

promotional products work

4imprint customers tell you how they have used promotional products to grab attention, grow their business, say 'thanks,' raise awareness or otherwise spread the word!

11th
Edition

David, with
4imprint
1 year

4imprint®



Welcome to the eleventh edition of 'Promotional Products Work'!

Wait. ELEVEN?! Yep, that's right. What started as an experiment in collaboration has become so much more. With every edition of this e-book, we are reminded that you are the best customers in the world.

Thanks to your stories—and your willingness to share them via our “Two-Second Survey”—our little experiment has reached thousands of people. Your successes are fueling others to find creative ways to attract customers, thank donors, recognize employees and raise awareness. That collaborative effort is the definition of “paying it forward.” And we are so humbled and grateful to be a small part of that.

In this fast-paced, ever-changing world, it isn't easy to get your brand noticed. As you can see from these stories, promotional products can help you do just that. A simple pen, mug, tote, polo shirt or tech accessory has the ability to get your message heard. And isn't that what we all want?

We hope you enjoy “Promotional Products Work—11th edition.” And, if you know people who could benefit from the ideas inside this e-book, please share it with them. Let's keep the momentum going.

Here's to a successful 2017!

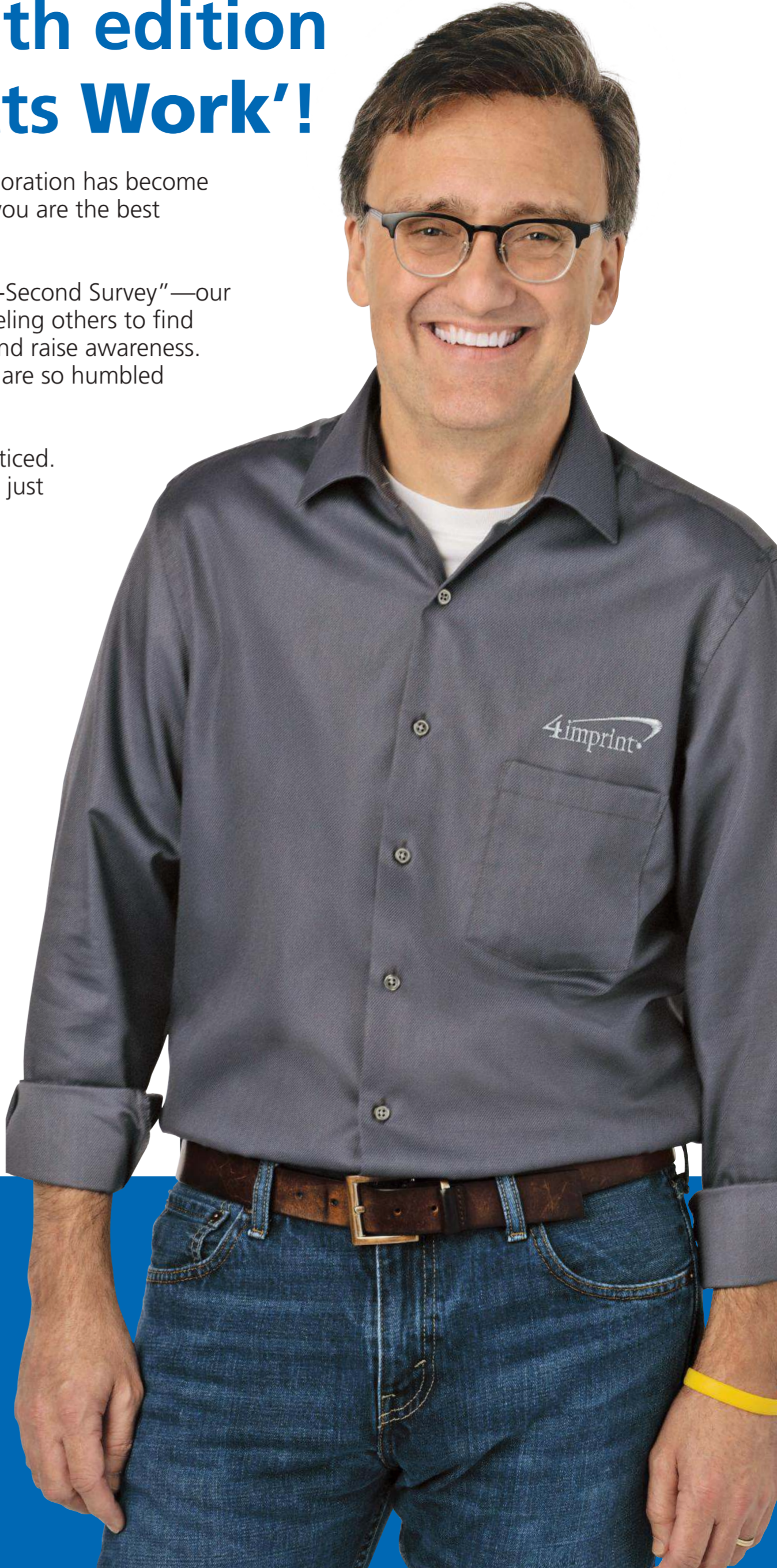
Best,



Kevin Lyons-Tarr
CEO
4imprint, Inc.

