

promotional products work

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

Emily, with
4imprint
7 years

12th
Edition

4imprint®



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

Here we are at the 12th—yes, twelfth—publication of this e-book. Every time we put out a new issue, I'm left in awe by the creativity our customers continually display. Reading these stories always puts a smile on my face. I just love hearing from so many great people doing so much good for their organization and their communities.

None of this would be possible without you taking time and sharing your stories on our "Two-Second Survey." That's what allows us to impart these successes with others, hopefully motivating and inspiring businesses and organizations to reach out and really get their brand noticed. Even a small promotional item can be the spark that ignites a conversation, drives sales or brings awareness to your cause.

Enjoy these stories celebrating your hard work and dedication. If you know anyone who could benefit from the ideas in this e-book, please pass it along. After all, this is a team collaboration, and I am so lucky to be a small part of this exchange.

Keep sharing! Let's make the next issue a lucky 13!

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



[table of contents]

booth buzz	3
build your brand	16
for your cause	26
saying thank you	37
spreading the word	50
team unity	60
the carrot	71

[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.

promotional
products

promotional
products
work

work

Tammy from Silver City

“The great looking shirts and caps brought a lot of attention to our company, Agmechtronix. Many people at the World Ag Expo came up to us wanting a free cap or asking if they could buy one! The caps turned out awesome!!! Thank you 4imprint!”



#120926, New Era® Hexagon Mesh Cap

Tanya from New Haven

“We used these bottle openers as a giveaway for a trade show. People commented on the size and quality of the product. A few weeks later, at a community event, an attendee pulled out this bottle opener with our logo on it!”



#127944-V, The Pub Vinyl Bottle Opener

Anonymous

“We bought a number of items for our TV station’s Get Healthy initiative and have been putting them in the drawstring sportpack we ordered to make gym-themed goody bags. People love the items included and we’re already seeing the bags around town.”



#6188,
Drawstring Sportpack



Rachel, with
4imprint
3 years

Christine from Greenville

“We are a software developer/vendor. During our trade shows we provide demonstrations of our software. We hand the potential customers a pen “to take notes”. It is our subtle way of getting our name out.”



#122805, Sonata Metal Pen

Monique from South Windsor

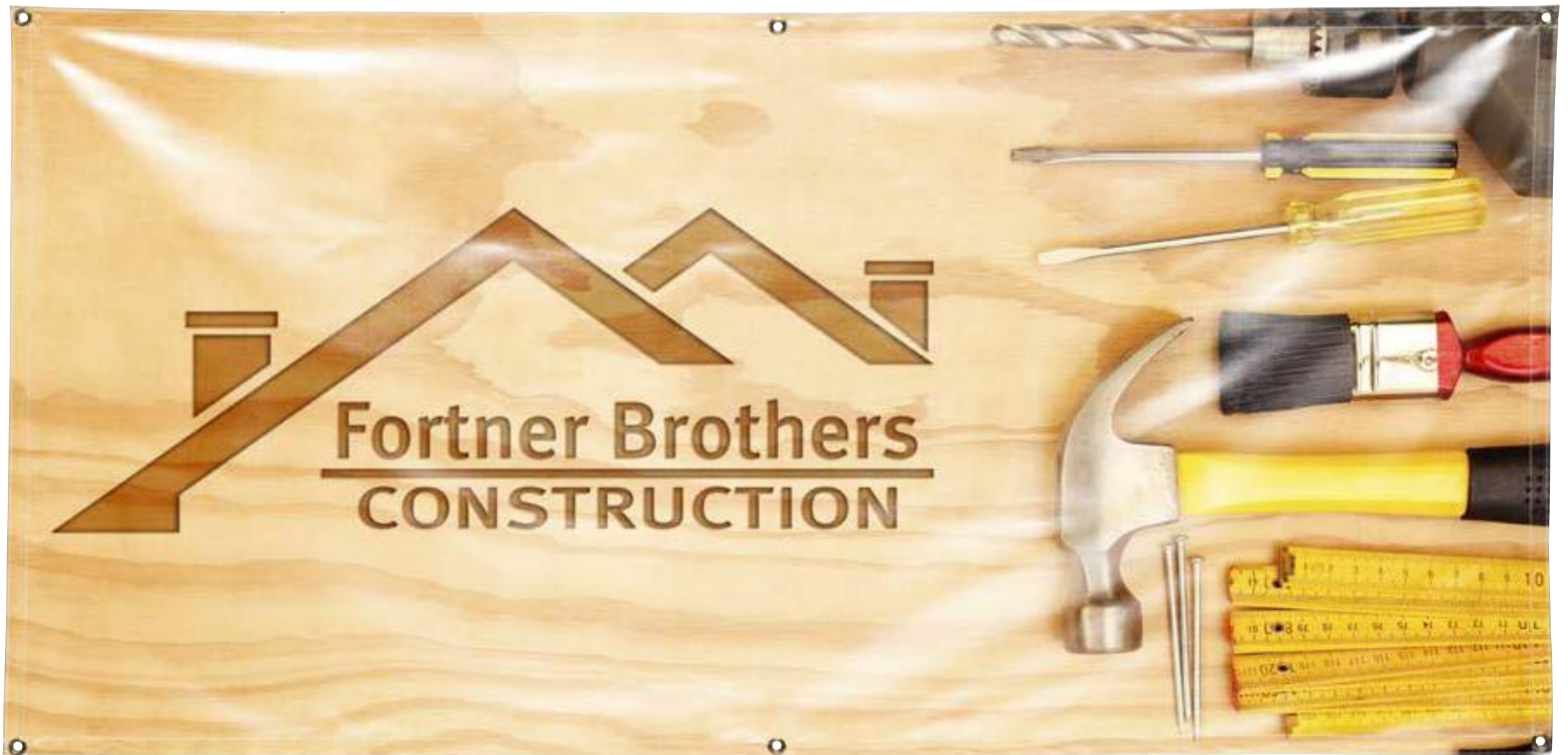
“We lined up the Lil’ Piggy Banks on a product table at the entrance to our event. Attendees were greeted by a fleet of smiling piggies and couldn’t resist taking one home with them! This product is a huge hit with our audience.”



