

WINTER 2026

# amplify<sup>®</sup>

Promotional products.

Remarkable results.

## Help your brand shine

Location-inspired promos make an impact, p. 6

### Solve problems with swag

Useful promo products draw a crowd, p. 14

### Recharge at company retreats

Employee gifts elevate the experience, p. 18



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



# Practicality gives your brand staying power



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

A hat that provides warmth. A mug that's a companion on the daily commute. A cooler that's part of a special celebration. When you provide a promotional product that's practical, it gets used again and again, helping sustain your connection.

In this issue of *amplify*, we'll spotlight 4imprint customers who found success by providing practical promotional products for key audiences. A few examples:

- Klinefelter's Insulation, a home-insulation contracting company, gave ice scrapers to trade show attendees during the cold, snowy months. The products were immediately helpful and offered a reminder of the business with every use. (Cover Story, [p. 6](#))
- Passport Journeys® is a mother-daughter therapy app. Its founder offered wireless charging pads at a multiday conference.

The items helped attendees keep their phones charged and drew attention to the brand. (Lasting Impressions, [p. 14](#))

- Wayne Center for the Arts, an arts education nonprofit, equipped its teachers with utility totes to transport supplies. The branded totes boosted visibility and made it easier to bring arts education into the community. (Remarkable Moment, [p. 27](#))

A product that's both promotional and functional can earn your brand a place in daily life. We hope these stories inspire you to strengthen your connections with customers, employees and beyond by offering promos that appeal to their practical sides.

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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Nonprofit's promotional  
totes draw attention



*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.



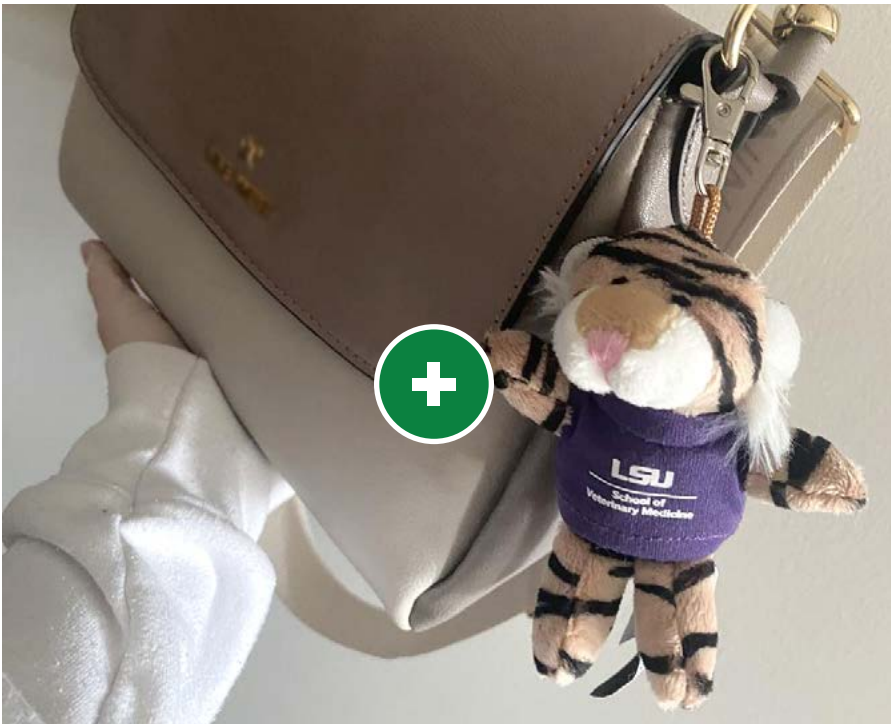
*Put your ideas  
into action*

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.



# Clips help logos latch on for the long haul

Useful promo items give your brand staying power



"We've been using our Wild Bunch Tiger Keychains on purses and bookbags to show off our swag on-the-go!"

Cassidy 



"...Our customers all love these clips and we have several who take one every single time they come in!"