P.S. Look for this icon  to see photos sent from our customers!

Kevin Lyons-Tarr,
CEO,
with 4imprint
26 years



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[build your brand]

From small business to big business, university to nonprofit, the name of the game is to make sure people know who you are and what you're about.

Promotional products **work** when it comes to building your brand.



build your brand

#1

Amanda from Martin

“We work in higher education and market to adult learners. The longer lasting more practical items give us the most bang for our dollar.”



[#128421](#), Energize Portable Power Bank

build your brand

#2

Leanne from Canton

“We gave emergency hammers to each graduating senior in our county. We also plan to sell these to our members. With the logo on the item is is great way to get a positive word out about our organization.”



[#122154](#), Emergency Hammer

build your brand

#3

Anonymous

“We purchased a bunch of pens with the plans of leaving them everywhere...looking for brand recognition...we knew it was working when a new customer called & said I stole your pen from the coffee shop on the corner so I would not forget who I needed to call.”



[#39206](#), Flat Flexible Magnet

build your brand

#4

S. Marie from Jamaica

“The sunglasses are a gift to the incoming class of 2020—clever...don't you think? Class of 2020 and 20/20 Vision—great prop for a motivational talk for incoming students this year!”



Molly, with
4imprint
11 years



[#109494](#), Risky Business
Sunglasses

Sheree from Prudenville

“As a radio station, our fans and listeners really liked the guitar shaped hand fans during hot outdoor events.”



[#5137](#), Hand Fan

Ally from Boone

“We bought the eye masks for patients with certain eye conditions. We get better compliance if we can get it in their hands before they leave.”



[#136412-EY](#), Wonder Beads Eye Mask

build your brand

#7

Brandice from Austin

“At Westlake Medical Center most of our tenants are doctors. A few do sports physicals at the local high school, and hand out these footballs and basketballs to promote the entire medical center.”



[100812-BK](#), Stress Reliever - Basketball

[116495-5](#), 5" Foam Football

Karen from Woodinville

“We introduced our new mobile app at our largest tradeshow of the year using a 4imprint Selfie Stick. People loved them and it reinforced our message.”



[#131973](#), Fold Down Selfie Stick

build your brand

#9

Cynthia from Grants Pass

“We give our patients who have total joint replacements a robe, a gift and soon the men will be given sweatpants.”



[#126074](#), Plush Shawl Collar Robe

build your brand

#10

Claire from Stevens

“I used my grocery totes to fill up with goodies for our 50th high school reunion. We filled the bags with a HS baseball hat, a book, and a commemorative glass.”



[#105223](#), Reusable Grocery Bag

build your brand

#11

Rebecca from Watertown

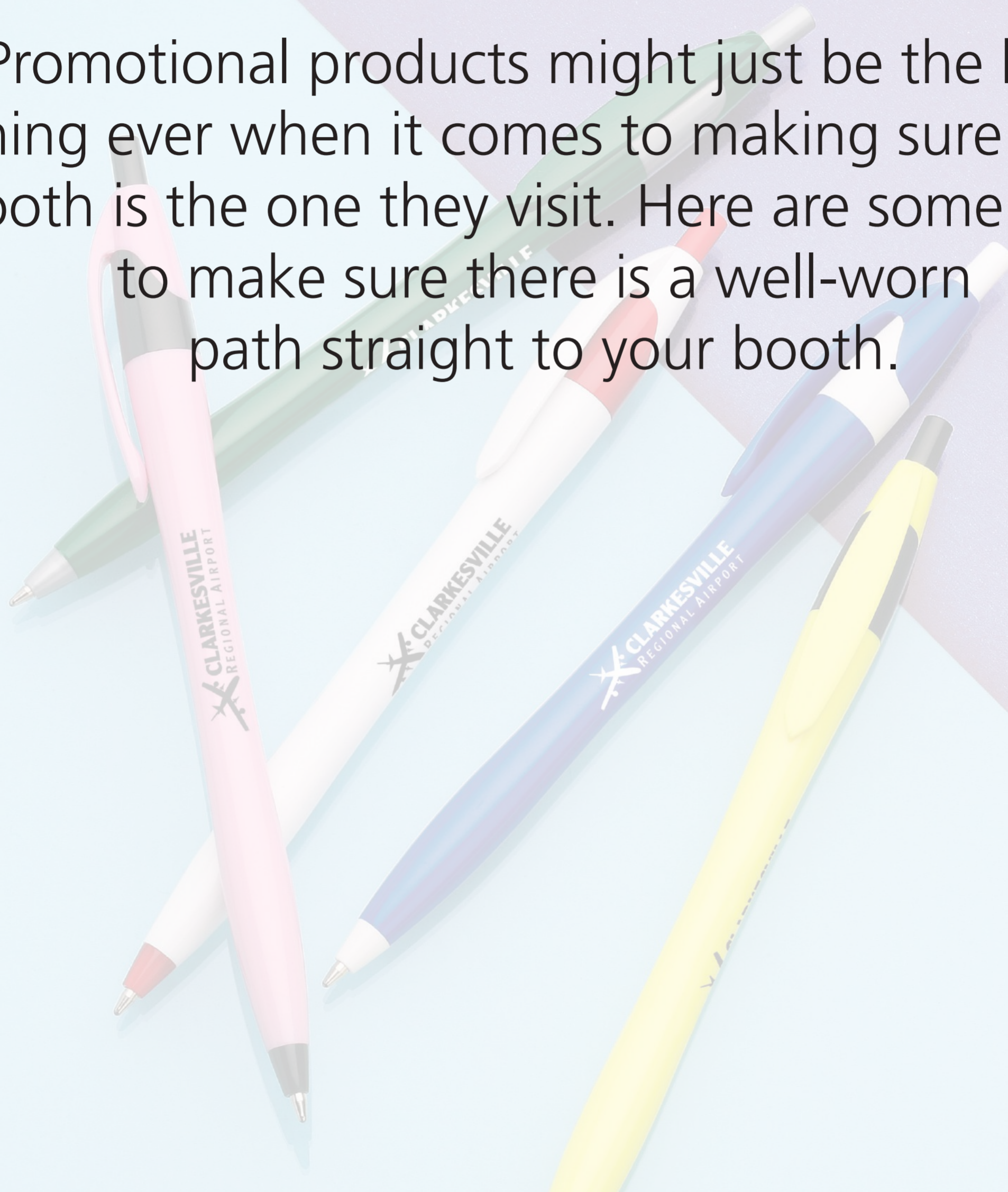
“I ordered these mugs for our Real Estate Office’s Broker/Owner to include with his closing gifts and to serve coffee to clients during his meetings, and just to use around the office.”