#115897, Lil' Piggy Bank

Molly from Grand Island

“I needed a banner to attract more traffic to my booth at a bridal show. Not only did the banner stand out, it also made sure everyone knew who I was! No more questions like “What do you do?””



#135154, Luster Fabric Indoor/Outdoor Banner

Ruth from Chevy chase

“We did the spray hand sanitizers for a conference with lots of medical attendees. What a great idea - with people shaking hands all day during cold and flu season, they were a huge hit - and had plenty of room for our logo and branding.”



Doug, with
4imprint
4 years



#104314, Pocket Spray Sanitizer

Kelsey from Denton

“We attend Home and Garden expos. The house screwdriver was a big hit with attendees. It was functional and matched the DIY theme. We gave away so many that we will have to order again before the next trade show.”



#130083,
House Screwdriver
Key Tag

Alyx from Aurora

“It was a Realtor Expo, and we used them attached to our brochures to thank realtors for taking the time to stop by our table and say hello. The seed packets were new and unique, so many of them commented and that opened up ‘moments’ in which we were able to talk more and they could get to know us as people as well as a company.”



#118706, Plant-A-Shape Flower Seed Value Packet

Anonymous

“We use these glasses as a giveaway for a special wine night at our tradeshow. They’re good quality and when logo’d, they’re a great way to recognize our sponsor.”



#112564,
Stemless Wine Glass

Anonymous

“Wanted to attract attendees to our booth and spread brand awareness. The ear buds were a hit - attendees were excited to have some free headphones for their flights home since most airlines no longer hand them out!”



#131260, Jupiter Retractable Ear Buds

Elena from Martinsburg

“I used these on the Job Fair circuit. People would beeline across the aisles to have a look at them.”



#137588, Wild Smilez Mechanical Pencil

[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.

promotional
products

promotional
products
work

work

build your brand

#1

Vanessa from Sulphur Springs

“I am a freight forwarder so my shippers wanted branded products to go overseas. I arrange the transport of horses so I ordered luggage tags to be used as halter name tags so when the horses get to their destination everyone knows who got them there.”



#127765,
Round Luggage Tag with Tab

build your brand

#2

Anonymous

“In our Credit Union employees and members use these all throughout the day. We also give these away to any member who wants them. We use these as a giveaway at any event that we do and we also drop them at different places when we eat, etc.”



