

promotional products work

6th
Edition

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!



It's hard to believe this is our 6th edition of 'Promotional Products Work'! Our customers and their clever uses for promotional products never cease to amaze us. Through our 'Two-Second Survey' that is sent after each order is completed, our customers have the option to share how they've used promotional products to boost business, support a cause, welcome new associates, promote wellness and much more. By compiling their contributions and sharing their hard work with you, we're confident you'll find a way (or two, or three!) to create a successful marketing strategy that moves your organization forward.

Thank you to everyone who has made 'Promotional Products Work – Sixth Edition' possible. We hope you enjoy it as much as we've enjoyed creating it. If you do, feel free to keep the creativity flowing by sharing your ideas with others!

Best,



Kevin Lyons-Tarr
CEO
4imprint, Inc.



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Raising Money For Your Cause

Whether it's a non profit,
school store or fundraising,
if you need money for the mission,
promotional products work.



Carol from Peaks Island

“My daughter and her friends sold umbrellas in their school colors, with the school logo, to raise money to attend Model UN. I saw lots of people carrying them at a rainy track meet this weekend, and parents were happy to be able to spot each other.”



[#103238](#), 46" Arc Umbrella

[for your cause]

#2

Mallerie with Dubois Volunteer Fire Department

“We have an annual fundraiser to support the local fire department in getting new equipment. The community loves products with the fire dept logo and we are always looking for new ideas. We saw these water bottles and fell in love. We were able to sell them for \$25 each bringing us a nice profit. We will be sure to come back to 4imprint for more ideas and more water bottles!”



[#105653-25,](#)

Camelbak Eddy Bottle - 25 oz.

Sean with Kiwanis Club of East Orange County

“We have an annual charity run that helps a number of student leadership programs in our area. Having a custom design like this really let us show everyone all the great things our club does in the community so people could see where their donation was going. People like to see the positive and this bag was an amazing way to let them.”

Doug, with
4imprint
2 years



[#104566-129-FC](#),
Oxo-Biodegradable Grab Bag -
12" x 9" - Full Color

[for your cause]

#4

Claudia with Orwigsburg Area Free Public Library

“The library used the first order of grocery bags to raise money to professionally frame a 9/11 American Flag that has the names of individuals that died in the 9/11 tragedy, which cost several hundred dollars. Second order of grocery bags was used to raise funds for Children’s Summer Reading Programs.”



[#106836-1312](#), Value Grocery Tote -
13" x 12"

[saying thank you]

Whether it's for saying thank you to volunteers, to applaud hard workers for a job well done or for recognizing an anniversary, here are some creative ways to say "thanks."



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saying thank you

#1

Catherine from Catonsville

“We gave out the deluxe snowbrushes (personalized with our logo) for a holiday gift. We attached a note letting them know that there was “snowbuddy” like them with a picture of a snowman.”



[#2271](#), Deluxe Snowbrush

[saying thank you]

#2

Beth with Sargent Marketing Group, Inc.

“For thank you gifts during an open house and tour of our Oncology Center... we filled these with red crinkle paper, half-bottles of French wine, an informative brochure and imprinted thank you note. Tied with red (for red wine) and white (for white wine). Physicians and dignitaries enjoyed the gift. We also gave ‘to go’ dinners so guests could enjoy catered dinners at home with their families.”



[#110226-610](#), Boutique Die Cut Shopper - 6" x 10"

saying thank you

#3

Bob with Excel Technical

“We used the Challenger mug to give out to our computer education/professional non-profit membership and to both celebrate our 25th Anniversary as well as get the word out for our new web URL address. The mug is inexpensive and is promotional effect last for years and always close to our member’s eyes. A very cost effective way of promoting our group.”



Mark, with
4imprint
7 years



[#4920-C](#), Challenger Mug -
Color - 11 oz.

Darcie with Arizona Reproductive Medicine Specialists

“We are an infertility specialty practice helping people build their families. These bears, with our logo, are part of a gift bag we provide to our patients when they “graduate” ~ meaning, when they are pregnant. It is often a long emotional journey and we are so pleased to be able to give our patients a cheerful teddy bear along with other item. We hope it reminds them how grateful we are that they chose us to help them build their family.”



[#117885-B](#), Little Paw Bear - Brown

Pamela with Prairie Lakes AEA

“I gave the stylus pens to the folks I supervise and those I work with in our agency. I used the gift as a thank you and holiday gift. We all have iPads®, smartphones or other tablets and the stylus will be very useful. Others commented that they liked having both the blue and black ink in the pen. Many prefer to sign documents in blue while taking notes in the black ink. All were well received.”



[#115510](#), Chevron Dual Ink Stylus Metal Pen

[Spreading the word]

Whether it's public safety or a simple community reminder, here are a few ideas to help spread the word about your special campaign.



