

Promotional Products **Work**

4imprint customers share how they have used promotional products to raise awareness, boost business, celebrate successes, motivate and say thanks.

**24th
Edition**

Ben
with 4imprint
2 years



4imprint

Welcome to our 24th edition of “Promotional Products Work”!

We’re so proud to team up with our customers! Over the years, we’ve created over 20 e-books filled with promotional product ideas suggested by you. Your input is extremely valuable to us, and I’m amazed by the diverse ideas you’ve shared.

With the new year starting and fresh spring air on the horizon, now is the perfect time to remind your audience of what you have to offer. Consider using promos to connect with volunteers, clients and team members. These items can be used for various occasions, like welcome or thank-you gifts, rewards and even as pick-me-ups. With so many options available, we can’t wait to see how you add your own personal touch to these products.

Again, we’re so grateful to you for bringing your ideas to the table. After all, this project wouldn’t continue to be successful without your combined efforts. And remember: Don’t hesitate to reach out to us with more fantastic ideas!

Cheers to a new year and the upcoming spring weather.

Best,



Kevin Lyons-Tarr
CEO
4imprint, Inc.

Kevin Lyons-Tarr
CEO, with 4imprint 33 years

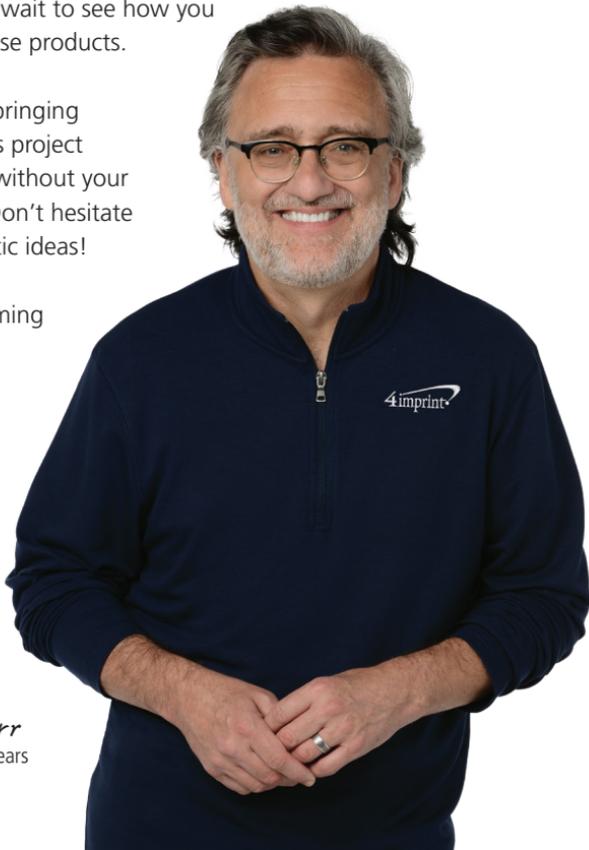


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Boost your customer base and strengthen current relationships by handing out promotional products that will help increase and solidify interest in your brand.

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Recognizing achievements—big or small—can leave a lasting impression. Keep morale high by gifting them promotional products they'll love.

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Branded promotional products are a great way to encourage participation and show your team how much you value their efforts.

Raise awareness **Page 18**

Your cause is unique—your marketing strategies should be, too. Promote your brand with logoed products that customers and donors are sure to notice.

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It's essential to acknowledge the continued support from loyal customers and team members. Share your thanks with thoughtful promo gifts.

Unite your team **Page 28**

With hybrid and remote work options more common these days, team dynamics have changed. Branded apparel and accessories can help your team feel united, even outside of the office.

Build your brand



[#161859](#), New Era® Lightweight Full-Zip Waffle Hoodie

Because [of] the look of this hoodie, I've had several people ask "What is SkinSpaSeventy?" which is my spa collective. It's definitely drawing attention and my staff and I proudly wear them everywhere!

Lori from Sacramento

Build your brand



[#160737](#), **Exclusive!** Crossland®
Journey Cooler Tote

We deliver wine in these totes. They keep the wine at the proper temperature and promote our brand.

Anonymous Customer

Build your brand



#SwaggingRights®



[#86017](#), Find-Your-Luggage Tag

We give each of our guests luggage tags on their trip to take home and promote our bed and breakfast. They love them! riversidebb.com

Cathy's story

Build your brand



[#142861](#), Starlite Pen

We use these pens in the office and ask the customer to keep the one they signed with. Customers love them.

Angela from Mocksville

Build your brand



[#5137](#), Hand Fan

We acquired these items as part of our brand booster initiative to raise awareness, especially following our recent name and brand change. These giveaways are intended to reinforce our new identity.