[#4920](#), Challenger Mug

[booth buzz]

Promotional products might just be the best thing ever when it comes to making sure your booth is the one they visit. Here are some ways to make sure there is a well-worn path straight to your booth.



Anonymous

“This was a giveaway for a client conference. The conference was held in sunny Phoenix, AZ, so we wanted a promotional item that would be ‘themed’ to the area...the sunglasses were perfect!”



[#129899](#), Verano Sunglasses

Gayle from Anderson

“We gave away the power banks at an education/technology conference. The attendees were pleased with the power banks because it was something that they could use. Who hasn't had a phone or device need a quick charge?”



[#128422](#), On The Go Flashlight Power Bank

Shelley from Virginia Beach

“We were an exhibitor at a local wine festival - our stadium cups were just the right size for attendees to use and we loved seeing everyone walking around with our company’s name & logo.”



Liz, with
4imprint
5 years



[#85026](#), Stadium Cup

Judith from East Brunswick

“We made cookies and placed in these bags for participants to walk around the show floor with.
A fun little addition.”



[#110228](#), Gourmet Bag

Anonymous

“We used this swag to thank people for coming to our booth and to drive booth traffic. It was EXTREMELY successful - using brand name products like eos® lip balm had people talking about us and attendees came to our booth specifically for the swag.”

Katie, with
4imprint
6 years



[#128291](#), eos® Lip Balm

Colleen from Portland

“We were looking for something FUN and DIFFERENT for car show goodie bags because we wanted our THING to be what makes more people smile! THESE DID IT! Thanks!”



[#5975](#), Fold Up Flyer

Sherman from Austin

“One of the largest community gatherings in our service area is an August “Concert in the Park” event. We ordered dog collar flasher/reflectors and dog waste bag dispensers, both with our name and logo on them. They turned out great and were much appreciated by booth visitors. We have many left over that we’ll give to pet owners who come to the hospital for services.”



[#104811](#), #2 Bag Dispenser

Karlee from Corunna

“We ordered our promotional products to give away at a first annual expo, they were a hit. Everyone came to our booth asking about what was inside the “red bag” they had seen others carrying with our logo on it. Inside we had a lot of information about our company, along with all the products and services we offered and how it could help them out.”



[#104566](#), Oxo-Biodegradable Grab Bag

John from Garden Grove

“I promote my business at healthcare expos and give away promotional materials that will stay in people’s homes for a long time because visitors to my booth do not need my homecare service at that time.”



[#118640](#), Citrus Hand Sanitizer

[for your cause]

Whether the mission is a nonprofit, school store or fundraising, if you need money, promotional products **work**.



[for your cause]

#1

Kristeanna from Wittenberg

“We gave luggage tags away for our golf outing fundraiser. Our theme this year was a nautical theme so a luggage tag in the shape of a ship with our logo on it was perfect for our thank-you gift to our golfers.”