#9764, Mardi Gras Pen



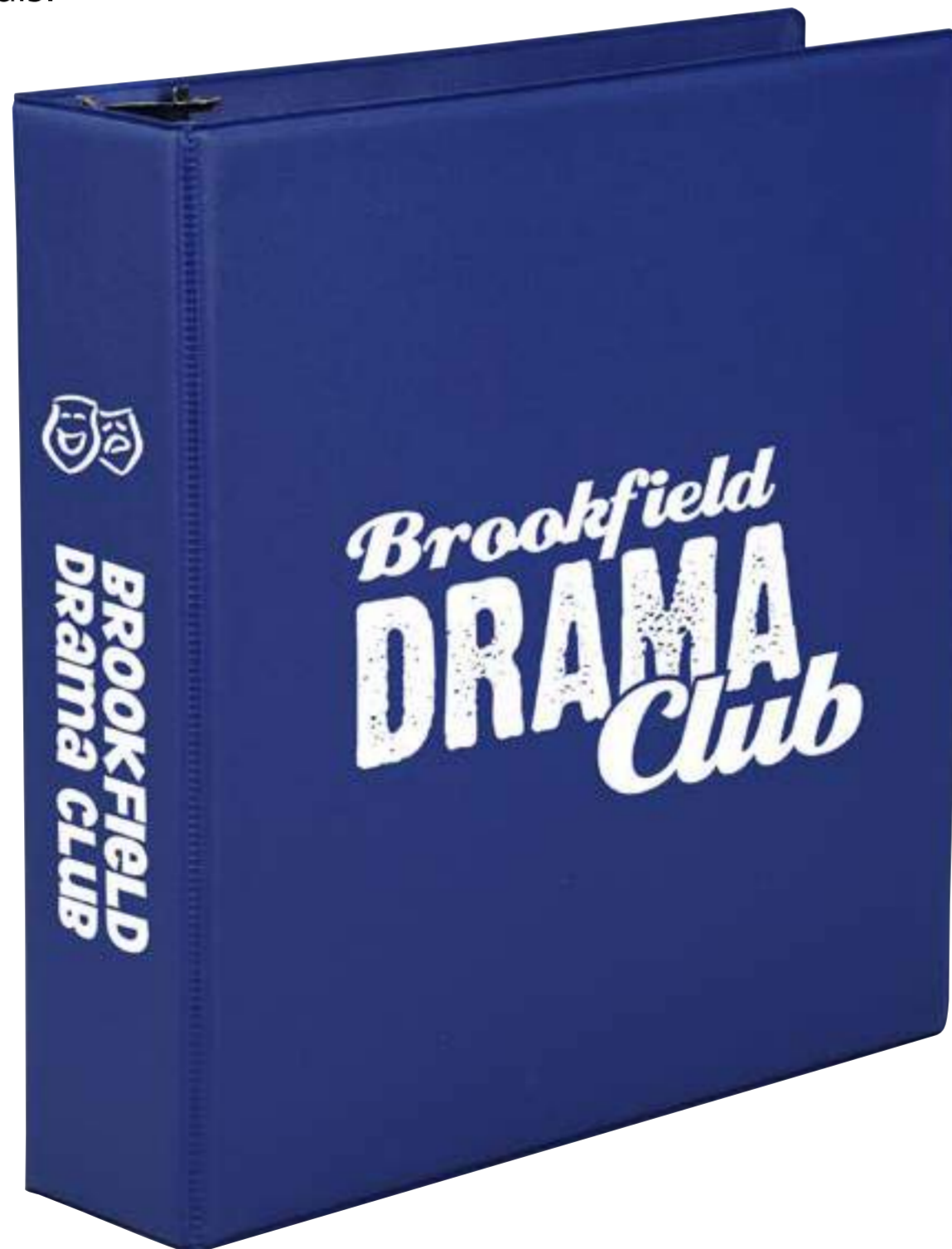
Jon, with
4imprint
6 years

build your brand

#3

Anonymous

“We decided to brand technical documentation related to customer projects. The documentation has a shelf life of 2-3 years and we wanted to make sure our name was associated with the reference materials.”



#118590,
Vinyl Ring Binder
with D-Ring

Anonymous

“Purchased hoodies for our crew to wear when they went out on jobs for us. This way clients and those passing by can tell with only a quick glance that our company is working on that job.”



#124638,
Premium 9 oz. Full Zip Hoodie

build your brand

#5

Natalie from Ormond Beach

“These hot/cold packs were an excellent buy! My patients love the comfortable gel pearls and how they work perfectly as a hot or cold treatment. I love how my logo and phone number were perfectly imprinted! I used them as a giveaway at the grand opening of my chiropractic office and I give them to all of our new patients. They are exactly what I needed!”



#128668,
Rectangle Aqua Pearls
Hot/Cold Pack

build your brand

#6

Michelle from Whitehouse

“Unlike business cards, magnets do not get thrown out. By giving the customer a magnet that goes on their fridge, my brand stays front and center to my customer on a daily basis.”



#5247, Bic® Full Color 20 mil Business Card Magnet

Julia from Middlebourne

“Our farm has a CSA and we are always looking for new customers. We also fix the food (prime rib) for our local Farm Bureau Dinner. Wearing the aprons with our logo made us look more professional and consistent and let people in the crowd know our farm’s name.”



#122017,
Bib Apron without Pockets

Amanda from Jacksonville

“We provide elective ultrasounds for all stages of a mom’s pregnancy. The bags we ordered from 4imprint help us boost our clients confidence in us as they are filled with their pictures of their baby and other goodies!”



#104566,
Oxo-Biodegradable Grab Bag



Mai See, with
4imprint
4 years

build your brand

#9

A from Alpharetta

“We used these at a customer cocktail party to reinforce our brand and introduce our new logo.”



#115505,
Luncheon Napkin - 3-ply - White

[for your cause]

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

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products

promotional
products
work

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Laura from Jefferson

“Our board at City Hall selected your planter blossom kit with the money plant seeds, as gifts to our local business owners at our annual community fundraiser, since the theme was “business is blooming”. It was very well received, since that plant represents good luck and prosperity for businesses. And the ordering process was so simple and professional. Will definitely contact you for future orders and will recommend you to others.”