Gilbert from Orlando

Celebrate successes

#157645, Full-Color
Cleaning
Cloth



#SwaggingRights®

We are celebrating FSCI's 40th anniversary this year! We chose the Full-Color Cleaning Cloth because we all have glasses (either cheaters or sunglasses) and devices that need cleaning, and it is a fun option to hand out for the contact information instead of the usual business card.

Jenne's story

Celebrate successes

[#25001](#), Budget-Beater Golf Umbrella



Libby
with
4imprint
13 years

We gave the umbrellas
away to our 10 years or
longer of service with the
company.

Carrie from Jacksonville

Celebrate successes

[#151366](#), VP Gel Pen



Items were used for a ground breaking of our new facility. They were a hit with the group and a great item.

Anonymous Customer

Celebrate successes



[#150612](#), Campfire Enamel
Metal Mug

Our business celebrated 50 years of business. We gave [these] out to our customers for appreciation.

Anonymous Customer

Motivation boosters



#SwaggingRights®

[#141379](#), Viking Vacuum Tumbler



Everyone loves these tumblers! They are great, basic, durable tumblers. Easy to clean and keeps drinks cold/hot all day. We use them to reward our employees (as pictured) for going above and beyond, or to give to our customers and corporate when they stop in.

Hope's story

Motivation boosters



[#2386](#), Bic® Brite Liner Highlighter
with Grip

To get students to interact with
outreach initiatives.

Margaret from Lancaster

Motivation boosters



[#145305](#), h2go® Silo
Vacuum
Bottle

We are using the promo items as giveaways for catching phishing email scams that are sent out by our IT team.

Anonymous Customer

Motivation boosters



[#160649](#), Recycled Non-Woven Tote

We're using these promotional items at outreach events and as giveaway "prizes" for Library Card Sign-up Month! Everyone who registers for a library card gets to spin the "prize wheel" to select a prize. The tote bags are super useful because people can use them to carry their items if they check things out same day.

Amy from Burbank

Motivation boosters

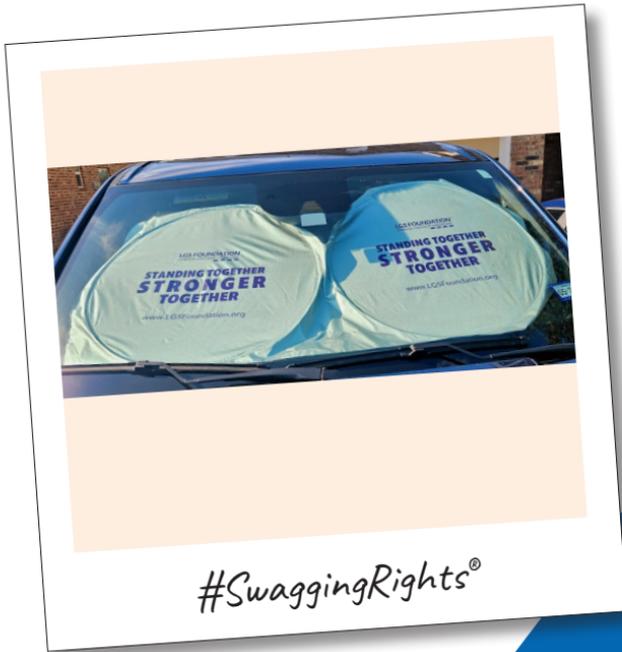


[#118882](#), Replay Lunch Cooler

We are encouraging our team to eat more healthy, and wanted to show our appreciation through these gifts.

Anonymous Customer

Raise awareness



[#105521](#), Car Sun Shade

November 1st is International LGS Awareness Day and all of November is Epilepsy Awareness Month. These sun shades are included in our 2023 LGS Awareness Boxes and can be used all year long to promote awareness of Lennox-Gastaut Syndrome and the LGS Foundation! They are amazing and work so well! Pop out easy and fold back up just as easy.

Ashley's story

Raise awareness



[#148309](#), Kazoo

We are a non profit theater celebrating our 100th year of providing entertainment and youth education to our community. While our brand is known, we wanted to make a difference at our annual 4th of July parade event. Working with 4imprint, we created and gave out over 2,000 personalized kazoots to the youth of our town. [Led] by our "Kazoo-Kaptain" on a mobile float, we had everyone watching the parade playing songs along with us!

Larry from Longview

Raise awareness



[#129935](#), Tear Drop
Crystal Award

We give awards each year for local businesses that make a difference [to] our community and to our business.

Tammy from Wildwood

Raise awareness



[#119123](#), Executive Folding Umbrella

We used the umbrellas for a Volunteer appreciation event, Showers of Gratitude. The umbrellas were very well received, and everyone loved them. As a large number of our volunteers are seniors, the push button was an easy option to use!

