

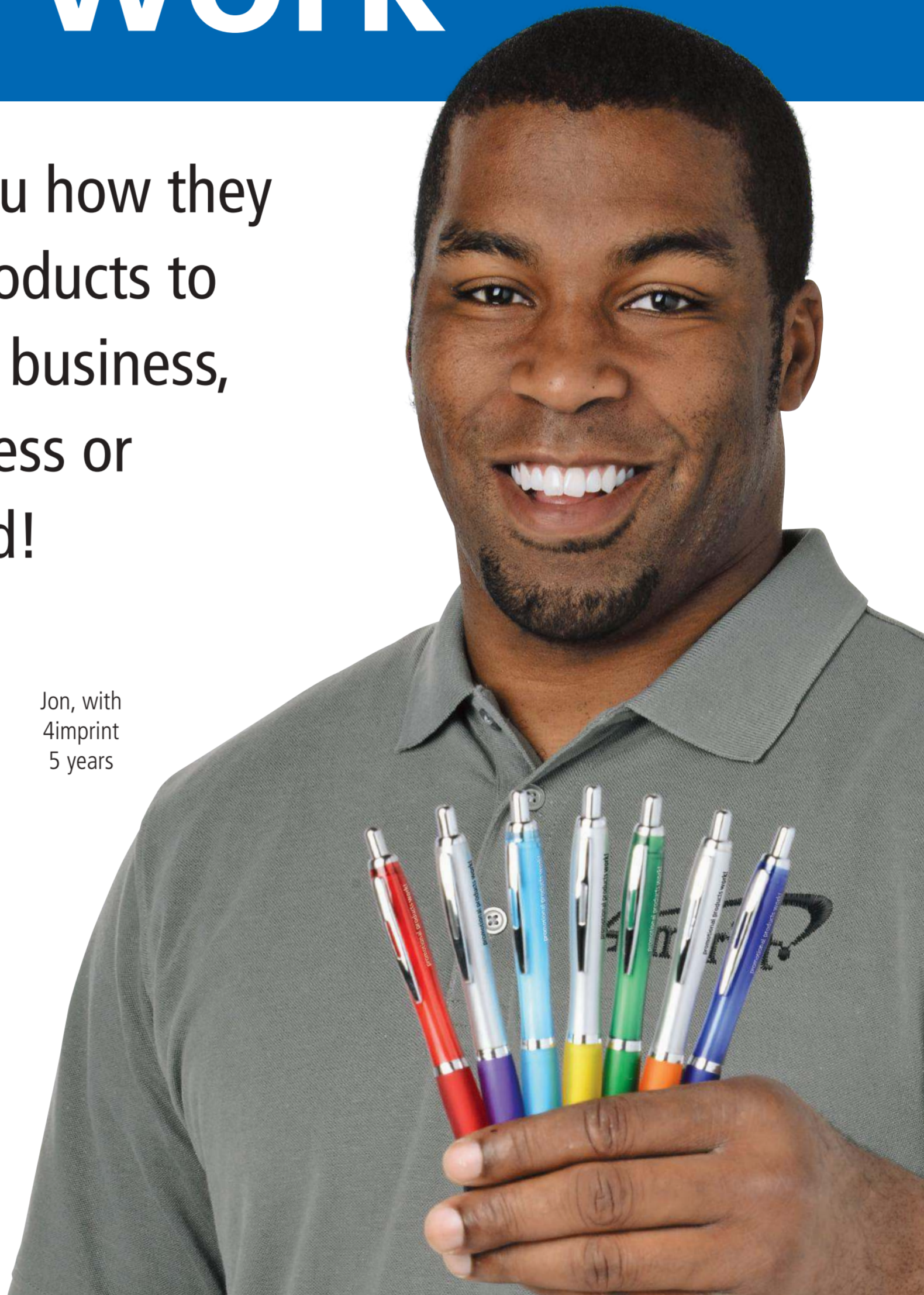
promotional products work

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!

Jon, with
4imprint
5 years

3rd
Edition

4imprint[®]
CANADA



Welcome to our third edition of 'Promotional Products Work'!