#136028,
Wall Sprouts Planter Blossom Kit

[for your cause]

#2

Susan from Frankfort

“We found a sponsor to purchase 16 oz. travel tumblers (275 this year). We also found vendors in our area who would be willing to sell the mugs and refill them throughout the upcoming year for free or at a discount. Each mug is \$20. We hope to raise close to \$5000 for year-end and early 2017 to keep our youth mentoring agency operating :)”



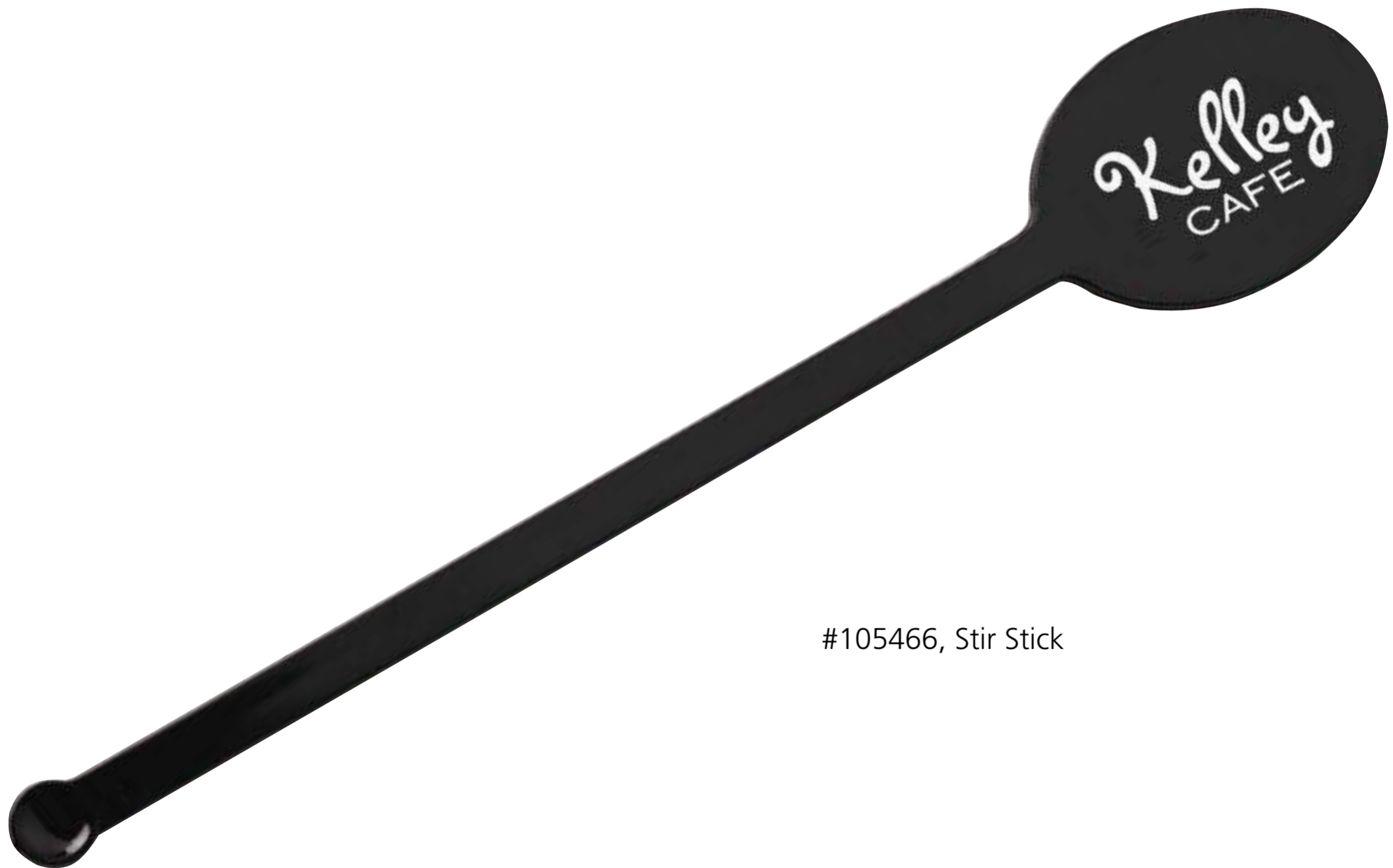
Meghan, with
4imprint
11 years



#108780,
cup2go Plastic Tumbler

Jacintha from Tampa

“We hosted a nonprofit fundraiser at Topgolf and the items we ordered were to visually represent the company brand of the sponsors who supported our event.”



#105466, Stir Stick

[for your cause]

#4

James from Brazil

“We took orders and sold the shirts to employees and customers. We raised over \$6,800 for our local Toys For Tots.”



#590-LS,
Gildan® 6 oz. Ultra Cotton LS T-Shirt

Anonymous

“We use the profits from our sales to help raise money for scholarships for women.”

Cathy, with
4imprint
10 years



#101326,
Big Thunder Tote

Anonymous

“We wanted to give out little gifts to people who donated or attended an event at our biggest fundraiser of the year, but this far exceeded our expectations! We raised \$100,000 more than last year and everyone LOVED the giveaways! We will definitely be ordering more for next year!”