Susan 



"We used these at a recent golf outing we hosted and they looked great in the gift bag!"

Kimberly 



"I ordered these last minute as giveaways for a golf tournament being hosted by ACIT and as promo products for an industrial contractors presentation. It was a success! Clients loved them and we got them within 5 days of order!"

Amy 



Our team overheard these customers brag about their swag.





"Celebrating our 25th at OLLI. Something for everyone!"  
Rebecca



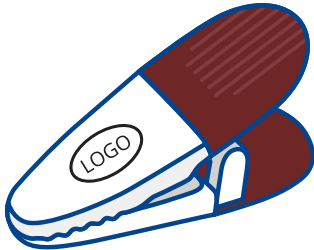
"Handy being able to clip it on, whether going to the golf course or a construction site."  
Greg



"We use these to wear our employee badges! Love the dual functionality (slip on clip and carabiner-style)! They are very well made and durable. Perfect!"  
Julie



"We handed these out at our local farm show and answered questions anyone had about taxes."  
Paula



See more useful [promo items with clips](#) to help you secure success.



# Right place, **right time**



Location-inspired promotional  
items for events are a perfect fit





An event's location can be more than its setting—it can be an inspiration. When selecting promotional items for events, consider how location can inform the giveaway, whether it's reflecting local pride, celebrating history or providing a practical way to handle the elements. [Nearly 75% of consumers agree](#) promo products are a good way to learn about sales and events, and 72% agree they're helpful for discovering new businesses. When connected to a location, promo items resonate even further. This is something [Klinefelter's Insulation](#) and [Red Lion Dental](#) understood—and put into practice. Read how these customers used location-inspired giveaways to power promotions.

*Klinefelter's Insulation  
cleared the way for  
brand visibility*



## A hot trade show promo is a perfect icebreaker

Klinefelter's Insulation is a home-insulation contractor based in Great Falls, Montana. The third-generation family-run business has stayed busy for nearly 50 years, thanks in part to Montana's tough winters. "The true cold doesn't set in until January or February, but when it does, it sure gets cold," said Sue Campbell, office manager. "We have actually had outdoor air temperatures at 48 degrees below zero. It gets quite harsh!"

In its quest for more leads, sales and awareness, Klinefelter's Insulation typically attends three trade show events each year. The team

looks to connect with attendees and learn about potential insulation projects—and the booth is always stocked with giveaways to increase brand awareness.

Last year, two events were held during Montana's cold and snowy months, so the team added branded [ice scrapers](#) to the assortment of trade show giveaways. It's a promo item that likely proved useful that day and was reserved for the highest-quality leads. Attendees who filled out a form and provided contact information and upcoming project details received the ice scrapers.

Not wanting to send anyone away empty-handed, other visitors received practical giveaways, like pens or magnets.

Given the company works in insulation, connecting promotional items to the cold weather—especially during winter trade shows—is a bright idea. Customized with a dark blue handle, bright white Klinefelter's Insulation logo and contact details, the scraper is sure to get attention for the company day after day. As Campbell put it, “What better way to keep your name front and center for customers?”

*Promotional items make great giveaways at trade shows!*



*“What better way to keep your name front and center for customers?” Sue Campbell said.*

*Red Lion Dental brought its A-game to the ballpark*

**Outdoor promo items meet the moment**

Red Lion Dental has delivered quality dental care in Red Lion and York, Pennsylvania, for more than 50 years. Last summer, the business teamed with York Revolution, a nearby minor-league baseball team, to host a promotional booth at the stadium's concourse



during several home games. The company brought an interactive game and branded giveaways fit for a day at the ballpark. The hope was to boost brand awareness and promote Invisalign® and other services.





“We’ve hosted Invisalign days at our office, and we have used a prize wheel for customer giveaways,” said Alecia Lewis, treatment coordinator. “I thought it would be fun to bring to the baseball games and let fans come up and physically do something and get a prize.” Lewis and her colleagues offered attendees the opportunity to spin the wheel after filling out a short dental care survey.