Remember all those childhood lessons about sharing? Our customers were obviously paying attention. We asked you to share your promotional product success stories, and you really came through. That's why we're thrilled to be able to put together a third edition of this e-book. Without you, this publication wouldn't exist.

The stories in this book come straight from our customers (the experts!), thanks to their willingness to share them via our "Two-Second Survey." Whether you're raising awareness for your cause, trying to increase sales, rewarding outstanding work or just getting started, we're confident you'll find helpful hints inside.

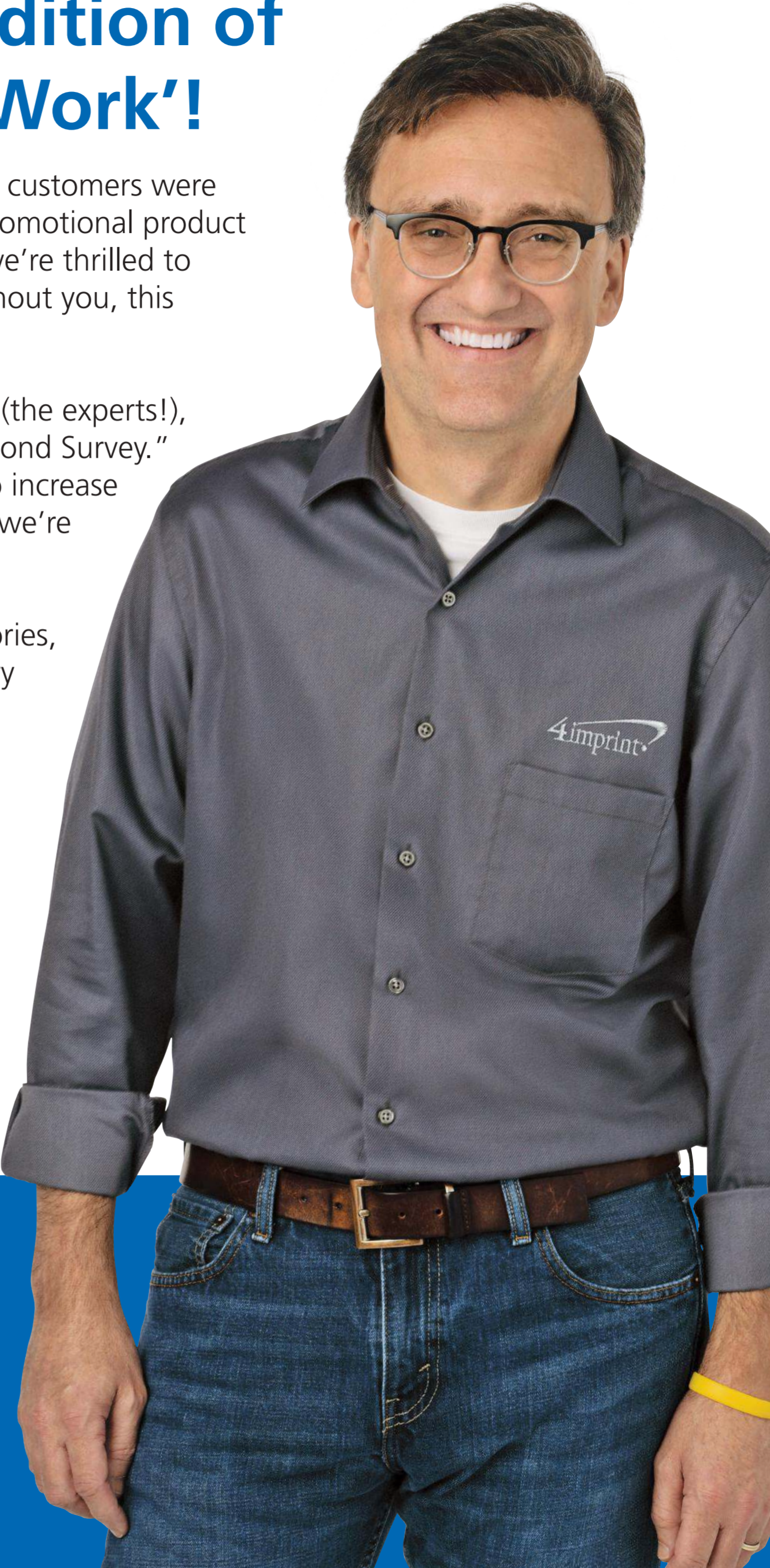
And if you know people who might benefit from these stories, feel free to share this book. Who knows...maybe their story will be featured in our fourth edition!