#137911, Nori Clip It Ear Buds

Clarice from New York

“We ordered coats for a class fundraiser to purchase a class gift and send our representative to national conference. Everyone loved the products and were very impressed with the quality! Those who did not purchase the items regretted it when they saw how great they turned out.”



Ladies'

Men's

#132382,
All-Season Colorblock Jacket

Anonymous

“We have a local National Register of Historic Places 200-year-old African American church that needs restoration, and are using the glasses pouches to raise money. They have been very well received, and have brought in several hundred dollars so far!”



#115482, Microfiber Glasses Pouch

Anonymous

“Each year we participate in an API Chili cook-off to raise money that goes directly back into the community in the way of scholarships and grants. Each team has to have a theme and raise money during the event. We use our item to raise money for this event and it suited our theme perfectly!”



#137134, Boot Cup

[for your cause]

#10

Anonymous

“The folders we ordered came quickly and were very bold in presenting our organization information. They were helpful to get our nonprofit information in the hands of our potential donors in a clean, organized way.”

Casey, with
4imprint
16 years



#8581,
Paper Presentation Folder

[saying thank you]

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

promotional
products

promotional
products
work

work

[saying
thank you]

#1

Anonymous

“We gave the salad bowls to all of the participants in our “Maintain Don’t Gain” wellness program. They loved them!”



#118063, Salad Bowl Set

saying thank you

#2

Mandie from Petoskey

“We purchased these bags for our staff of Home Health Aide to carry their supplies in from client to client.”

Karla, with
4imprint
26 years



#6258,
Two-Tone Tote Bag



Anonymous

“The power banks were a year-end thank-you gift for our staff — and a subtle branding opportunity. In the past, folks have said they’d rather have the money than the gift, but people were wholeheartedly excited this year — they loved both the sleek look of the power bank with our logo and its usefulness.”



#130889, Slim Power Bank

[saying thank you]

#4

Cindy from York

“The gift/flashlight was a “thank you” but it was so well received that our officers carry it with them while on duty; we will be keeping them in stock. Thank you.”



#81065, Mini MagLite® Flashlight

[saying
thank you]

#5

Heather from Athens

“The safety committee at my employer bought jackets for 100+ employees as a “Thank you” for having 365 days with ZERO lost time for accidents. First time in 15 years that had happened at our plant.”

Ladies'



Men's



#126153,
Columbia® Ascender
and Kruser Ridge
Soft-Shell Jacket

saying thank you

#6

Christy from Livingston

“We gave these mobile pocket holders to our volunteer 4-H leaders as their appreciation gift. They loved them!”



#119373,
Adhesive Cell Phone Wallet



[saying
thank you]

#7

Deb from Burlington

“Bus drivers love a little calendar they can put on their bus.”



#7463,
Peel-N-Stick Calendar

Anonymous

“We held a Girl’s Leadership Conference for young girls to help with self-esteem and to become strong independent women and the water bottle was a take-home gift.”

Brian, with
4imprint
3 years



#9990,
Comfort Grip
Sport Bottle

Anonymous

“When a customer orders a sample of our product, we will credit them for that sample when they order a larger size of the same product. This is our “test drive”. We ordered little cars with our company name to send with the order that was sampled as a thank-you gift. Our customers love to receive little gifts in their packages.”



#136192, Flashing Car Key Tag

[saying
thank you]

#10

Tracy from Staunton

“We decided to ‘gift’ each customer with a flash drive of all photo booth pics at the end of the event. Having our logo on the flash drive is something that helps keep our company top of mind for those customers. Thank you!”



#112703, Swing USB Drive

[saying thank you]

#11

Anonymous

“Our volunteers help us at our site and out in the community at different events. Sometimes they need to take their own lunch so we decided to get them a Chic lunch cooler bag with our logo. This way we help keep their lunch cool on hot days while assisting us!”



#134454,
Chic Up Front Lunch Cooler

Ellen from College Station

“Wreaths Across America celebrated their 25th anniversary in 2016 with 800,000 volunteers placing 1.2 million wreaths on veteran graves at 1,228 locations. These wonderful green silicone bracelets were to thank the local volunteers in the Bryan/College Station/Brazos Valley community for their support. Everyone loves them...many thanks!”



#116207, Printed Silicone Wristband

[spreading the word]

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

promotional
products

promotional
products
work

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Chuck from Yukon

“We are planting a new church. We are using cups at our social events to give away and create a buzz before launch. After launch we intend to use pens and other imprint materials to grow a community awareness to our church.”



#85027,
Stadium Cup

Angie from Morganton

“Our company recently started providing mammograms. We were able to be involved in a local function for Breast Cancer Awareness in hopes to inform our community about the services we provide at rates well below what the local hospital offers”



#6551, Javelin Pen

Angela, with
4imprint
6 years

Agatha from Freeport

“We just placed a reorder of this product to prepare for our second year running our National Pet Month campaign, “Paws for a Cause.” Our page here (<http://www.liadvantage.com/nationalpetmonth/>) explains the campaign we ran, encouraging our clients to share pictures with us of their pets wearing the bandana, which we then shared on our social media pages. The goal was to raise awareness for a local animal rescue, who also shared some photos of their dogs wearing the bandanas. We raised some money for them and look forward to doing the same this May!”