[#118678](#), Ships Ahoy Luggage Tag

Tom from Wayland

“The West Burlington high school volleyball team sold water bottles purchased through 4imprint.com. The water bottles promoted the school and our cause. The players sold all 100 bottles ordered and raised \$750 for Water Our Thirsty World. WOTW will dig a well with a water purification system in a developing country based on our donation.”

[#115918](#), RoBo Sport Bottle



[for your cause]

#3

Laresa from Hendersonville

“These wine glasses were given as a thank you to anyone who gave at a certain level during our Remarkable Women Giving Circle event. Our donors were impressed!”



[#112564](#), Stemless Wine Glass

[for your cause]

#4

Jeff from New Albany

“We used the bottles we ordered from 4imprint as table centerpieces at our annual fundraising gala. We got a lot of positive feedback and some of our guests wanted to take them home with them! They definitely helped with branding our organization while giving a classier vibe to our event.”



[#125065](#), h2go® Giara Glass Bottle.

[for your cause]

#5

Anonymous

“We had a 5k to benefit the Maine Cancer Foundation, we gave these stickers out at the finish line to all participants.”



[#106607](#), Value Sticker by the Roll

Adrienne Group O

“My company supports a committee that drives sustainable efforts across our enterprise and in the community. My order was for reusable canvas bags (with our company logo) that we will use in a “this for that” exchange. Our employees will bring in plastic grocery bags in exchange for a canvas bag, and then the plastic bags we collect will be donated to the local food pantry for reuse.”



Buffi, with
4imprint
8 years

[#106836](#), Value Grocery Tote

[for your cause]

#7

Anonymous

“We sponsor an event every year and try to tie in a giveaway with where the event is being held. This year it was in Sonoma Valley so we chose the wine stopper as a giveaway.”



[#109986](#), Wine Stopper

[for your cause]

#8

Kaitlin from Baton Rouge

“We gave these lions to all of the children in our church whose homes were damaged in the recent flood in South Louisiana in hopes that they could provide some sense of comfort during this tough time.”



[#115522](#), Wild Bunch Animal

Joanne from Cypress

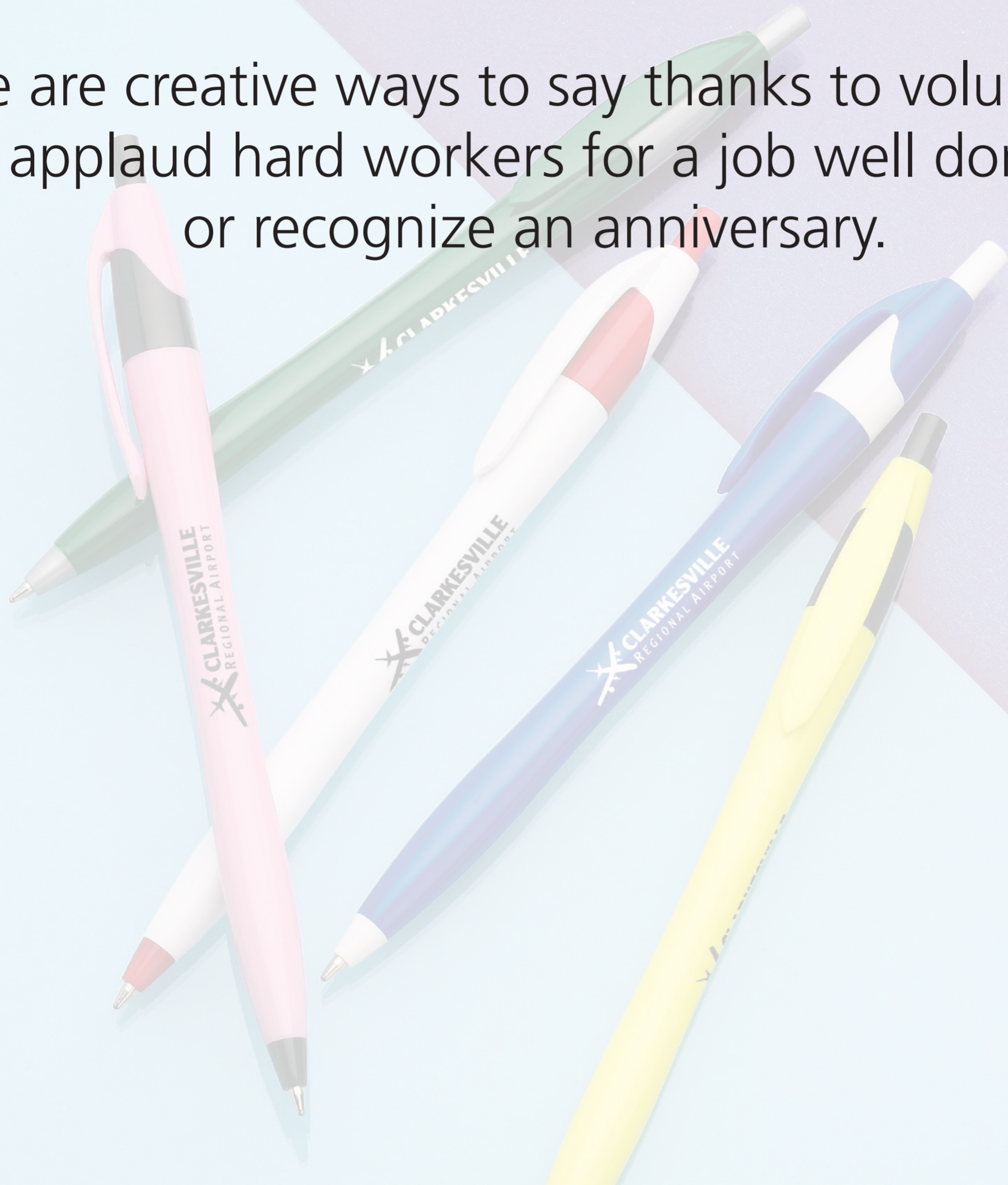
“The fan is a give away to employees who participated in the annual Cypress Walk/Run. It was great, especially for a hot day.”



