The benefits of employee uniforms have become apparent, as HOA board members and others from the resort community spot the branded apparel and know right away it's the Kirkwood Property Services team.

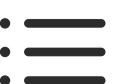
“When we started wearing the uniforms and looking the part, I saw an immediate change,” Frick said. “We work with the board members and now there’s an undercurrent of trust from them. They recognize our team out there doing the work, and they recognize our presence in the valley.”



Kirkwood Property Services often presents proposals for repairs and large-scale projects, and since the change in apparel, the uptick in trust has made for smoother meetings and quicker processes. There have been financial benefits too. Frick said Kirkwood Property Services has done “exponentially more business,” earning double its contribution margin each of the past three years. “I attribute a lot of that to the trust we’ve earned with the board members, our presence within the valley and how people see us,” he said.

“We were always out there working,” Frick said. “But all of a sudden, I have people coming up to me saying they saw our team out there. The reason they know we’re getting stuff done in the valley is because they see us. They recognize that we are Kirkwood Property Services and see what we’re accomplishing out there.” [4](#)

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Motion to celebrate

Welcome gifts for students 'pass the bar'

University of Illinois College of Law welcomes more than 500 new and returning students each year. 4imprint recognized their strong campus culture by naming them this issue's Swag Master! Swag Master is a quarterly title awarded to one organization that finds innovative and clever ways to incorporate promotional products into its initiatives. Read on to find out how Illinois Law earned the title.



★ Proper representation

Each year, Illinois Law hosts an open house for admitted students where they are welcomed into the law school community, meet current students and faculty, and begin building valuable connections. Staff members carefully strategize to select the perfect welcome gift for students.

This year, each newcomer received a [lunch bag](#) packed with helpful items for the coming semester, including a [cutlery set](#), a [ceramic mug](#), [mints](#) and [sanitizer spray](#). To help students settle in, the staff also created a guide to the best spots in town, neatly tucked into the lunch bag's outside pocket.

★ Making the case

"We wanted to emphasize the culture here, which is one of community over competition," said Kelley Maas, graphic design specialist. Food is a big part of the community at Illinois Law. The talented and ambitious students often pack lunches for their full days on campus, making the branded lunch bags a perfect fit.

★ Promoting Illini pride

Those familiar with the university brand likely know its signature bold orange and blue. With that in mind, all the open house gifts for students were designed in these iconic colors to celebrate and promote university pride. 4

Better together



Promotional gifts for employees help two organizations unite their teams



FLACRA fills cups and fosters connections



Kurtis VonBergen could have simply shipped [water bottles](#) to his employer's 15 offices in New York state. But he understands the importance of fostering connections across an organization.

VonBergen is the marketing and community engagement manager for [Finger Lakes Area Counseling and Recovery Agency \(FLACRA\)](#), a nonprofit that helps individuals and their loved ones affected by substance abuse, mental health and other disorders. For an agencywide wellness initiative, he drove from office to office delivering appreciation gifts to about 500 employees. The drive is one he occasionally takes for different purposes; for instance, ensuring each site is up to quality and branding standards. But according to VonBergen, he also gets to be “the fun-bringer.” He said, “I talk to everybody and introduce myself to people if I haven't met them.”

Encouraging healthy hydration habits was part of the agency's wellness initiative. It also was an opportunity for VonBergen to make new connections. “The promotional gifts for employees were to help increase employee engagement and to encourage wellness,” VonBergen said. “We also wanted to thank everybody for their hard work and dedication.”

Clear Impact Halcyon Water Bottle with Flip Straw Lid



*“The promotional gifts for employees were to help increase employee engagement and to encourage wellness,”
Kurtis VonBergen said.*

Inside the branded bottles were small promotional items, including pens and bracelets, and an invitation to an all-staff event. Each year, FLACRA holds two all-staff gatherings to build community among its hundreds of employees. “We want to drive a culture that is coordinated and compassionate,” VonBergen said. “We want to treat each other with respect, and we want everyone to feel like they belong.”



The benefits of community

Providing promotional items as employee gifts is good for more than just brand visibility. It’s also a way to cultivate connection and community in the workplace, which makes for [healthier, happier and more productive](#) employees. This is especially important at a time when approximately [half of U.S. adults report experiencing loneliness](#).

There are many ways to [promote social connectedness at work](#), including making socializing a strategic priority and providing leaders with resources to implement and improve practices that foster connection. [Ninety-four percent of employees say they’re more productive when they feel connected](#), and connected employees are more likely to be satisfied with their jobs.

FLACRA’s wellness campaign brought employees an element of team spirit, sparked interactions and strengthened bonds. “You know how in the late ’90s people were be-dazzling their jeans? Some of the employees did that with the water bottles as a team activity,” VonBergen said. “They decorated them with stickers and glued rhinestones on them. It was really neat.”

*“We want to treat each other with respect, and we want everyone to feel like they belong,”
Kurtis VonBergen said.*

94% percent of employees say they’re more productive when they feel connected.

Source: [Enboarder®](#)



Brittain Resorts and Hotels keeps employees connected no matter where they work



An open door to cool employee appreciation gifts

Another organization dedicated to connecting its employees is hospitality management company [Brittain Resorts and Hotels](#). It operates nearly 30 resorts and hotels in the southeast United States. Kristine McBride, director of reservations, oversees a team of call center employees working remotely in Jamaica.