#123211, Pet Bandana

Richard from Payson

“We wanted to get our school brand out there and raise spirit within our town.”



#120511, Team Scarf

Diane from Martin

“This purchase was for our University’s Student Veteran Association to be used to set up at different times during the school year to designate an area for all veterans or their dependents to go to for questions or help. With the logo on the tent it helps to inform the student population as well as the faculty/staff that there are services offered on campus for veterans.”



#8921, Standard 10' Event Tent

Jennifer from Rock Hill

“We are using this product to create awareness and encourage our members to use the mobile app for their convenience.”



#119373,
Adhesive Cell Phone Wallet



Brenda, with
4imprint
3 years

Anonymous

“Although we do reach out work, and our community is 50% elderly, most tend to forget phone numbers, so having something such as a adhesive calendar with our information is super helpful”



#7463,
Peel-N-Stick Calendar

Aaron from Newton

“I ordered personalized pens for our church, with our contact information and vision statement. So, there was no big promotion involved, but I know that pens have a tendency to walk away on a regular basis. Usually this is seen as a bad thing, but I’m counting on it and hoping for it! It’s a great way to keep our name out there. Also, we always include one of our pens in the gift bag we give to our visitors.”



#39152, Bic® Clic Stic® Pen

spreading the word

#9

Joyce from Camden

“A literacy celebration is held yearly, and each student is given a pen to keep a journal of books read during the summer.”



Stacey, with
4imprint
6 years



#6551, Javelin Pen

[**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.

promotional
products

promotional
products
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Donald from Elizabethtown

“The Woman’s Club of Elizabethtown has always had husbands helping with their events behind the scenes. I decided to have embroidered polo shirts with their logo, name of the club and “Men’s Auxiliary”. We gave them out at our last event and the men LOVED them.”



#104107, Hanes® ComfortBlend® 50/50
Jersey Sport Shirt

Jessica from Utica

“Our home care agency recently merged with another agency similar to ours, and there have been a lot of growing pains. We instantly doubled in size and had to find a way to get all of the staff on board with the merger and excited for the new opportunities it presented. A small giveaway can go a long way in expressing your gratitude and generating excitement throughout your company.”