Anne with Agros International

“We are a non-profit organization that takes our donors into the field to see our work. We will give each of them one of the shirts to help promote our organization in their home communities.”



[#105472](#), Harriton 5.6 oz.
Easy Blend Polo

Mike with Anderson Kennels

“We give out bags for our dog boarding customers and they love using them to bring their items for the dogs back with them when they come again. Plus they can use them for groceries or whatever and our name gets out there.”



[#1660-1310-B](#),
Kraft Paper Brown Eco
Shopping Bag –
13" x 10"

Sandra with Bontrager Real Estate & Auction Service

“We use the mug with our logo in our auction website pictures to help customers judge the size of pictured items. The mug logo on the web pictures is an additional marketing tool and now customers want their own mugs! We have used them as giveaways to staff and customers.”



[#311-C](#), Campfire Ceramic Mug - Colored - 15 oz.

Anonymous

“We are promoting the sport of competitive trail riding with the North American Trail Ride Conference. All of our members carry several of these fans as they ride. We use them to cool off the horses, but we also hand them out like business cards to other riders that we meet on the trail. No one ever throws them away! This is a second order for us.”



[#109839-RD](#), Breezin' Plastic Hand Fan - Round

Jennifer with FoxPaw

“With every mobile repair that we do; we include one of these microfiber wipes with our logo so they’ll remember our company & recommend us to their friends and family.”



[#103454-66](#), Microfiber Laptop
Cleaning Cloth - 6 x 6

Han with Combustible Lemons

“We’re a rookie robotics team this year and to help befriend other teams and to spread the news of our team we handed out pens at both of our competitions so far this year. They were used by judges to take notes, other teams for scouting, and at the front table to sign out safety glasses. We always get complimented on them and love using the pens ourselves!”



Angie, with
4imprint
3 years



[#6551](#), Javelin Pen

[Team Unity]

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



Christopher with Generations Radiotherapy

“This was part of this year’s Christmas present for my staff. They were thrilled with the jackets and I love the fact that I constantly see the staff WEARING the jackets!! One employee was so pleased, that her kids wanted matching ones...even her kids thought our jackets are cool!!”



[#120144](#), Kangari Hooded Softshell Jacket

Mark from Fort Worth

“We have 36 offices across the SE U.S. Four of those offices are audited each year. The audit team consists of one Administrator from each of the neighboring offices. I give each Administrator an embroidered Tote and a nice write up thanking them for their assistance. They are all happy with a useful award with the company logo.”



[#112756-E](#), Utility Tote
Embroidered

Anonymous

“The items we purchased were used to raise awareness and provide support for a new wellness initiative within our company. Everyone that participated in the current program got a water bottle. It has the plant buzzing about the wellness program!!!”



Josh, with
4imprint
8 years



[#110436-16](#), PolySure Cyclone Sport Bottle - 16 oz.

Anonymous

“We had a team engagement event and used the mints as favors. They were a huge hit. It was very important to me to personalize the favors with something meaningful for our associates and these mints did just that.”



[#572](#), Buttermints

Melissa with Clay Duval Pet Emergency

“We purchased watches as Holiday staff gifts with company logo on them to increase team motivation. We are in the medical field so all employees having a watch with a second hand is important to their day to day responsibilities. These made great gifts and the team was excited to receive them. Everyone loved the logo!”



[#115600](#), Colorful Silicone Strap Watch

Matt with Affinity Group Credit Union

“We have various brands that all funnel up to our corporate brand Affinity Group Credit Union. Our team may be working for one of the local brands and we are using the scratch-pads as a way to connect everyone to the Affinity brand.”



[#83025](#), Scratch Pad - 6" x 4"

Anonymous

“These earbuds were ordered to attract associates to an online eLearning portal. These are a giveaway as well part of our new hire on boarding packet. The look of product is far above the price and it truly sparks my team to do more!”



[#106759-C,](#)

Ear Buds w/Interchangeable
Covers - Colors

[Build your brand]

From small business to big business, university to non-profit, 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.



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Carolina from Boca Raton

“We decided to order these polo shirts as uniforms for our team. We now make a great impression to all customers walking in and there’s no confusion as who is an employee and who is not. It also helps us further brand our company using company colors and the logo on shirt.”

Joe, with
4imprint
7 years

[#6443](#),
Jerzees SpotShield
Knit Shirt



Stacie from Wichita

“We visit different businesses and are always looking at ways to increase our brand awareness. We got the coasters because we are a restoration company and on the coasters as our tagline, we had our logo and wrote underneath it “Keeping more than just your desk dry.” Pretty clever, huh?”



[#1822-SQ](#), High-Density Pulpboard
Coaster - 4" Sq

build your brand

#3

Janell with Barsotti's Body and Fender

“We bought reusable totes for our body shop for our customers to get the things out of their car and have something nice to hold them in.”