Each spin was a chance to score branded giveaways, including sunglasses, water bottles, can coolers and caps. Many of the prizes were selected because fans could put the items to use right away—a smart promotional strategy today and likely for years to come, as [61% of Gen Z says they prefer](#) to receive promo products that are practical and useful.

Among Red Lion Dental’s popular prizes was an [outdoor essentials kit](#), which includes sunscreen and insect repellent. The promotional item paired perfectly with the game’s outdoor setting and was such a success that Red Lion Dental also set up a display of the kits at the office as a customer giveaway. “The outdoor kits were something we re-



*Perfect for the ballpark  
or any outdoor event*

ceived in a [Blue Box®](#),” Lewis said. “I fell in love with them and thought they were such a great idea.”

## Win big with location-inspired promo items for events

Klinefelter’s Insulation and Red Lion Dental demonstrate the power of location-inspired promotional items for events. From cold-weather accessories in winter to outdoor comfort products in summer, these right-place, right-time giveaways demonstrate how thoughtful choices can make all the difference. [4](#)

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PRODUCT HIGHLIGHT

# Fun promotional gifts to delight all ages

*By Suzanne Worwood*



Embrace the whimsy of  
new branded plush toys







The best brand impressions make people feel something—and a smile is a great place to start. Promotional plush toys have always been designed to delight while bringing a sense of warmth and whimsy to your brand. The latest styles can charm recipients of any age. Whether welcoming new hires, celebrating milestones or handing out whimsical awards, these new plush toys make fun promotional gifts for many occasions.

## Promotional plush toys with flower power

A thoughtful gesture can brighten someone's day—and flowers or plants are a playful way to do just that. Cheerful plush [tulips](#), [sunflowers](#), [orange](#) and [pink bloom cactuses](#), and [succulents](#) make perfect desk companions and meaningful mementos for birthdays or work anniversaries. Just like your gratitude, these plush plants never wilt!

*Brighten someone's day with a plant-themed plush* →



Zenzies - Pink Bloom Cactus

Zenzies - Succulent



## Give promotional plush animals with a textured twist

[Cordies](#) are promotional plush toys made from a soft corded material that creates a different visual style. Available in six animal characters and sporting T-shirts with 15 color options, they're customizable to fit your brand and audience. Include a [bunny](#) or [elephant](#) as part of a baby basket when an employee welcomes someone new to the family.

## Charming promotional prizes to increase engagement

Looking to match team-building exercises or monthly sales competitions with fun prizes for employees? The [Sidekick Shorty](#) line has dozens of fresh character options, such as an [eagle](#), [owl](#), [alien](#), [sloth](#) and [narwal](#).

## Branded customer gifts with staying power

Does your organization have a mascot? Choose a matching [Wild Bunch Keychain](#) for a pocket-sized promo. Whether a [giraffe](#), [wolf](#), [bulldog](#) or [frog](#), these mini mascots are an endearing way to thank employees, customers, donors or volunteers—or to generate interest with prospects.

*A clippable brand mascot that goes anywhere* →



Cordies



Sidekick Shorties



Wild Bunch Keychains



## Employee gift ideas to spark joy

Your team may be rock solid—but how you show appreciation can be soft and snuggly! The plush Little Paw [dog](#), [bear](#) and [panda](#) make memorable gifts for employees at every stage of their journey. Also available in [Big Paw](#) size!

## Fun team member gifts for special occasions

For almost any exciting happening in the workplace, there's a plush pal to match the moment. Give a [Lop-Eared Bunny](#) as part of a treat basket to celebrate spring, or a [Furry Fella - Monkey](#) to someone who can swing through work chaos like a champ. Present a [Caped Companion](#) as a fun award for heroic efforts on the job.