“It can be hard having a remote workforce in another country,” McBride said. “We have really focused on making those employees feel part of the Brittain team, even though they’re so far away.” To cultivate connectedness, McBride visits the team each month with a new assortment of promotional products.

McBride created a prize vault after learning the staff enjoyed friendly competitions and winning awards. It is stocked with a variety of promotional gifts for employees, including [speakers](#), [umbrellas](#), [blankets](#) and more. “It started making everybody a little more competitive, a little more excited to come to work every day,” McBride said.



There are weekly and monthly contests tied to attendance, customer satisfaction and other performance metrics, and winners get to choose an item from the vault. Employees also earn prizes when recognized by a teammate through the internal “shout-out” program.

Employee recognition gifts are also part of a fall staff-appreciation program. In October, every team member was given a branded [polo shirt](#). The competitions and promotions make the workplace fun, help employees form bonds and create a sense of community.

“Many of us spend more time at work than we do at home. Especially in Jamaica, those employees travel an hour or two to work every day,” McBride said. “I want to make sure when they’re coming to work, they feel appreciated, they feel valued, they feel seen.”



Promotional products help team members feel connected

Part of something larger

FLACRA and Brittain Resorts and Hotels are two vastly different organizations, yet both have leaders who understand the importance of making team members feel connected. With focused effort and creativity, promotional gifts for employees help both organizations thrive. 📌

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Generational bonds

Promotional journals connect 'grandfriends'



Friends Community School is a Quaker school in College Park, Maryland.

It prides itself on being a welcoming and purposeful community that inspires and engages about 240 students in kindergarten through eighth grade. With [91% of Americans](#) believing it is very or somewhat important for grandparents and grandchildren to have a close relationship, [Friends Community School](#) hosts an annual program called Grandfriends Day to help connect students and their loved ones. Danielle Probst Rich, interim director of advancement, shared her story of using promotional journals to foster connections not only between students and their families, but also families and the school community.

Interview featuring:



Danielle Probst Rich

Interim director of advancement at Friends Community School



Q: What is the Grandfriends program?

A: Each year, our school hosts Grandfriends Day on campus, where influential adults in our students' lives—such as grandparents, aunts and uncles, and chosen family or special friends—visit our school. Students and their guests take part in programming that celebrates the wisdom and cultural contributions of their elders. It's a beloved tradition at the school, rooted in its community-focused values.

The school follows principles such as simplicity, peace and stewardship. With stewardship as the theme for the year, I thought about how we could incorporate it into this special event for grandparents and grandchildren. I thought about how many grandparents help care for their grandchildren, how they form relationships and how they help steward them through childhood.

Q: How are promotional journals involved?

A: We purchased promotional [journals](#) with our school logo as another way for students and their guests to connect. For

example, they might use them to send notes back and forth around holidays they celebrate, or share advice about life and learning, family recipes or stories. It was up to them to choose how to use it, but we really wanted to have something tangible that could be shared between the adult and the student and become a keepsake, perhaps even a tradition, that might carry on to the next generation.



Ambassador Bound Journal Book

Writing new traditions

Q: What feedback did you receive?

A: Grandparents went wild for the journals. They were so excited. They loved the imprint on the front, that it had a hard cover and was not flimsy. There were lines to write on, which is helpful for younger writers.

One grandparent, a retired teacher, went on about how fabulous the program was and what a great idea the student journals were because the idea was so flexible. They didn't have to be restricted to sharing family recipes or stories from when they were in school—they could do anything.

One family said they were going to write birthday greetings, so every year it would have a different message from someone special. The kids would write thank-you notes in return as the book got passed back and forth. I really left it open-ended because, as a Quaker progressive school, we try to make space for everyone and their traditions.

Q: Was there a fundraising component?

A: Yes, and the promotional journals helped us raise funds. We didn't ask for donations directly at the event because we wanted the day to be about the grandparents and grandchildren, but afterwards we sent out



an appeal. I also put a reply envelope in the journals. We were able to raise enough to pay for the journals and we have some left over for the next event. I think it laid the groundwork for the future.

Q: So overall the event was a success?

A: Yes, we had about 270 students and guests. It just hit all the buttons for people. We even ran out of doughnuts. For the grandfriends, they were just so excited to have this kind of experience on campus. The student journals were the icing on the cake for them. 🍪

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“For the grandfriends, they were just so excited to have this kind of experience on campus. The student journals were the icing on the cake for them,” Danielle Probst Rich said.



Celebrating youth who do the right thing

Community program uses prizes for students to honor young heroes

The Rochester Police Department in New York launched its [Do The Right Thing Awards program](#) nearly 30 years ago. A chapter of a nationwide program, Do The Right Thing Awards recognizes K-12 students for exemplary behavior, accomplishments and good deeds, and fosters positive relationships between community youth and law enforcement.

At three ceremonies each year, K-12 students from Monroe County are recognized with Do The Right Thing Awards after receiving nominations from teachers or other community members. Prizes for students include [drawstring bags](#) packed with promotional items, like [water bottles](#), [sticky pads](#) and [school supply pouches](#). The swag helps spread the word, inspiring others to do the right thing. 📌



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