Here's to a successful 2017!

Best,

Kevin Lyons-Tarr
CEO
4imprint, Inc.

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



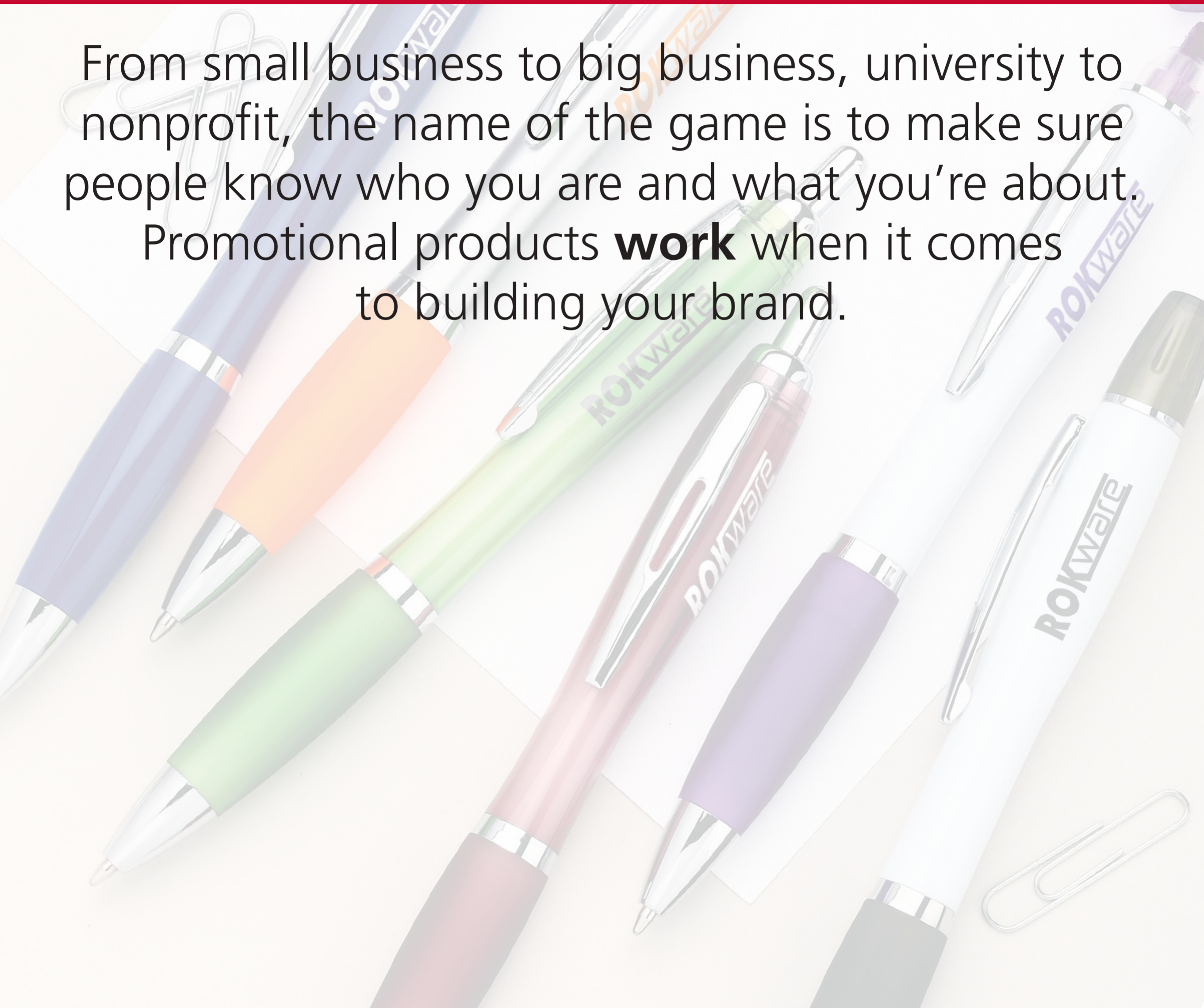
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[build your brand]

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

Jen from Herbert

“These bright and handy magnets were a great alternative to handing out sugary candy at a farmers market we were attending.”