Anonymous Customer

Raise awareness



[#158579](#), Clip-N-Go Hand Sanitizer

We're using the hand sanitizer to introduce our nonprofit to different businesses and families in the area.

Anonymous Customer

Show gratitude



[#115558](#), Gray Area Lunch Bag

Every year we give our employees a gift for the holidays. I let the employees decide. This year they want a lunch box. We also filled it with treats for the employees and a re-usable icepack. The employees loved it.

Jamie from Trinidad

Show gratitude



[#108036](#), Glass Nail File in Sleeve

We provided an informative community luncheon event for the senior citizens in our community and as a thank you for attending we provided each one with these "fancy" nail files and they all were very excited about them and impressed with their quality. Our logo looked great on them too!

Angela from Pontotoc

Show gratitude



[#155910](#), **Exclusive!**
Crossland®
Picnic Blanket



Felma
with
4imprint
6 years

We wanted to say "Thank you" to our library team for a job well done.

Our district is going through some changes that affected our librarians and this was a small way to say "You are greatly appreciated!"

Annoymous Customer

Show gratitude



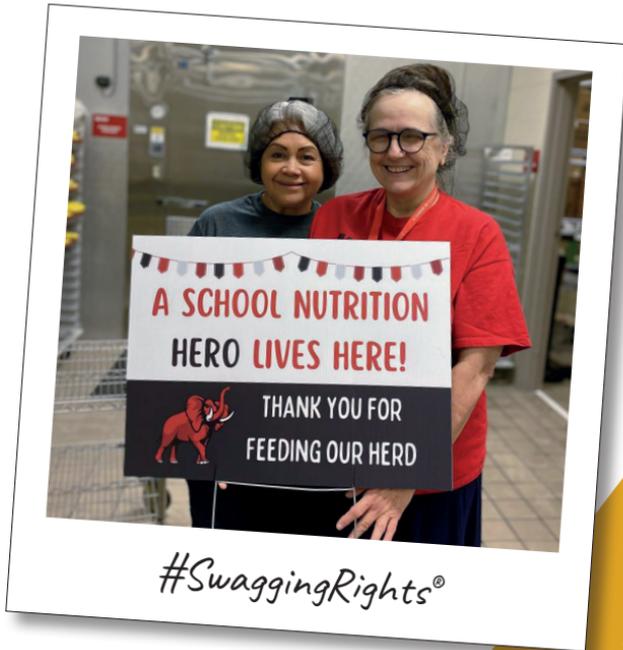
[#102792](#), Hayden Fleece Jacket



This was a thank you gift to all of our hardworking staff for their dedication during the staffing shortage.

Anonymous Customer

Show gratitude



#SwaggingRights®

[#124231](#), Corrugated Plastic Yard Sign with Wire Frame



We created these signs as a token of our appreciation for our School Nutrition staff. They are the first people in the school each morning, making meals for thousands of kids.

These heroes are often overlooked and underappreciated. We hope they proudly display these yard signs at their homes so the community can join us as we celebrate their dedication to feeding our future!

Emily's story

Unite your team



#SwaggingRights®

GILDAN®

[#103477](#), Gildan® 5.5 oz. DryBlend®
50/50 T-Shirt



We purchased these shirts for an employee trip to a zoo! They were great! Perfect fabric, bright vibrant letters! Our employees wear this shirt often because of how much they like it!

Taelor's story

Unite your team

[#122078](#), Dry-Mesh
Hi-Performance
Polo

Jane
with 4imprint
19 years



Jeff
with 4imprint
12 years



My team felt neglected and bottom man on the totem pole when I onboarded. A short discussion about diversity, equity, and inclusion has motivated the team to feel a part of the overall picture. The polos were the icing on the cake to have [an] identity wear for staff at public events.

Lei from Honolulu

Unite your team

[#129125C](#), Sunglasses



We are always looking for ways to recognize employees and thank them for being a part of our team.

Additionally, we continue to build brand awareness. While our employees are out in the community, we want them to be proud to work at LA!

Julie from Cocoa

Unite your team



[#6258](#), Two-Tone Tote Bag

We provided these to our core caregivers, they love using them when they go to client homes to care for them. It shows that they have pride in what they are doing and allows them to advertise for our company.

Danielle from Fort Worth

Share your success story!

Have you found success with your promotional products?

Share your expertise by visiting

4imprint.com/SwaggingRights and clicking the #SwaggingRights® button in your order history. Submit your photo with a description of your story. We'd love to share it with others via social media and maybe even in our next edition of **"Promotional Products Work"**!

See more ideas and past editions of 4imprint's "Promotional Products Work" at

4imprint.com/EBook



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