[#130358](#), Mini Fan Keychain

[saying thank you]

Here are creative ways to say thanks to volunteers, applaud hard workers for a job well done or recognize an anniversary.



[saying
thank you]

#1

Wayne from Flushing

“We hold a quarterly recognition event. For these events we like to provide a take away gift for our recognition attendees. For this event we did the KOOZIE® Duo Lunch Cooler with our company logo and they were a huge hit.”



[#119999](#), KOOZIE® Duo Lunch Cooler

[saying
thank you]

#2

Anonymous

“I wanted to find a way to help turn new customers into long-term partners, increase sales, and thank customers for their business in a way that was memorable and unique. I wanted something that would not be thrown away, people would enjoy and keep on their desk. The gifts have been well received and have helped to further strengthen the relationship.”



[#125383](#), ifidelity Sideswipe NFC Bluetooth® Speaker

[saying thank you]

#3

Anonymous

“We will give the blanket to our staff support group to show appreciation for their “Warm-derful” behind the scenes work.”



[#103416](#), Picnic/Stadium Blanket

Amy from Harrisburg

“I manage a very senior IT development team that created and worked on a very, very complex system for a demanding client in a mission critical area. After working so hard, I thought it was time for them to relax and celebrate a job well done. I purchased the chairs to help them with their relaxation.”



[#104480](#), "BIG'UN" Folding Camp Chair

Anonymous

“We ordered aprons to give to our employees along with a company cookbook we are producing. We loved that the neck and straps on the apron are adjustable to fit the different body types of our staff.”



[#5589](#), Denim 3-Pocket Apron

[saying
thank you]

#6

Bogusia from Naperville

“A lot of our customers are contractors or working on a construction site, so safety green t-shirts are perfect gifts for them. And showing our logo on those t-shirts is a good advertisement for us.”

Joe, with
4imprint 12 years



Whitney, with
4imprint 4 years

[#6729](#), Hanes Tagless T-Shirt

Jennifer from Terre Haute

“We are celebrating our 60th year operating in Terre Haute, IN and wanted to give our employees a Thank You gift. We gave everyone a cooler tote as a Thank You. On the day of our celebration everyone who attended the event received a tote bag with goodies inside. Everyone loved the gift and was impressed with the quality of the items.”



[#100637](#), 24-Can Convertible Duffel Cooler

saying thank you

#8

Amy from Blue Earth

“We had a company party at a casino and as a thank you we provided all employees a gift bag which contained drink tickets, a 100 Grand candy bar and a branded ‘casino style’ deck of cards. Employees loved it!”



[#117200](#), Playing Cards

Simone from Miami

“The backpack was a thank you gift for our summer interns. We wanted an item they would find useful while at the university and simultaneously promote our company to their fellow students.”



[#135507](#), adidas® 25.5L Laptop Backpack

[saying thank you]

#10

John from Cullman

“We have an annual golf tournament at our company. We used these glasses for tee prizes given to each participant to thank them for playing in our event.”



[#5779](#), Pint Glass Set

[saying
thank you]

#11

Anne from Minneapolis

“We held an employee appreciation event with the theme “Empowering Our Employees” and gave them “power” banks.”



[#128646](#), Round Two-Tone Power Bank

[spreading the word]

Help spread the word about your special campaign—from a simple community reminder to public safety.



Amy from Rockville

“We are relocating our retail tennis store. So we use our stickers that announce ‘We’re Moving’ to put on existing products that we sell. The 2 best places they work are on the lid of tennis ball cans we sell and also our employees put one on their shirt everyday so customers can’t miss our announcements.”



[#106607](#), Value Sticker by the Roll

Beth from Lake Oswego

“I hosted my brother’s memorial cycle racing series. The string backpacks were given to all participants. Likely, the cyclists will wear them all around town—promoting the series and “glow” lime green providing some safety while on the streets.”