[#C9282](#), Magnet Memo Clip

build your brand

#2

Barbara from Dartmouth

“Jackets were sold to guide leaders as well as girls. It was done to celebrate an annual event as well as to create awareness in our community. Huge hit with all!!!”



Olivia, with
4imprint
2 years

Ross, with
4imprint
3 years

[#C121147](#), Coal Harbour Everyday
Fleece Jacket

build your brand

#3

Sharri from Windsor

“We work with families that have young children. We distribute the crayons at community presentations and booths as a marketing tool.”



[#C9214](#), Crayon 4-Pack

build your brand

#4

Trudy from Gatineau

“We wanted to provide our customers with a quality bag with their purchases, that they would likely re-use and be reminded of our company. It also promotes all of our contact information. Clients are always pleasantly surprised and pleased that we give out such attractive and re-usable bags.”

Sandy, with
4imprint
9 years



[#C104615](#), Mini Non-Woven Tote

build your brand

#5

Anonymous

“We set up a water refill station at a charity golf tournament at the 13th hole. By the time golfers got to us they were grateful for the refill and we offered our fancy branded water bottles and handed them each a marker to write their names. Everyone loved it!”



[#C110608-ID](#), ID Sport Bottle with Push Pull Cap - 20 oz.

build your brand

#6

Philip from Kingston

“We are a new company and needed an effective promotional product to send to new and potential clients.”



[#C108718](#), Accent Sticky Flag Booklet

build your brand

#7

Margaret from Stony Plain

“This was used as a door to door information card which was printed with our business specific info on the front of the card. It was well received.”



[#C123969](#), Seeded Paper Mini Mailer

build your brand

#8

Sylvia from Foam Lake

“Our bags are more for advertising and keeping the public library in people’s minds as our patrons use them not only for books but other shopping too.”



[#C103375](#), Carry All Tote Bag

build your brand

#9

Anonymous

“These key drives were used for advertising our hospitals to potential recruits. People loved the take away and the key drive was easily recognizable with our logo!”



[#C111667](#), Swinging USB Drive

build your brand

#10

Anonymous

“We gave everyone a coffee mug with our high school crest printed on it. This was a memento that they attended the reunion.”

Barb, with
4imprint 1 year



[#C113084](#), Value Ceramic Mug - 11 oz.

[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.



Anonymous

“This product expanded the merchandise options we provide to our students. This durable product is great for taking to conferences and trade with other universities.”



[#C120664](#), New Era® Pom Pom Toque

Carol from Salmon Arm

“This is the annual conference for the promotion of inclusive education for all students in BC. The items purchased help spread our logo and who we are and what we do for students with special needs in our province. Teachers always appreciate free items.”



[#C107707](#), Fun Tote

Anonymous

“We use the pens to give away at lunch and learns that we do and at trade shows that we exhibit at.”

Melissa, with
4imprint
3 years



[#C104212](#), Wolverine Pen

Shelly from Simcoe

“We use our table runner to display our agency logo and to create conversation about who we are and what services we provide when we are out at events.”



[#C9544](#), Table Runner

Hanna from Ottawa

“We used these items at a national show held in Montreal. I think the water bottles were a huge hit! The graphics were great, and it was so easy to order and get into production.”