Little Paw - Bear



*A snuggly buddy they'll go bananas for*

Furry Fella - Monkey



Caped Companion - Cow



## Customer and employee gift ideas they won't forget

Whether for employees, customers, donors, volunteers or supporters, new styles of branded plush toys bring whimsy and joy to any occasion. Squeeze these fun promotional gifts into your marketing plans this year—and enjoy the smiles! [4](#)

*Meet the author:*

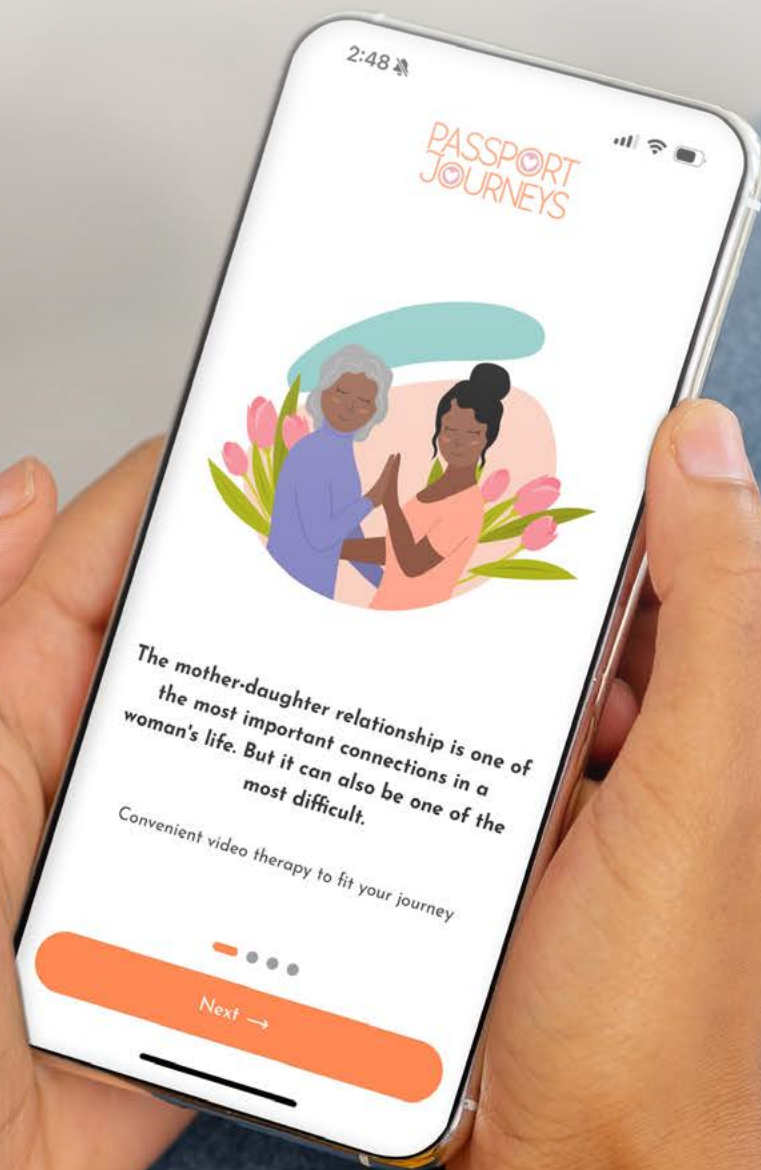


**Suzanne Worwood,**  
with 4imprint 30 years  
Chief product, supply chain  
and sustainability officer



LASTING IMPRESSIONS

# Full-power promotion



Spark a surge in engagement  
with unique conference swag







A little extra energy can make a big difference. That recently proved true for [Passport Journeys](#), an app connecting mother-daughter pairs with licensed therapists for video sessions, interactive assignments and bonding activities. Last spring, Lacey Tezino, founder and CEO, attended Cry Out Con, a three-day conference focused on healing, spiritual renewal and personal transformation. Her goals were to increase brand awareness and engagement through a guest speaking appearance, breakout session and promotional booth. To help reach those goals, she brought along unique conference swag: QR-code imprinted [wireless charging pads](#) directing users to the Passport Journeys app.

Tezino chose the tech promo items with purpose. She knew they'd be immediately useful, as attendees' phones would likely need to charge during long conference days. And charging devices make perfect sense when promoting a smartphone app.