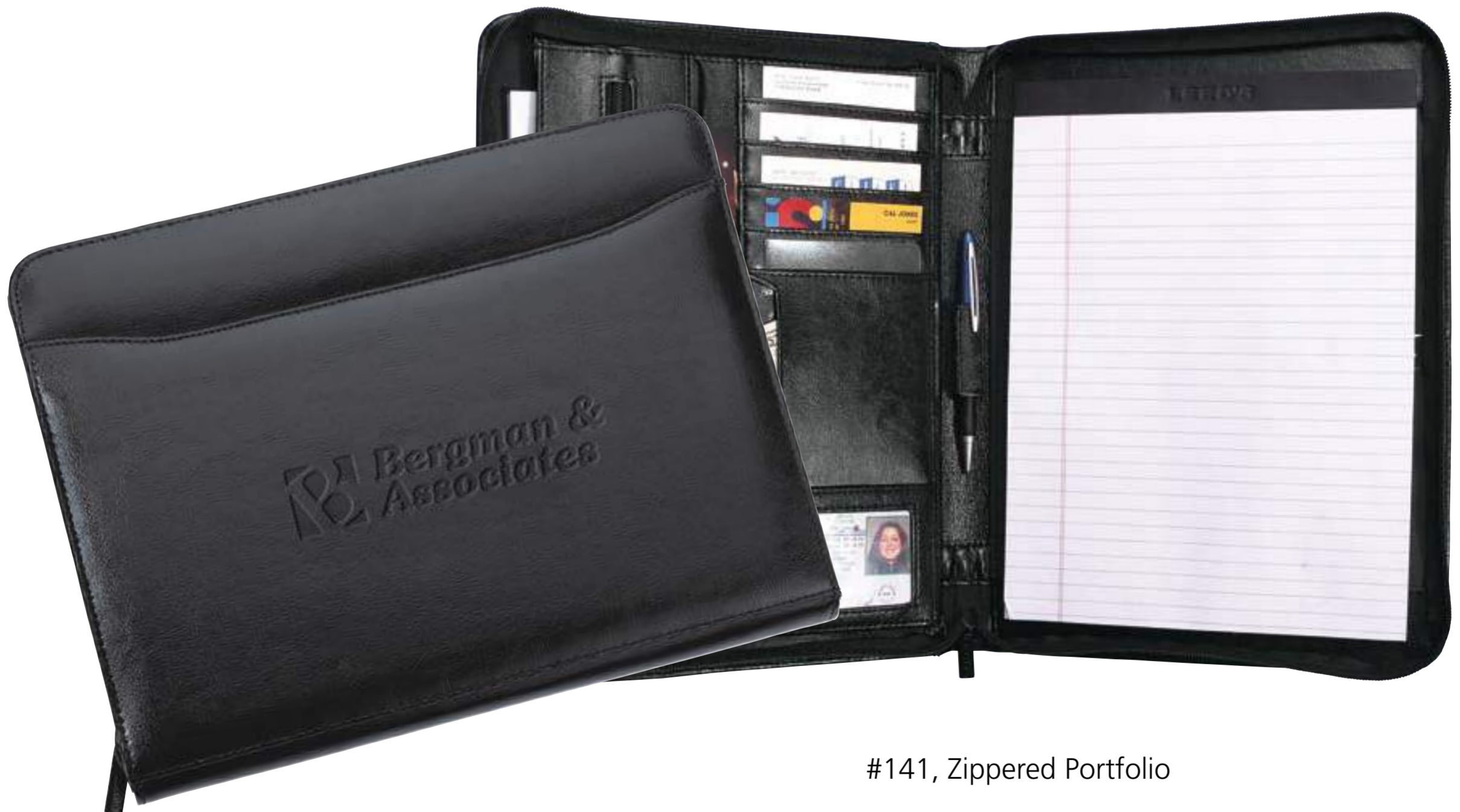
Danielle, with
4imprint
16 years



#109148, Tropical Cubano Pen

Michelle from Fargo

“When a new agent comes to our brokerage we give them a gift of a zippered padfolio. When the new padfolios were give to our agents they were absolutely FLOORED that we would give them something so beautiful.”



#141, Zippered Portfolio

Tina from Midland

“We recently changed to needing a pass card to get into the office area so we are using the lanyards to hang the pass cards on. They are nice and showy with our name on them!”



#6513, Economy Lanyard

Barb, with
4imprint
14 years



Anonymous

“We went on a company Mud Run, a 5K Race! Our shirts had us looking like a team! Our logo motivated all of us to work as one to finish the race strong!”



Ladies'

Men's

#127910,
Rival RacerMesh
Performance Tee

Gary from Ephraim

“We purchased these water bottles for use by those on our team and to increase the visibility of our company. Everyone loves the water bottles and we have had positive comments on the look of them.”



Heidi, with
4imprint
18 years



#115226,
h2go® Surge Aluminum
Sport Bottle

Anonymous

“At the end of each calendar year, our administration gives a little “thank you” to our staff for helping to make the past year successful. This year, we gave the On the Go Charging Kit. Our staff thought it was terrific. This is something our staff will actually be able to use. The morale boost surely exceeds the cost of the item.”



#133296, On The Go Charging Kit

Miriam from Superior

“We had a one-month Step-Tracking challenge for employees. To encourage employees to track and turn in their steps on the sheet provided, I offered the First Aid Kit to all those who turned in completed sheets. This encouraged a lot more employees to not only turn the sheet in, but to actually track their steps for the full month.”



#125022, Everyday First Aid Kit

Anonymous

“We are a pediatric therapy company with a team of therapists who treat within the homes of our patients. The bag was given to the therapists who eat on the run while traveling between visits.”



#108010, Therm-O-Snack Insulated Bag

team unity

#10

Joyce from N. Charleston

“We purchased beautiful debossed pad holders for all of our staff. They have an upscale, professional look that gave everyone a spirit boost.”



#124177,
Windsor Reflections Notepad Clipboard

[the carrot]

Increase participation, improve registration rates and maybe even generate additional revenue.

When you're looking for that 'carrot,' look for promotional products.

promotional
products

promotional
products
work

work

Anonymous

“These bags have been purchased to increase our sales by getting our name out there. California just passed a plastic bag ban so the bags I think will be awesome giveaways and gifts!!!”



#106836, Value Grocery Tote



Dena from Kailu Kona

“I work for a state park and I was looking for something to give away to children after they finished a park Jr. Ranger packet. The folding binoculars are a great way for children to explore their parks and have a nice memento from their visit.”



#3591, Folding Binoculars

Anonymous

“We use these gifts as thank-you’s as well. Usually given after large donations or promotional gifts to raise awareness for the school. We have an increase in email subscriptions, Facebook followers, and the most clicks to our webpage.”



#127005,
Refresh® Clutch Water Bottle

Anonymous

“The coasters were given to local bars and restaurants. Printed on each coaster was the logo and an offer for a free gift at an apparel retailer nearby. The idea was to cross-promote local businesses and it was successful in bringing new customers to the retailer, who then made purchases.”



#2081, Cork Coaster

the carrot

#5

Tabetha from Red Bluff

“We provide giveaways to incentivize people to come to our informational tables at large events to learn more about the services we offer”



Rachael, with
4imprint
9 years



#6551, Javelin Pen

Diane from Martin

“We have Preview Days several times a year where high school students come to campus to tour our college and get information on attending after graduation. We used the product as a giveaway. They have been a big hit drawing people to our booth.”