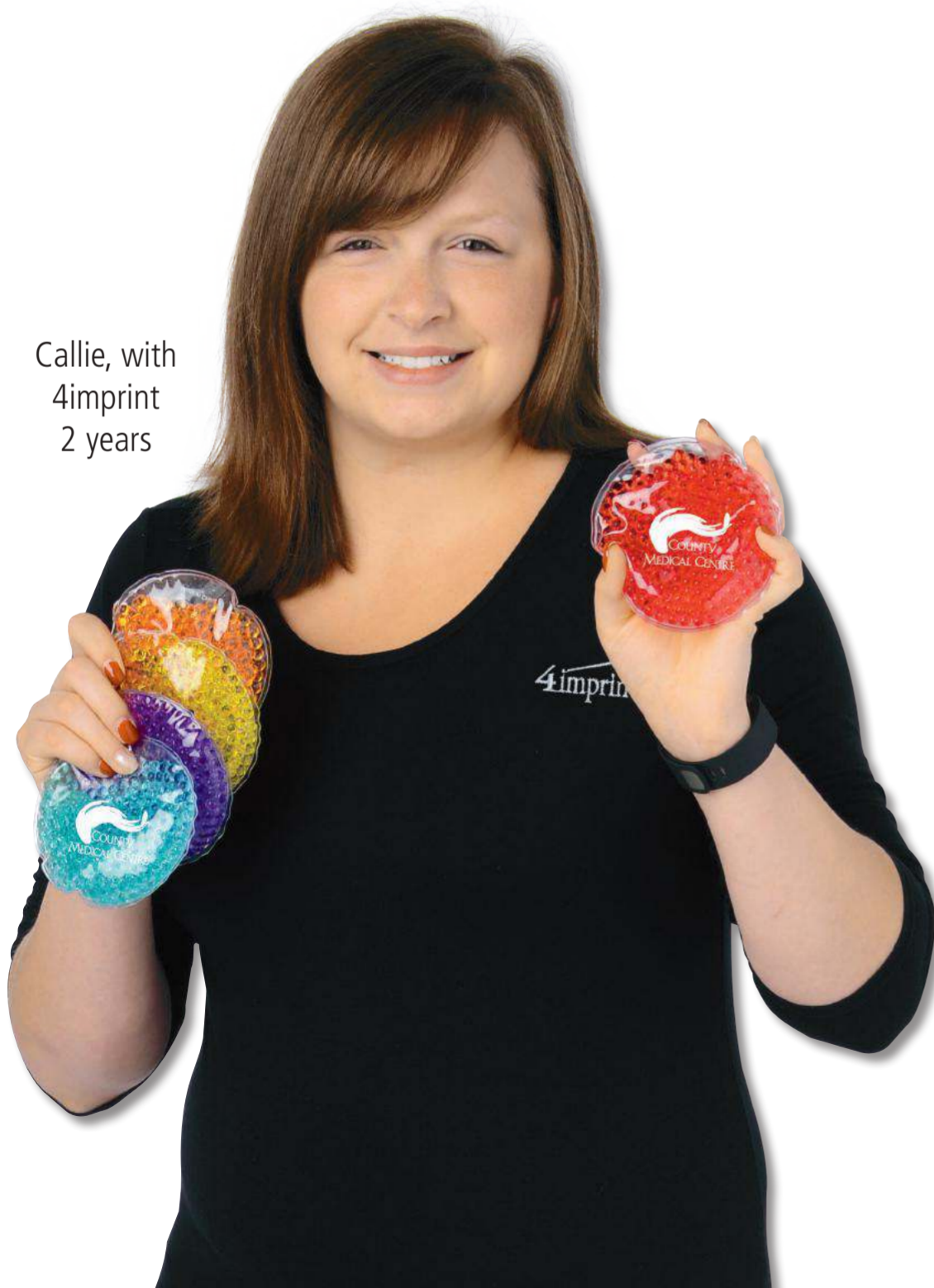


[#C110608](#), Value Sport Bottle with Push Pull Cap - 20 oz

Anonymous

“We were able to use the various products we purchased at numerous health fairs. These items used as giveaways really drew people to our table and were great conversation starters!”

Callie, with
4imprint
2 years



[#C125876](#), Round Aqua Pearls Hot/Cold Pack

Anonymous

“We used a key tag imprinted with information to be attached to a USB with information that was handed out at a meeting. It was quite well received.”