Dave, with
4imprint
17 years

[#6188](#), Drawstring Sportpack

Elena from Thousand Oaks

“We use the padfolios for our college students; we prepare them for graduate school and careers so they will use the padfolio for interviews.”



Eric, with
4imprint
16 years

[#111112](#), Pedova Zippered Padfolio

Tonya from Anchorage

“We give these soft little bears to our patients for comfort to show that we care about their needs while under going surgery.”



[#117885](#), Little Paw Bear

Katherine from Columbus

“We ordered these buttons to both promote our LemonAiD campaign among staff and sponsors and for our participants to wear as badges while they were running their lemonade stand as part of the campaign.”



[#39214-RD](#), Round Button



Joe, with
4imprint
9 years

Alyssa from Weston

“Our company ordered the white visors for our Inaugural MS Adaptive Golf Day and gave one out to everyone who participated. They were a hit!”



[#107256](#), Cotton Twill Lightweight Visor

Andrea from Champaign

“It is hard to get attention for our small nonprofit.

We work on a Big 10 campus, and there are LOTS of other organizations competing for student attention. Getting a razor banner to plant outside has helped us stand out and gain more visibility.”



[#132752](#), Outdoor Razor Sail Sign

Jennifer from Merrimac

“Our police department hands out items to town schools and children as part of ‘Back to School’ programs as well as safety topics.”



[#127525](#), Policeman Pen

Stacey from Leonardo

“We hold an annual ‘Dine in the Dark’ event to raise awareness about blindness/visual impairment/deteriorating vision. We order the masks so participants can don a blindfold, and partake in a three course meal. It not only raises awareness, but helps us to raise much needed funds.”



[#126983](#), Eye Mask

Jessica from Abilene

“Our volunteers deliver hot meals, so we have the insulated totes available for them to use. They zip close, so they keep the meals warm!”



[#106542](#), Therm-O-Tote Insulated Grocery Bag

spreading the word

#11

Aucuria from East Peoria

“We ordered magnets to make residents aware of the steps to take in the event of an emergency (fire, weather, or other community incident).”

[#111306](#), Billboard Magnet



Jason, with
4imprint
2 years

[team unity]

If you're looking to outfit your team with a unified look, trying to build morale, or you want to create walking billboards, promotional products get the job done.