## *Attention-grabbing giveaways ignite memorable conversations*

Attendees received the conference giveaways either by stopping by the Passport Journeys booth or by attending Tezino's speech or her breakout session. As hoped, Tezino said her promo products were popular among the few thousand Cry Out Con attendees because of their practicality. "Everyone else had the same sort of expected giveaways. I stood out because I had wireless chargers and people thought they were great," she said.







“They became more than a giveaway. They were a conversation starter about mental wellness, connection and the innovative work Passport Journeys is doing to heal mother-daughter relationships.”

Because the QR code directed users to Passport Journeys on their phone’s app store, the impact was outstanding: Within 72 hours, Tezino saw a 40% increase in downloads and a 47% spike in website visits. Plus a dozen new families joined the waitlist for therapy sponsorships.

“The sleek design, vibrant color and scannable QR code made it an instant hit among attendees, sparking conversations and leaving a lasting impression,” she said.

“We turned a single promo item into a meaningful touchpoint that continues to extend our reach beyond the event.” [4](#)



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*“We turned a single promo item into a meaningful touchpoint that continues to extend our reach beyond the event,”  
Lacey Tezino said.*





# Winning ideas

Promotional items for sporting events elevate the game-day experience

Fans of Boston University® men's hockey have a lot to cheer for. BU boasts one of the nation's premier college hockey programs. Its marketing department shows the same winning spirit, selecting standout promotional items for sporting events that elevate the experience. See why Terriers hockey earned serious #SwaggingRights.



## ★ Make the most of the moment

The BU rally crew handed out light-up cheer sticks to the student section before every overtime, creating a dynamic scene. “Overtime in hockey is extremely intense,” said Jonathan Sliva, assistant director, trademark licensing and university sponsorships. “It’s an exciting time. Having light-up sticks in the crowd, right behind our goalie, just adds to the whole atmosphere.”

## ★ Another reason to cheer

Whenever the Terriers scored four goals in a game, the rally crew tossed embroidered

BU beanies throughout the arena. The hats were a popular game-day giveaway and were seen around campus the rest of the year.

## ★ Elevate fan engagement

The home ice excitement helped push the team to a stellar season, with the Terriers advancing to the national championships. “Our goal is to drive fan engagement,” Sliva said. “These promotions were a huge success. It’s great for the team, because when they take the ice, they feed off the volume and the excitement.” Wins all around for BU! [4](#)

*NOTE: 4imprint partnered with Boston University and sponsored the promotional items for sporting events mentioned in this story.*



TREND

# Retreats to rally and reconnect

Promo gifts for employees  
elevate company getaways







Employee relationships and workplace dynamics have experienced significant changes in recent years. Today, [37% of employees work hybrid or remote](#), and only [27% of companies](#) operate fully in-person. Many organizations also have teams spread across multiple locations. This can make it challenging to foster employee connections and maintain company culture—which may help explain why [company retreats are on the rebound](#). [Marketing Architects](#) and [Wylie Funeral Homes](#) are two organizations bringing their teams together with company retreats. And promo gifts for employees are helping deepen the experience.

## *Marketing Architects team gathers to reconnect*

### Branded swag items showcase employee pride

Marketing Architects is a Minneapolis-based provider of “all-inclusive” TV advertising services, including strategy, creative, production and measurement. Its team of more than 125 employees works remotely from 27 states.



Research shows [nearly 78% of employees think workplace connection](#) is important for a great company culture. Despite the physical distance, Marketing Architects works hard to build connections among colleagues. And it has paid off. “It’s an amazing culture we’ve built here, and we take a lot of pride in it,” said Stephanie Amsler, vice president of talent.



Each fall, employees come together at an all-company event to reconnect and re-energize for the year ahead. This past year's two-day gathering was held at a lakeside resort north of the Twin Cities. Colleagues gathered to hear from leadership, participate in games and team-building activities, socialize and more.