[#C114999](#), Sof-Color Key Tag

Crystal from EDM

“We gave them as giveaways at a conference. Pens are always useful and even more so when they are stylus ones.”



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

[for your cause]

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



[for your cause]

#1

Donna from Scarborough

“We ordered these hats as a Thank You give away for our golfers for our charity golf tournament and were delighted with them. They were good quality and well embroidered.”



Karla, with
4imprint 26 years



[#C107686-E](#), Elite Cap

[for your cause]

#2

Anonymous

“My client was one of many sponsors of an adventure race in our region. Rather than duplicate the giveaways of others, I nudged my client to cinch backpacks, which allowed all the sponsor items to be in one easy to access and easy to carry item - happy client, happy race organizer who had a seamless solution.”

Angie, with
4imprint 1 year



[#C7687](#), Polypropylene Drawstring Sportpack

[for your cause]

#3

Noreen from Labrador City

“We are a not for profit organization, these little favors got tucked away in over 100 purses at our last event! Our objective is to get the word out there regarding our services to women & this product was just a perfect treat after an inspiring dinner for International Women’s Day!”



[#C120336](#), Double Stack Lip Moisturizer with Peppermints

Melissa from Porcupine Plain

“We use the sunglasses at our sponsored events for kids. We sponsor a free swim at our local swimming pool and host a summer fun evening for youth where we gave away the sunglasses and they were a hit!”



[#C107694](#), Sunglasses

Brad from Barrie

“I am a small non-profit organization, so finding a great, inexpensive item to raise awareness of my fatherhood organization is a huge benefit. I keep a pile of the flying discs in my trunk and give them out to fathers when they are with their kids. They almost always go online to check out my organization that day!”

Brian, with
4imprint 15 years



[#C109231](#), Fun Flyer

Martina from Ashcroft

“As a church group, we will be using the mugs to raise funds for PWRDF projects.”

Stephen, with
4imprint 2 years



[#C110122](#), Challenger Mug

[for your cause]

#7

Marilyn from Montreal

“We use the cocktail napkins to add a level of sophistication to our school events. They are brought out for galas, parent evenings, fundraisers and alumnae events.”



[#C119969](#), Colourware
Beverage Napkins

Tina from Whitehorse

“Whitehorse Motors purchased the totes for our local food bank to use in their biannual food drives. They are stronger and easier to use than the double paper bags they used before, and of course reusable. They are better for our environment and also help support our community. Our logo on them also spreads awareness of our community support.”



[#C108714](#), Jumbo Grocery Tote

[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

Anonymous

“We bought inscribed portable power banks to give to our employees, who are often on the road. They loved them—and are finding them very useful.”



[#C133529](#), Portable Power Bank

[saying thank you]

#2

Anonymous

“Yearly we celebrate our safety achievements. Our company gave the sweatshirts as a thank you to employees for working safely and always putting safety first at our location.”

[#C120668-HD](#), Pro Fleece Full Zip Hooded Sweatshirt



[saying
thank you]

#3

Bette from Sudbury

“Needed to identify volunteers. Unsolicited comments from non-volunteers were very positive re: ease of identifying without being flashy.”



[#C118871](#), Lanyard with Metal Lobster Clip - 3/4"

[saying thank you]

#4

Ryan from Cambridge

“Cambridge Canada Day utilizes over 100 volunteers each year to make our event successful. The items I order each year are always very well received and I always get very positive feedback from my volunteers. I strongly believe these gifts are part of the reason so many of my volunteers come back year after year. Thank You!”



Nila, with
4imprint
39 years

[#C101958](#), Sticky Book

[saying thank you]

#5

Anonymous

“We gave out to local doctors to thank them for their support over the years, also will use for clients when they are discharged from our clinic.”

[#C112144](#), Double Wall Tumbler with Straw



Carol from Alexandria

“I purchased the blanket as a “thank you” gift for people in our community who volunteer their time and talent by making a presentation or workshop on a variety of subjects. It is an excellent gift because it can be given to both male or female presenters.”



[#C109674](#), Fold-Up Blanket Bag

[saying
thank you]

#7

Anonymous

“We wanted to send a small token of appreciation to our clients for doing business with us throughout the year. These small calendars were a hit, as they don't use a lot of space on the desks; our clients loved them.”