#86021, Beechies Gum

Walter from Placentia

“Emphasis at our merchandise table has been the sale of CD’s and music download cards. Over the years our music has done well but by recently adding the beanies with our embroidered logo, customers are eating them up. :-)”



Cat, with
4imprint
4 years



#109783, Value Knit Beanie

Anonymous

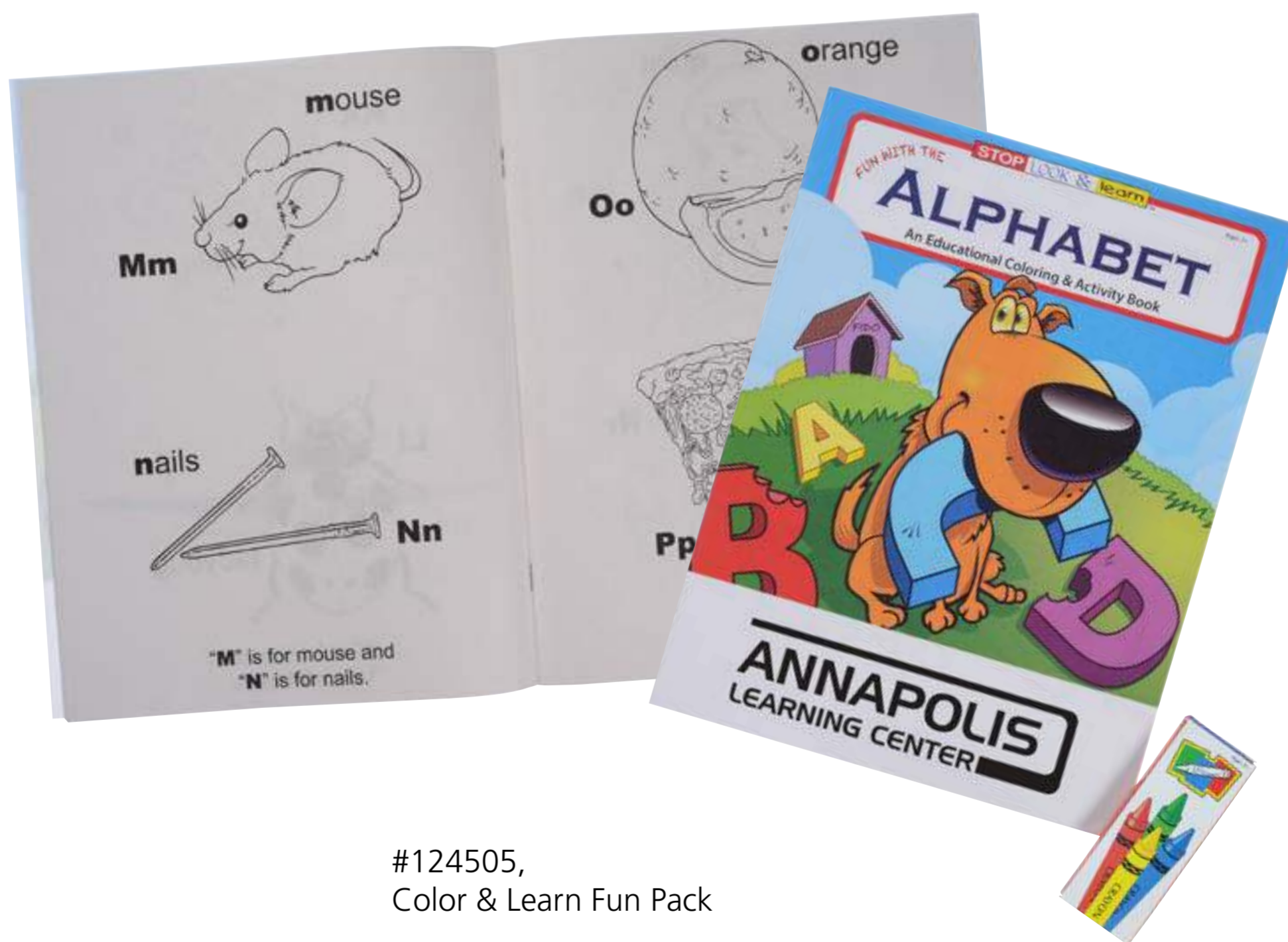
“The backpacks we purchased will be used as prizes for an outreach program we conduct. These prizes serve as an incentive for participation, as well as a thank you to our participants!”



#134692, Championship Backpack

Anonymous

“We are encouraging families to enroll children in public preschool programs. We set up a display at the public library with school information, preschool applications and the giveaways.”



#124505,
Color & Learn Fun Pack

Anonymous

“We’re giving a Sport Bottle to adult students when they register for a class, to Advisory Council members, and other community members when they participate in meetings for our department in an effort to show our appreciation and to get our name out to the public. Response has been extremely positive!”



Sandy, with
4imprint
10 years



#109484,
Pacific Aluminum
Sport Bottle

Anonymous

“We are working on presenting our logo to the community and passing out tangible objects that patients want to use in order to increase our patient base.”



#110478,
Jumbo Retractable Badge Holder

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**