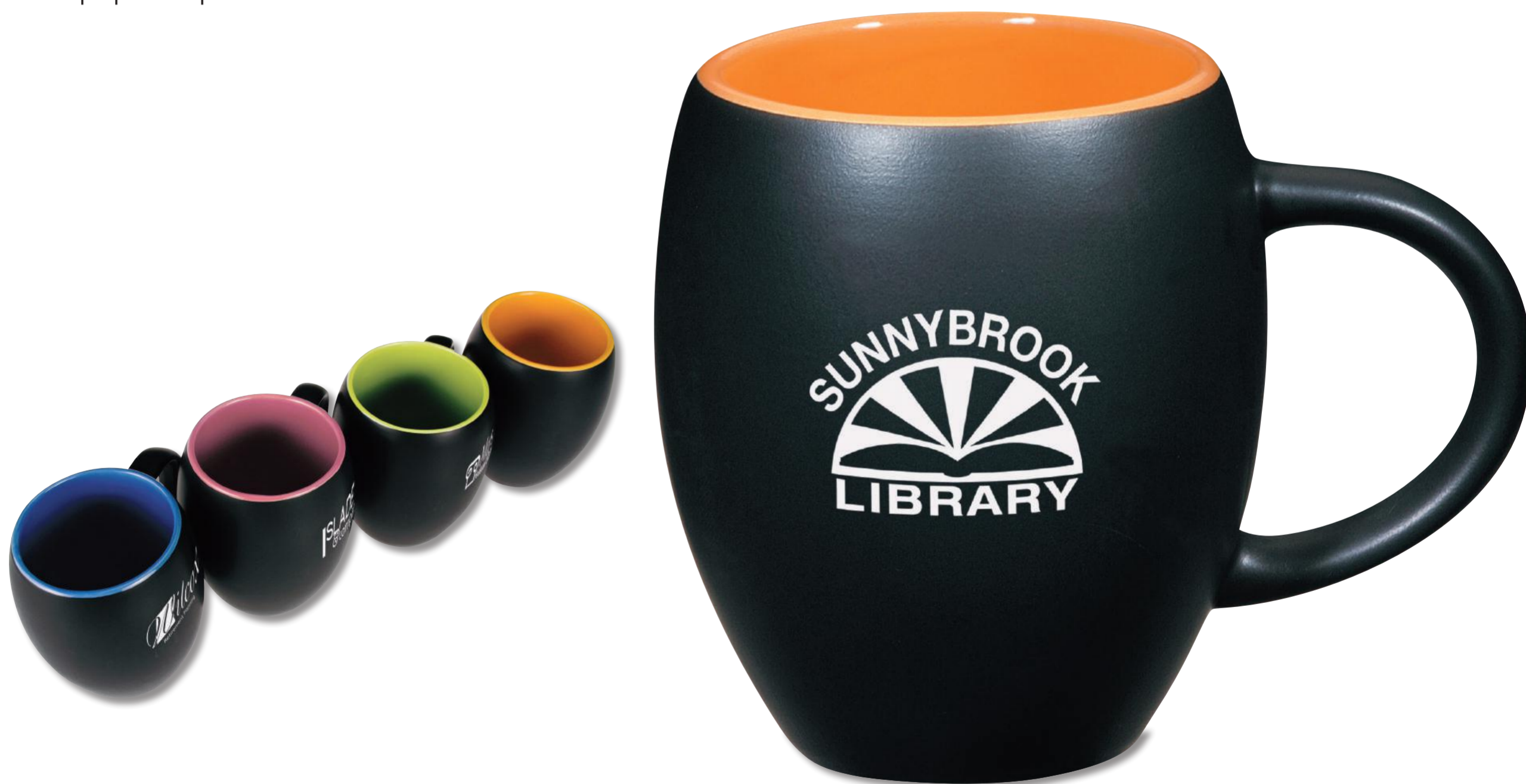


team unity

#1

Anonymous

“Each of our team members received a large-sized mug with our department’s logo to strengthen our team unity and to encourage participation in our organization’s sustainability initiative – no more paper cups or bowls.”



[#101870](#), Matte Barrel Mug

Marketta from Floyds Knobs

“Used the can cozies for a safety meeting on keeping hydrated in the summer. Our guys work outside as asphalt pavers and we put a bottle of water in each one and handed them out at the beginning of the meeting.”



[#110](#), Pocket Coolie

Julie from Aspen

“We ordered the “Fandanas” for (2) running races that our company sponsored this summer. They were a huge hit and everyone at the races was wearing them!”



Matt, with
4imprint
10 years

[#123746](#), The Fandana

team unity

#4

Jennifer from New York

“The water bottles were given away at our annual team member picnic, which takes place in NYC’s Central Park. The water bottles were chosen because they relevant to our theme- the 2016 Summer Olympics.”



[#9990](#), Comfort Grip Sport Bottle

team unity

#5

Kay from Albuquerque

“We give each of our swimmer’s a Celebration Tote at the beginning of each season to keep their swim gear in. They look great, in rainbow colors displayed in our entry.”



[#5938](#), Celebration Shopping Tote Bag

Toni from Mount Clemens

“We are a growing company and have added several new offices. This was a team building effort for all the staff. Everyone really likes their new jackets! Thanks!!”

Shandi,
with
4imprint
3 years

[#123990](#), Crossland
Fleece Jacket



Cheryl,
with
4imprint
18 years

Elena from Martinsburg

“We ordered these to give to our new hires as a way to hold all their paperwork and take notes. They were such a hit that we decided to provide them to all of our employees. It makes me smile to go into a meeting and see that EVERYONE has their folio!”



[#126360](#), University Portfolio

Brian

“As a kick-off to our Advisory program, we purchased a t-shirt for every student and staff member in the building. The t-shirt contains our logo on the front and an acronym for our name “Remdawgs”. On Friday’s staff and students wear their shirts to show pride in Remington Middle School. The t-shirts have been a huge success.”



[#6729-S](#), Hanes Tagless T-shirt



[the carrot]

Increase participation, improve registration rates and maybe even generate additional revenue. When you're looking for that 'carrot,' look for promotional products.



[the carrot]

#1

Anonymous

“We gave these away as part of our referral program. Each member and their referred friend received one as a gift.”