[#C129652](#), Mini Double View Desk Calendar

[saying thank you]

#8

Anonymous

“We give nurses appreciation certificates and we like to put a unique seal on the certificate for each year. They add a yearly sticker to their original certificate.”



[#C117640](#), Stickers by the Roll - Circle

Evelyn from Dieppe

“Our committee used the product to thank the speakers and vendors at the event. This little token of appreciation went a long way! They were touched by the gesture, and the product was beautiful, too.”



[#C132239](#), Fuse Tech Tablet Case

[saying thank you]

#10

Lori from Toronto

“Each year we hold a dinner or lunch to thank our volunteers. We are a non-profit community center. This year we gave the “Spooner Mug”. We added a variety of tea bags with honey sticks and wrapped the mugs with cellophane and ribbons to create a more festive appearance.”



Anna, with
4imprint
9 years

[#C100867](#), Spooner
Mug - 12 oz.

[spreading the word]

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



Amanda from Timmins

“We used the item to promote gardening in the community. Extremely durable and well made. Heavy canvas. Tools are nice too!”



[#C6575](#), Garden Tool Bag Kit

Christina from St Johns

“As a pediatrician I’m always looking for fun ways to get kids more active. Giving out free frisbees absolutely fit the bill—the kids loved them and just thought it was a reward—they didn’t feel like we were lecturing them to change their behaviour.”



[#C109231](#), Fun Flyer

Anonymous

“We are non for profit organization which provides early literacy material to newborn babies. All the materials are given away inside a book bag.”



[#C930](#), Cotton Promotional Tote

Renee from Toronto

“Launched our new website in English and French and placed announcement cards within holder and distributed to all company employees worldwide.”

Whitney, with
4imprint
4 years



[#C127232](#), Orbit Phone Stand Cleaner Combo
Key Tag

spreading the word

#5

Anonymous

“We issued the bottles to help reduce plastic recycling and paper cup use. We reduced 7500 paper cup use in the 1st month alone!”



[#C121429](#), Tritan Comfort Grip Bottle

spreading the word

#6

Lisa from Charlottetown

“We used the different colored lanyards to help identify people trained in first aid, visitors, and Joint Health and Occupational Safety Committee members.”