[#101326-1513](#), Big Thunder Tote - 15" x 13"

Maggie with Joliet Public Library

“For National Library Week, we held a grab bag drawing as a fun and interactive way to celebrate. Patrons drew a pencil from a tote bag and the color on the bottom of the pencil indicated their prize. The top prize was a customized tote they could use for carrying books and materials home from the library!”



[#6251](#),
Two-Tone Accent
Gusseted Tote Bag

Dr. Ellen with Loving Paws Pet Clinic

“I am starting a new veterinary clinic and still looking for a building so won't be in business for several months. I ordered pens to put in goodie bags for a humane society fundraiser. I have also given the pens out and left them at other businesses. The pens have my website address and I am spreading the word about a brand new business that's coming soon. My goal is to make people aware of my business before I even open the doors.”



[#103789](#), Wolverine Pen

Anonymous

“We created logo-imprinted pens for our business. Nearly every customer that comes in uses a pen in our line of business, and they often leave with a pen in their hand. This not only helps our customer’s have our contact information on hand, it helps spread our name when they are accidentally left behind. People like the way our pens write so well, some customers grab a new one about once a month.”



[#9764](#), Mardi Gras Pen

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 right to your booth.



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Patti with Grossnickle Eye Center, Inc.

“This product, the Citrus Peeler, is a bright, useful item that I found “apeeled” to men and women. It also has a tie-in to “health” which worked great at the Health Fair!”



[#117766](#), Citrus Peeler

Rob with RacePro Motorsports

“We want to make sure every attendee receives OUR bag before any other exhibitor's bag. Because of the quality of the bag every year, attendees are eager to receive another (or 2 or 3!) each year. We position representatives around the main entrance and put a bag in virtually every hand as attendees walk in. This allows us to have our bags “walking” the show for two solid days. We even see attendees putting other, lower quality bags inside of ours.

If an attendee already has a bag, we offer an instant “bag upgrade”!”



[#5938-1216](#),
Celebration Shopping
Tote Bag - 12" x 16"

Anonymous

“We used our USB power banks as a giveaway for a trade show we had. Participants had to show us our product media saved on their mobile devices for the opportunity to take home a power bank. Not only did they just have a power bank that they were excited to use, but since our name was on it, they could remember to keep us and our products in mind as they traveled.”



[#117753](#),

Cell Phone Power Bank - 2200 mAh

Cathy with Penn State College of Nursing

“When traveling to professional recruitment events, you have to be economical in how you pack and what you take. This table runner gives us great visibility and is easy for one person to handle. We will also take a disposable white table covering along “just in case” there is none available so that any bare table space is covered, and it also helps our navy blue table runner “pop!” ”



[#5962](#), Table Runner - 29"

Daniel with Farmers

“I was invited to set up at an apartment complex and speak to tenants who walked through the office building about their renters and car insurance. I brought banners and promotional material as well as the pens that I ordered here to use as a give away that is useful to the customer so that hopefully they will keep it longer than a business card that they may just throw away.”



[#6551](#), Javelin Pen

[The Carrot]

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



Tiffany with Town & Country Vet Clinic

“We used this as a giveaway if they sign up for our clinic’s pet wellness plans. It increased sales when people saw how cute they are and functionality they have to offer. It has been a great hit, so far, with our clients and their pets.”



[#119192-PUP](#), Paws and Claws Lunch Bag – Puppy

Michael with Bellon Sales / Direct Distribution Division

“I gifted some of my best customers and lead generators at the MFG level with my beverage tumblers right after the first of the year for a season kickoff. Figured everybody does holiday gifts...mine would be remembered most as it came after the typical time and just after they got back first of year.”



[#110435,](#)

Montara Travel Tumbler - 16 oz.

Becky with Atlas Edge Staffing

“We hosted a seminar for our community about Workman’s Compensation, as a staffing agency, this plays a major role in what we assist with and the services that we provide (including payroll, workman’s comp, drug screening, etc.). We ordered Folders for all the necessary material and we received major feedback! The folders were great quality and we hope they will be used by the attendees so our business name can be seen again and again.”



[#105425](#), Vinyl Padboard Folder

Sara with Kaufman Engineered Systems

“We use the 4GB flash drives for sales meetings loaded with job specific documents and product videos that we leave with our prospects to review after the meeting. Giving flash drives instead of printing hundreds of papers that will be throw out saves time and a small tree.”



[#112703-4G](#),
Swing USB Drive - 4GB

Suzanne with Mothers Cupboard Spice Shoppe

“We used this wooden nickel as a \$1.00 off coupon for a \$10 dollar purchase. Customers are returning with the nickel in hand and the best part about it is I can give them back to the customer for their next visit!”



[#12945](#), Wooden Nickels

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