

# promotional products work

1<sup>st</sup>  
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!



Amanda, with  
4imprint 14 years

4imprint  
CANADA

I am constantly amazed by the creativity and marketing savvy of our customers.

In working with them for the years I've been with 4imprint, you'd think that I'd have seen every possible use for an imprinted product. But every time I read through their comments and reviews, answer their emails or chat on the phone I learn something new. Our customers' enthusiasm and ingenuity is truly inspirational.

In fact, that's how this book came to be.

In the spirit of paying it forward, we looked for ways we could collect and share their ideas. So we began asking our customers, as part of our post-order satisfaction survey, to share ways they've used the items they've ordered (with their permission, of course.) This book is a compilation of real stories that earned real results. We hope their ideas provide you with ideas to move your organization forward.

Thank you to all of those customers who have helped make this first book possible. Your willingness to share with others is sincerely appreciated!

Best,



Kevin Lyons-Tarr  
CEO  
4imprint, Inc.

Kevin Lyons-Tarr,  
President,  
with 4imprint  
24 years



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# [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.

promotional  
products  
work

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work

# build your brand

# #1

## Elana with APG-Neuros

“Our field service engineers used this product when they went on client sites. It creates a professional image and establishes brand awareness.”



[#C114492](#), All Purpose Tool Bag

# build your brand

# #2

## Andrea with Campbell River Economic Development Corporation

“We held a Tourism Campbell River & Region promotional party and gave away the items as prizes for guests who entered through our spin & win wheel. Everyone loved the golf balls and wine tumblers. So nice to share products that people will use and enjoy!”



[#C125881](#), Lola Wine Tumbler - 8 oz

## Anonymous

“We sponsored a free concert in our town and we used the branded sports balls for promotion by tossing them out to people in the crowd.”



[#C121423-FB](#), Mini Sport Ball - Football

## Bonnie with Essex County Farm Safety

“We are a community organization that focuses on farm safety. We run safety days for children at various locations and we use the pencils to put in take-home bags for each child. The pencils are fun for the kids but also keep our brand in the public eye.”



[#C112858](#), Mood Pencil w/Black Eraser

## Paulette from Yellowknife

“By issuing branded t-shirts, blouses, hoodies, etc to the staff our name is prominent to our customers. When our delivery staff are out there in the community our name is seen by future customers as well. I have had phone calls from people who have seen the name and have subsequently opened accounts with us which leads to increased sales.”



[#C109305-M](#) Soft Touch Pique Sport Shirt



## Anonymous

“We held an annual broker & sales conference and we wanted to give them something they could bring product to customers in versus plastic bags. The jute bag provided a fit with our philosophy of being as responsible and functional as possible.”



[#C108715](#), Jute Non-Woven Shopping Tote

## Anonymous

“We have a yearly literacy conference for daycare staff and provide each of the participants with a take home bag with info on the conference, 2 childrens books and a few other items that go along with the theme. This year we got our logo printed on the bags and then decided to purchase pens as well. We are very pleased with the services from 4imprint!!”



[#C108909](#), Non Woven Cut-Out Handle Bag

## Anonymous

“We used the tote bags as part of our free “care packages” for individuals who are living on their own for the first time. We put other goods inside the tote bags and the tote bags themselves serve as reusable grocery bags.”



[#C108714](#), Jumbo Grocery Tote

# build your brand

# #9

## Donna from Barrie

“We used our items in a “swag bag” to help encourage awareness about one of our schools and what makes it unique and special. The items were part of a larger marketing campaign, incorporating a complete “look” and a new slogan.”



[#C17651](#), Post-it® Notes - 3" x 2¾"

## Brenda from Lindsay

“We have an initiative which supports youth in care and need to promote the “brand” without creating a label. We also needed a product which our kids and their support people would like and likely use, which would then increase the brand visibility. The selection of options with 4imprint was very good and having a sample to show the rest of the team made it an easy sell.”