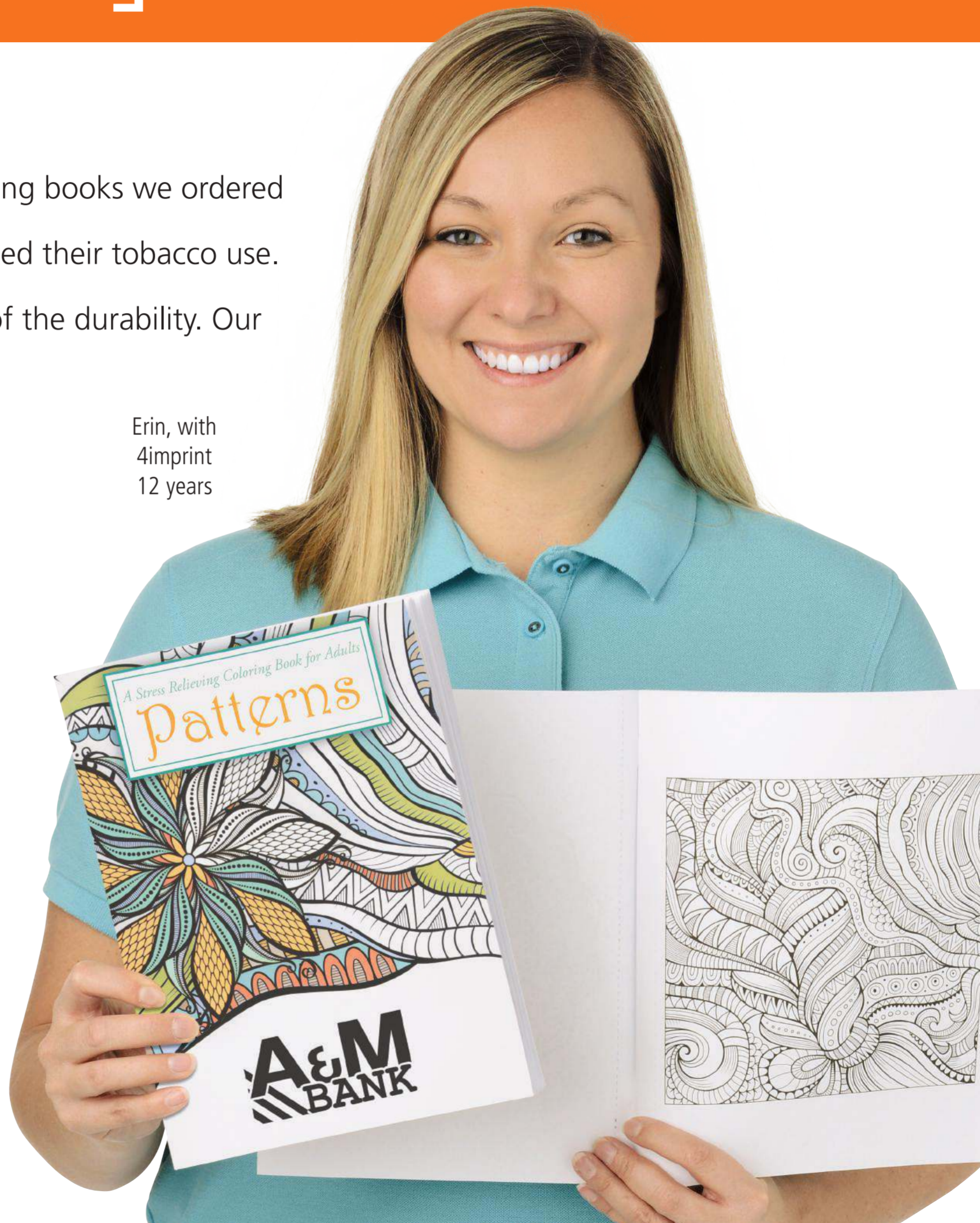


[#109996](#), Life in Motion XL Cargo Box

Anonymous

“We used the bags and adult coloring books we ordered as incentives for clients who reduced their tobacco use. Our clients love the bag because of the durability. Our logo looks amazing as well.”

Erin, with
4imprint
12 years



[#132537](#), Stress Relieving Adult Coloring Book

Anita from Fort Leonard Wood

“Our military installation has an annual Safety Fair attended by approximately 2,000 personnel. This year we increased attendance by 30%! Many patrons said they came to the Safety Fair because co-workers returned to their workplace with so many great ‘freebies’. Promotional items work!”



[#120059](#), Neck Tote First Aid Kit

Yolanda from Chicago

“We had a conference and wanted to highlight our speakers and our members. The non-members all wanted to become members because we were able to give our members extra perks because of the highlighted badge strips giving them recognition and prominence. I increased our membership goals that day by signing up people who were attending for the first time and excited to be able to enjoy the highlighted perks of membership.”



[#109511](#), Stock Badge Ribbons

Anonymous

“We used the Moscow Mule mug to send as a door opener to executives at prospect companies. We sent it along with some Moscow Mule ingredients and the package looks fantastic! We are excited since the presentation was GREAT!”



[#131844](#), Moscow Mule Mug

Anonymous

“We use the bag for all our RV parts customers who are buying an RV. We put the items they purchase to get them up and running in the bag. The bag is helpful and can be re used. It also does some advertising for us when people use the bag.”

[#106836](#), Value Grocery Tote



Rich, with
4imprint
9 years

Katie from Johnston

“As part of our Wellness Program, if staff complete their biometrics, health assessment and dental exam they will receive a free Heartland logo polo. This is a huge incentive for our company as it’s never been an option before.”



[#121915](#), BLU-X-DRI Stain Release Performance Polo

Anonymous

“We launched a reading challenge and handed out the ESCC Reads headphones to anyone who registered.”

Danielle,
with
4imprint
3 years



[#106759](#), Ear Buds with Interchangeable Covers

Anonymous

“This was used as a gift for completing our transportation survey. We need to survey people in our area for project funding. This will help us meet their needs! The free gift always gets people’s attention and they are willing to spend 30 seconds to answer some questions!”



[#106875](#), Carabiner Key Tag

Share your success story!

Have you found success with your promotional products? You can help others by sharing your expertise! Simply email a photo of your product to **social@4imprint.com** with a brief description of your success 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**