Company-branded swag helped unite the team throughout the experience. Before employees traveled for the retreat, they received gift boxes that included [fleece shackets](#) and [Carhartt® beanies](#)—perfect for autumn in the Midwest. Once at the resort, team members received welcome bags. Each included a [trucker hat](#) and [tumbler](#) imprinted with the “True North” logo, which was the retreat's theme.



Heathered Fleece  
Snap Shacket



Yowie Vacuum  
Tumbler



*Team swag for the win*



Carhartt Acrylic  
Watch Hat

Richardson® Trucker  
Snapback Cap



Like many of the activities, the company giveaways help unite employees behind a shared passion and appreciation. “People want to wear it because they’re proud to work for Marketing Architects. It’s a sense of pride,” Amsler said. Fostering employee pride is a great way for employers to retain top talent on their teams.

*“People want to wear it because they’re proud to work for Marketing Architects. It’s a sense of pride,”  
Stephanie Amsler said.*



## Wylie Funeral Homes employees get on the same page

### Branded gifts for employees boost visibility

For more than 30 years, Wylie Funeral Homes has provided funeral, cremation and burial services for families in Baltimore. The team of about 75 employees is led by Brandon Wylie, president and CEO. At each of the three Wylie Funeral Homes locations, employees strive to provide a meaningful and memorable funeral service for families, with details specific to their loved one. “We try to focus on creating a celebration and something for families to remember, as opposed to having a standard template for services,” Wylie said.



The family-owned business has been growing and recently added a third funeral home. To help get everyone on the same page and talk through the experience for families, the company held an inaugural spring retreat at a boutique Baltimore hotel. At a time when [nearly 70% of employees say deeper connections](#) with co-workers would make them happy, an all-staff gathering can help accomplish just that.

Wylie Funeral Homes’ two-day getaway included games, team-building activities, and valuable conversations about the mission, vision and values. “We focused on the Wylie experience and walked through how we want our families to be treated from their initial phone call through the arrival at the cemetery,” Wylie said.





It wasn't all business. Carlotta Oliver, Ph.D., executive director of operations and community outreach, said it was important that the retreat was fun and allowed people to connect. There were opportunities to win prizes, shop, dine out together and visit a nearby casino.

Promo gifts for employees added an extra spark of joy. When checking into the hotel,

team members were given [travel mugs](#) and [slingpacks](#)—both chosen for their practicality and brand-boosting potential.

“Often when you go to a conference or a meeting, you leave with a giveaway,” Oliver said. “So I wanted to give them something tangible, something they can use at work or outside of work, and something that promotes the Wylie Funeral Homes brand.”

*Add a spark of joy with promo gifts for employees*

Barton Slingpack



Izzy Mug with Straw

*“So I wanted to give them something tangible, something they can use at work or outside of work, and something that promotes the Wylie Funeral Homes brand,” Carlotta Oliver said.*





# Company retreat gift ideas make experiences more memorable

Marketing Architects and Wylie Funeral Homes are among many organizations using retreats to connect employees, build relationships and strengthen company culture. Whether fostering company pride or helping team members reconnect, promo gifts for employees elevate these experiences. <sup>4</sup>

Do you want to be featured in amplify? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) to share your organization’s story!

## 3 ways to make an impact with company retreat gifts

### 1 Connect to your location

Whether you’re going to a mountain retreat or someplace warm, choose company giveaways that complement your location.



Kapston Pierce Laptop Backpack

TaskRight® Afton Notebook with Pen



Stowaway Tote N Towel



Lip Balm & Sunscreen Combo

### 2 Prioritize function

Provide practical promo gifts for employees to help them throughout the retreat.

Cozy Sherpa Blanket



Indoor Slippers

### 3 Provide comfort

Give branded swag items that can keep them cozy and comfortable while they’re away from home.



# Restaurant Week an experience to savor

Promotional incentives encourage culinary exploration



**R**estaurants often need a little extra love in January. That's the case in Oshkosh, Wisconsin, where a winter lull follows the busy holiday dining season. At a time when increasing sales is the [top priority](#) for 55% of U.S. restaurant owners and operators, Oshkosh Restaurant Week provides that extra boost for the industry. Promotional incentives help spice things up for local foodies.