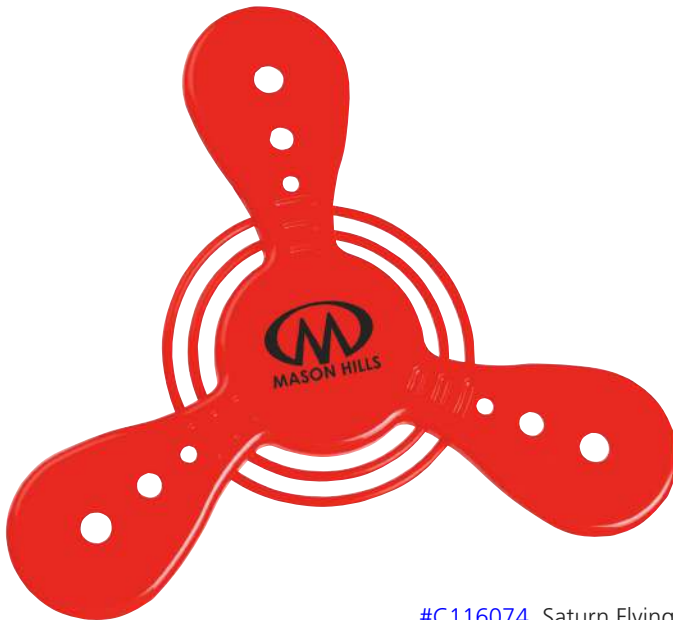
[#C113420](#),

Silver Streak Tumbler



## Cathy with Wee Watch

“We gave out the mini frisbee flyers at the annual Celebrate Barrie community event. We are getting known at the event as being a fun organization and people come looking to see what we will give away each year and what activities we are providing.”



[#C116074](#), Saturn Flying Disk

## Nanci from Winnipeg

“We have a run every year and this year I decided we need a little “booster” for the staff, volunteers and 500 plus runners. What better than our logo as a tattoo...who doesn't love a tattoo?! Our run is in a few weeks and I am sure they will be a huge hit. We will also use them for our summer camp and kids birthday parties.”

Amy, with  
4imprint 8 years



[#C111080](#), Custom Temporary  
Tattoo - 1½" x 1½"

# build your brand

# #13

## Beverley with CSE Consulting

“These Slalom Messenger Bags are being used as completion gifts for our COMPASS program. The members of this program will be utilizing these bags for months to come as they pursue their future job search goals.”



[#C104957](#), Slalom Messenger Bag



## Jack with Double Dutch RV Storage

“As the owner of an RV Storage business, I wanted to thank my current customers with a small token. It needed to be something useful that would not get lost in a drawer somewhere. The mini tire gauge keychain is perfect and puts a smile on peoples faces. The most common comment is: “I needed this to check the tires on my RV. Perfect timing”. Put the RV keys on the ring and it will never get overlooked. Every time they use the keys they see the company name. I always give two. One to keep and one to give away.”



[#C9749](#), Mini Tire Gauge with Keychain

# [ 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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**work**

## Audra from Toronto

“We wanted to have a better presence at conferences and seminars. This branded tablecloth has done just that! We are extremely happy with how they turned out and how they look!”



[#C8571](#), 8' Table Throw

## Lynda with Crown Jewels of Canada Society

“Convention in Vancouver so we decided as it rains a lot there we’d give everyone an umbrella with our logo on it. When people see so many of them they’re bound to ask who we are!”



[#C6378](#), Compact 42" Collapsible Umbrella

## Pamela with Saskatchewan Prevention Institute

“We ordered totes so we could hand them out at our conferences. We missed doing this one year because we thought everyone got tired of getting a tote or conference bag, but we were wrong. Everyone asked for one and were disappointed that we didn’t have any, so we are planning to have them for the next time around and just ordered some.”



[#C109678](#), Folding Tote in a Pouch

## Anonymous

“We are hosting an international conference and all delegates will receive these items. The umbrellas were a bit tongue in cheek since the conference is in Victoria and one might need an umbrella there.”



[#C6378](#), Compact 42"  
Collapsible Umbrella

# 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.

promotional  
products  
**work**

promotional  
products  
**work**

[ for your cause ]

# 1

## Ted with Ellesmere Statton Public School

“The Student Leadership team here at Ellesmere Statton Public School has been assisting the Daily Bread Food Bank in a variety of ways over the past six years. This year, as part of our fundraising effort, we ordered 200 pair of Risky Business sunglasses to sell to our students. From quote to product received, 4imprint has been outstanding in customer service. Good stuff!”



[#C111490](#), Risky Business  
Sunglasses



[ for your cause ]

#2

## Anonymous

“We used the bags to help promote our booksale. We provided people with empty bags for a small price that they were able to fill at the booksale for free. Everyone had a great time!”



[#C7686-1313](#), Promotional Tote  
- 13" x 13"

## Jay with St. George Hardware

“We run “Chubby’s Dine on Swine” with all proceed’s going to our area sub-chapter of the children’s wish foundation. When someone buys a strip of grand prize tickets we always give them a little “Chubby’s” token to take home. This year we used the bottle/can opener. With great thanks and happiness from all who supported us.”



[#C103029](#), Mini Bottle/Can Opener Key Tag

[ for your cause ]

#4

## Cory with Andrew School

“Team bags for high school athletics! The students do so much work and fundraising for the school we like to reward them with top of the line team gear!”



[#C111686-E](#), 4imprint Leisure Duffel

[ for your cause ]

#5

## Anonymous

“The sling bag was used as ‘swag’ for the participants running 5K at a fundraising race. Very well received!”



[#C8762](#), Slingpack

## Agnes with Elks & Royal Purple of Canada

“We included a stylus pen with a letter campaign—asking delegates to use the pen to sign the letter. No one could say they did not have a pen! (Nice pen, too—with a logo and website!)”



[#C116620](#), Jada Stylus Twist Pen

## Travis with A Lung Run

“We are hosting a charity run called “A Lung Run.” It is in support of the Give 2 Live Campaign for double lung recipient H el ene Campbell. We got the carabiners to help generate buzz at our booth as we launched registration for this years race!”



[#C107593](#),  
Carabiner Key Tag

# [ 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.

Two promotional products, possibly pens or pencils, are shown against a purple background. Each has a white label with the text 'promotional products work'. The top product is slightly behind and to the left of the bottom product.

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**team unity**

**#1**

## Haley with Livewire Communications

“We had an over night ski trip for team building. We gave out little gift bags, and in them we included travel mugs with our company logo.”

[#C109694](#),  
Cornado Tumbler





## Mari with Longlac Martial Arts

“These blankets were a gift to our karate students. It was a “job well done and keep practicing” type of gift. We travel to tournaments all winter so it was a way to help stay comfy in the car and in the gym.”



[#C105397](#), Roll Up Fleece Blanket

## Anonymous

“We use these with our cheer team when we go to competitions. The kids store their uniforms and shoes in them with lots of room to boot.”

[#C116338](#), Rocket Sling Bag



## Jessica with McGrath School of Irish Dance

“I have a team of helpers who assist with all different parts of our business. I couldn't thank them enough, so they each received a sweatshirt :)”

[#C100814](#), Gildan 50/50 Adult Hooded Sweatshirt



## Anonymous

“The personalized hats were used to compliment my volunteer appreciation event theme “let us tip our hat to you in appreciation”.”



[#C107690](#), Price Buster Cap

# [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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work

# saying thank you

# #1

## Jennifer from Markham

“The BMW Club of Canada, Trillium Chapter, holds Advanced Driving Schools and this was a ‘thank you’ gift to the attendees. Our clients were very impressed by the quality of this product.”