The annual celebration of the city's culinary excellence is the work of [Discover Oshkosh](#), a nonprofit dedicated to the promotion of the community as a premier destination for corporate, sports and leisure groups, as well as individual visitors. Amy Albright, executive director, shared how promotional items help connect community members with local businesses and the tasty experiences they offer during Oshkosh Restaurant Week.

*Interview featuring:*



**Amy Albright**  
Executive director at  
Oshkosh Convention  
and Visitors Bureau





## Q: How did Oshkosh Restaurant Week begin?

**A:** We started Restaurant Week about seven years ago. It's not an idea unique to Oshkosh, but was something happening in other communities, and we wanted something to lift up our restaurants. We chose January because it's a slower time and people might be watching their spending after the holidays.

## Q: How does it work?

**A:** We call it a week, but it's really a 10-day event. Participating restaurants offer a fixed-price menu that's different from their everyday menu. This year there were \$13 breakfast specials, \$17 three-course lunches and \$29 three-course dinners. People can still order off the regular menus, but the fixed-price options help people know what to expect as far as cost. It also makes it a little easier for people to get out and try something new.

*Keep things fresh with a new promo item each year*

## Q: Are there incentives for community members to take part?

**A:** Yes! If somebody visits three or more restaurants, they can get an Oshkosh Restaurant Week [tumbler](#). People love them.

We ask people to bring their receipts or fill out our digital pass and come to the Discover Oshkosh office to pick up their prizes. What we've found is when people come in to pick up the tumblers, they tell us about their experience—what they liked, if they'd go back and what they thought. I think it adds to their experience.



Refresh® Baylos Vacuum Tumbler with Straw



Thor Vacuum Tumbler





**Q: Are other promotional products involved?**

A: We also provide [caps](#) for each staff member taking part in Restaurant Week. They provide a way to celebrate the back-of-house workers—who are sometimes overlooked—and spotlight their culinary excellence.

Many employees wear them year-round. It's so great. I think the hats become a point of pride. If you go into one of those businesses right now, the odds are high that you'd see somebody in the staff wearing a Restaurant Week hat. So that's super fun.

Authentic  
Unstructured  
Cap



**Q: How has the community responded?**

A: It's been great for Oshkosh. This past year we had over 30 restaurants participating. The people in the community get really excited about it. It also tends to get a lot of media attention, probably because there's typically not a tremendous amount going on that time of year. The restaurants also love it because it's great marketing for them and hopefully helps kick off their year.

**Q: What do branded incentives add to the experience?**

A: They just get people more excited and engaged in visiting more restaurants. We want people to try more than one place, and the tumblers give people encouragement to do that. It also helps break down barriers between people and restaurants they otherwise might not go to. [4](#)

*“They just get people more excited and engaged in visiting more restaurants,”  
Amy Albright said.*

*Do you want to be featured in amplify?  
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*Note: 4imprint partnered with Discover Oshkosh and sponsored the promotional incentives and other products mentioned in this story.*



# Nonprofit's promotional totes draw attention

By Cheryl Sina

## Outreach items paint a stronger brand presence

There's no shortage of creativity at [Wayne Center for the Arts](#). The nonprofit's team of educators provides arts education across Wayne County, Ohio, with classes, exhibits and performances covering everything from visual and digital arts and pottery to music and dance.

From 25 pounds of clay to an assortment of paints and brushes, there's a lot for these art educators to lug. And what better way to transport supplies than a big branded [utility tote](#)? Sturdy and durable, this outreach item boosts visibility and makes it



easier for Wayne Center for the Arts educators to bring the joy and wonder of art to thousands of people each year. Talk about a promotional masterpiece! [4](#)



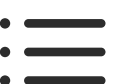
Meet the author:

**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](https://onebyone.4imprint.com)

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Spring 2025

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4imprint promo  
item in action