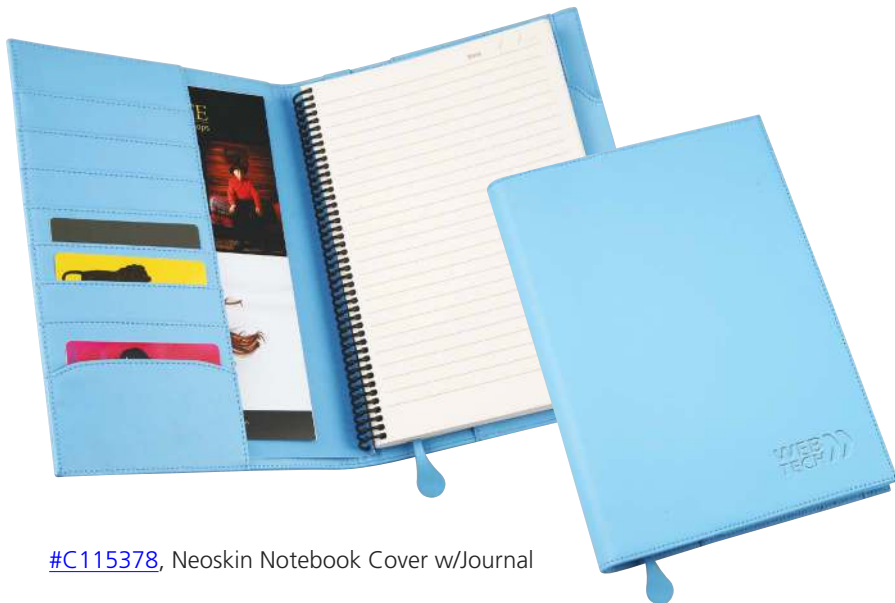
[#C121088](#),  
Market Stainless  
Tumbler

# [ saying thank you ]

# #2

## Anonymous

“The notebook was given to our participant as a token of appreciation for their hard work throughout the year. We took the colour orange, not only because it is part of our network’s colours but because orange is a career colour. It distinguishes itself from the other colours as our network members goes above and beyond what is expected - they stand out!”



[#C115378](#), Neoskin Notebook Cover w/Journal

## Anonymous

“We used the lifesavers to thank our contractors to let them know that they are truly our lifesavers.”

[#C112358-AF](#), Individual Life Savers - Assorted Fruit





# saying thank you

# #4

## Nathalie with CSCNO

“We have many employers who take in our students for their COOP placements. Giving gifts is one way of saying thank you and show our gratitude.”

[#C106977](#), Therm-O-Tote Insulated Grocery Bag



# [ saying thank you ]

# #5

## Steve with SWB, Inc.

“We recently had a major ice storm in the Toronto area which left about 1 million people without power for days. We were able to rally many volunteers to help de-ice for seniors and disabled and to get people to the warming centres. I gave these pens out to all of those that helped as a small token of our appreciation. I didn't get these pens for that purpose but it was well received. Now we have to order more for the business :)”

[#C109711](#), Earlton Pen



# [ saying thank you ]

# #6

## Anonymous

“We hold an employee appreciation event every May and we give the gift to our staff to say “Thank You” for all that they do for our residents.”

[#C117078](#), Salad Shaker Set



# [ saying thank you ]

# #7

## Abby with Weyburn OTS Oilwomen's Golf Committee



“For our Weyburn OTS Oilwomen's Golf tournament we gave these corksicles away as the golfer thank you gifts. They were a huge hit and everyone was very excited to receive one!”



[#C120324](#), Corkcicle

## School Council with Lincoln Alexander PS (Markham ON)

“Public school was celebrating our 10th anniversary. Our school parent council wanted to celebrate and generate school spirit by presenting the kids with a reminder of their time at the school. We had a limited budget allocated from the funds we generate from our pizza lunches. We were able to purchase enough bags for the students, teachers and admin staff.”

[#C101647](#), Classic Sling Bag



# saying thank you

# #9

## Christopher with Precision Services

“I am always on the lookout for products that I can use to thank my current customers as well as getting my name into potential customers minds. A current useful product such as these pens is something that people appreciate and will use. This puts a positive light on my business and keeps my name and phone number handy for their future reference.”



[#C108695-ST](#), Javelin Stylus Pen

# [ saying thank you ]

# #10

## Trish with THT Music

“I have a Dj'ing business and wanted something I could use as a thank you gift as well as a prize for events, etc. I found the portable speaker and thought it would be a great gift as well help promote my business.”



[#C111045](#), Apple-Shaped Rechargeable Speaker

[ saying  
thank you ]

# 1 1

## Nuala with HopeGreyBruce

“We are working hard to achieve accreditation. Hand hygiene is important in health care and these refillable spray cleansers are a perfect way of saying “thanks for your hard work” to staff, and reinforcing our hand hygiene policy.”



[#C9781](#), Hand Spray Cleanser



[ saying  
thank you ]

#12

## Maureen from Calgary

“Updated a 32 hour training course with the help of 30 subject matter experts. Portfolios were used as a thank you for their extra time.”



[#C5638](#), Zippered Portfolio, Vinyl

## Anonymous

“We ordered umbrellas with the school logo for all staff and gave them out at our Christmas luncheon. Staff was very pleased and liked the colours.”



[#C100224](#), 54" Windproof Golf Umbrella

[ saying  
thank you ]

#14

## Anonymous

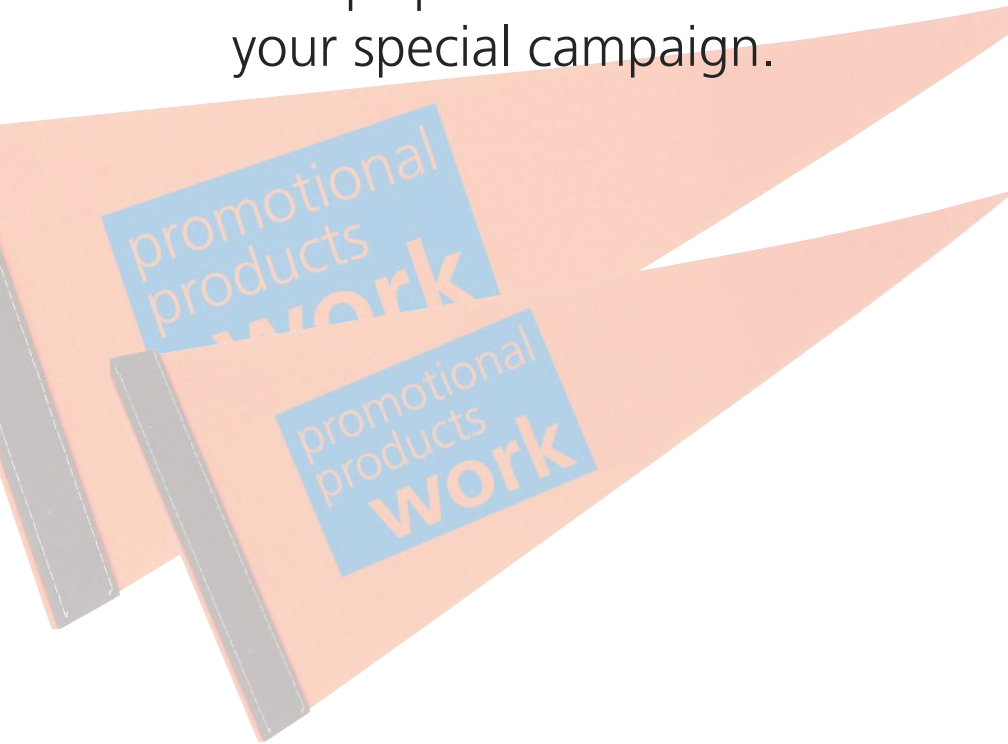
“Our parts dept was in need of some items for the job well done last year, so we gave each one of them a jacket for their hard work! They loved them!”



[#C115050](#),  
Cavell Soft Shell Jacket

# [ 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.



## Sue with The Lakeside Players

“The jackets are worn by the executive members of a small community theatre group. We wear them to other theatre events and around town. When people ask what show we are doing next, we always reply we are run totally by volunteers with opportunities for everyone of all ages to get involved. We are raising our profile and recruiting volunteers.”

[#C112612](#),  
Katahdin Tek Fleece  
Jacket

Pete, with 4imprint  
4 years



## Janice with You've Gotta Have Friends

“We wanted to raise awareness of how an act of kindness can often be the first step to a new friendship. We used brightly colored hats and glasses to be noticed in the community and gave out stickers with the message. Ended with a big party!”



[#C107409](#), Front Runner Cap

## Gerry from Sudbury

“Running for Lion 1st Vice District Governor I thought the fun flyer would I be something different than pens most candidates give out and they went over very well. Thank You.”



[#C109231](#), Fun Flyer

## Ralph with Anchor Point Consulting

“We included USB drives in delegate packages to brand our 7th Canadian Waste Resource Symposium and have a value added component where delegates walked away with all presentations downloaded to the drive.”



[#C104601](#), USB Swing Drive



## Shelley with ECDSS

“We are a training facility and we put on a conference each year. This year our goal was to show people “your future is so bright you gotta wear shades!” ”



[#C111490](#), Risky Business  
Sunglasses

## Anonymous

“Awareness activity. I created a one page flyer regarding RFID scanning security issues and attached a personalized RFID blocking card sleeve. I distributed the flyer at a conference I presented at, and will also distribute these each time I provide professional development training at my worksite, which is 2 or 3 times a month. I am hoping the RFID blocking card sleeve will continue to provide a reminder to users to protect their sensitive information.”



[#C114805-CC](#), Identity Theft Guard Sleeve - Credit Card

## Anonymous

“We are trying to make our school more “green” so we bought the thermal lunch bags for the staff.

Everyone is very happy with it because it is large enough for their large salad bowls and has a place on the side for the beverages. There were a lot of smiles which is always a good thing.”

[#C110075](#), Therm-O-Snack Insulated Bag

Chee La, with  
4imprint 2 years



# [ the carrot ]

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

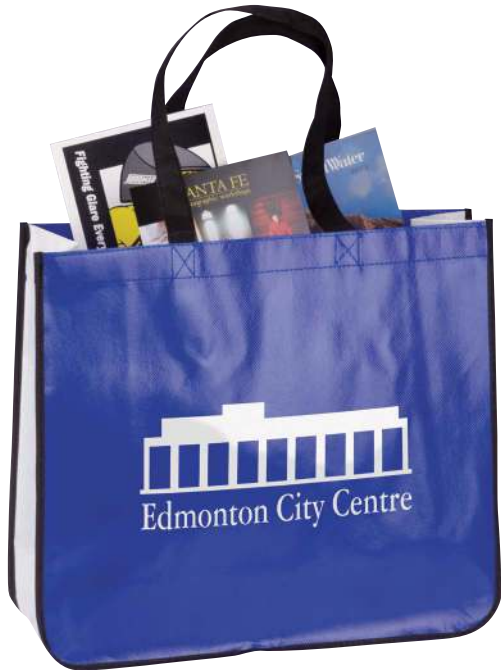


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work

## Lise with Food-Wise Weight Loss

“One of the bags I order with our company logo is given to each new client. They bring it back every week to collect their order. They use it for their lunch in between appointments so others see our logo...”



[#C105629](#), Laminated  
Large Fashion Tote

## Anonymous

“We use various imprinted items to highlight our website address and hand them out at conferences and workshops. This directs the target group to our site where there is useful information, professional development and job opportunities for educators.”



[#C9213](#), Blossom Pen/Highlighter

## Chris with Maple Vodka

“In trying to get gigs for my part-time classic rock band, it is often difficult to meet in person with bar/club owners because they have crazy hours. I loaded these drives with audio/video clips, photos, marketing materials and a contact page with links to our website and YouTube channel. The drive is already in my laptop when I meet with a customer; if they are not available or do not have time right away, I simply pull out the drive and set up a follow-up meeting. At the follow-up, I either book a gig or retrieve the drive.”



[#C104601](#), USB Swing Drive

## Lee from Sharron

“We are hosting an outdoor drive-in movie night for clients and their family and friends. The blankets are a gift to each family, and given the late-September timing I’m sure they’ll be a hit.”



[#C105397](#), Roll Up Fleece Blanket



“We held a Tourism Campbell River & Region promotional party and gave away the items as prizes for guests who entered through our spin & win wheel. Everyone loved the golf balls and wine tumblers. So nice to share products that people will use and enjoy!”

—**Andrea** with Campbell River Economic Development Corporation

“Convention in Vancouver so we decided as it rains a lot there we’d give everyone an umbrella with our logo on it. When people see so many of them they’re bound to ask who we are!”

—**Lynda** with Crown Jewels of Canada Society

“We are trying to make our school more “green” so we bought the thermal lunch bags for the staff. Everyone is very happy with it because it is large enough for their large salad bowls and has a place on the side for the beverages. There were a lot of smiles which is always a good thing.”

—**Anonymous**

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