[#C111233](#), Hang in There Lanyard



Matt, with
4imprint
9 years

Jennifer from Surrey

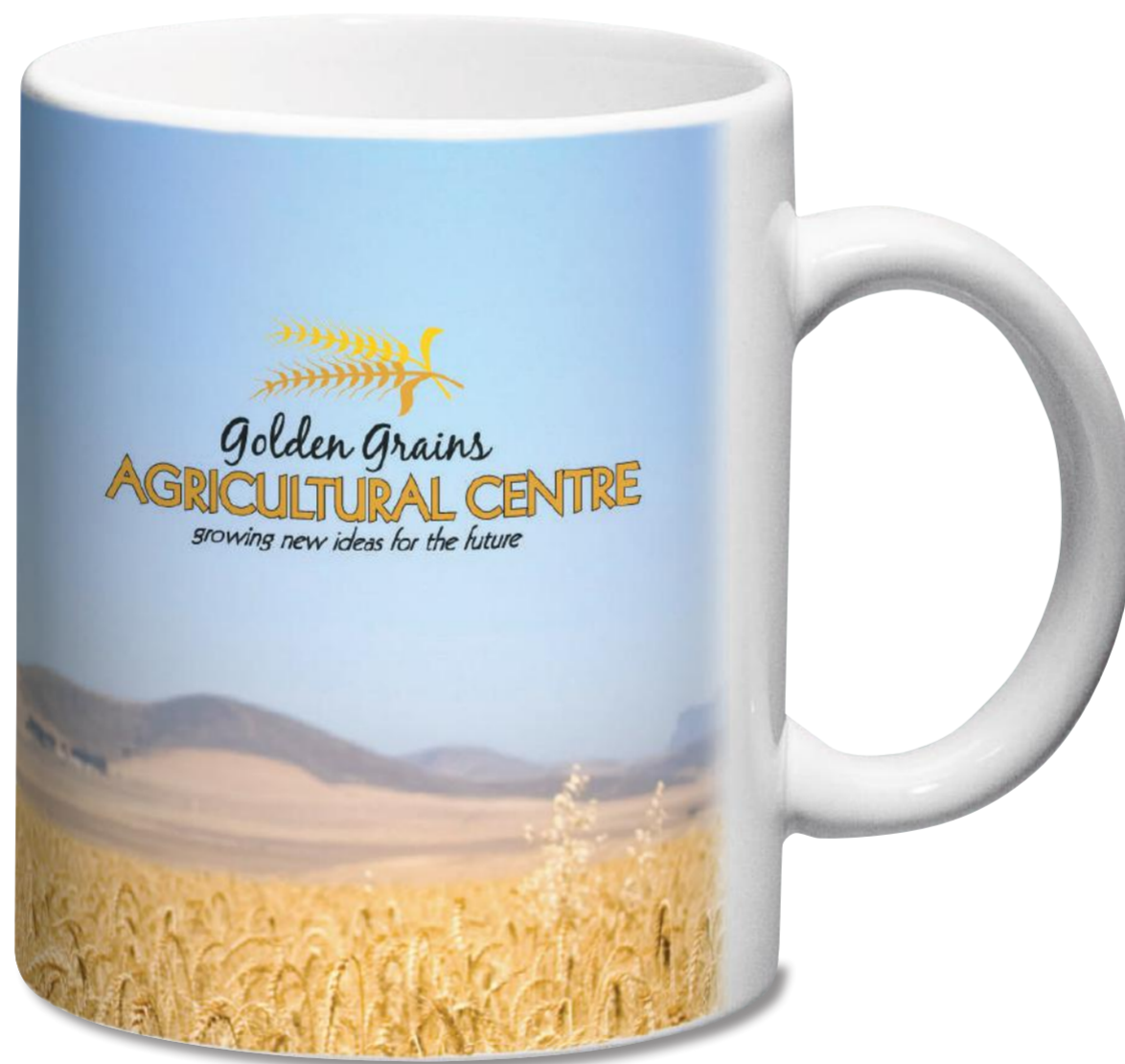
“This year on National Grandparents Day we rented a movie theatre and hosted a free movie, popcorn and pop for the seniors of our local community. As each guest exited the event they were gifted a reusable tote bag filled with coupons for senior services and goodies from community partners. Everyone was so grateful and happy as they left the building with their totes in hand.”



[#C107908](#), Reusable Grocery Bag

Sandra from Petitcodiac

“We are celebrating the 50th year of incorporation for our municipal village and we held a dinner for present and previous Mayors and Councillors and families and gave everyone a mug with an aerial shot of our downtown area and the new village logo.”



[#C112411](#), White Mug with Full Colour Process - 11 oz.

[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

Roxanne from Edmonton

“These were for a community soccer team. Last season we ordered team hoodies and this season we ordered shorts. Staff from the association were so impressed with the look they asked where we got them and are now looking to offer the community teams branded gear.”



[#C128496](#), All Sport Performance Short

team unity

#2

Melissa from Maple Ridge

“The bags were given out to all of the players competing in the Baseball BC Provincial Championships for the divisions of U13 & U15 AA.”

[#C109257](#), Harmony Sportpack



Lia, with
4imprint
11 years

team unity

#3

Todd from Cambridge

“June is Safety Month at our company. I used the water bottles to give to the team members after a small Power Point presentation.”

[#C114427](#), Jogger Sport Bottle



Linda from Toronto

“We gift each new student at our school each year with a locker mirror. The mirrors are imprinted to reflect our school. The students love them and this has now become a tradition.”



[#C120303](#), Locker Mirror

Shaun from Winnipeg

“Our volunteers carry these messenger bags while on duty in the zoo. It really helps identify them while being a practical part of the uniform.”



[#C106131](#), Off Roader Travel Bag



Heidi, with
4imprint
22 years

team unity

#6

Tracy from Okotoks

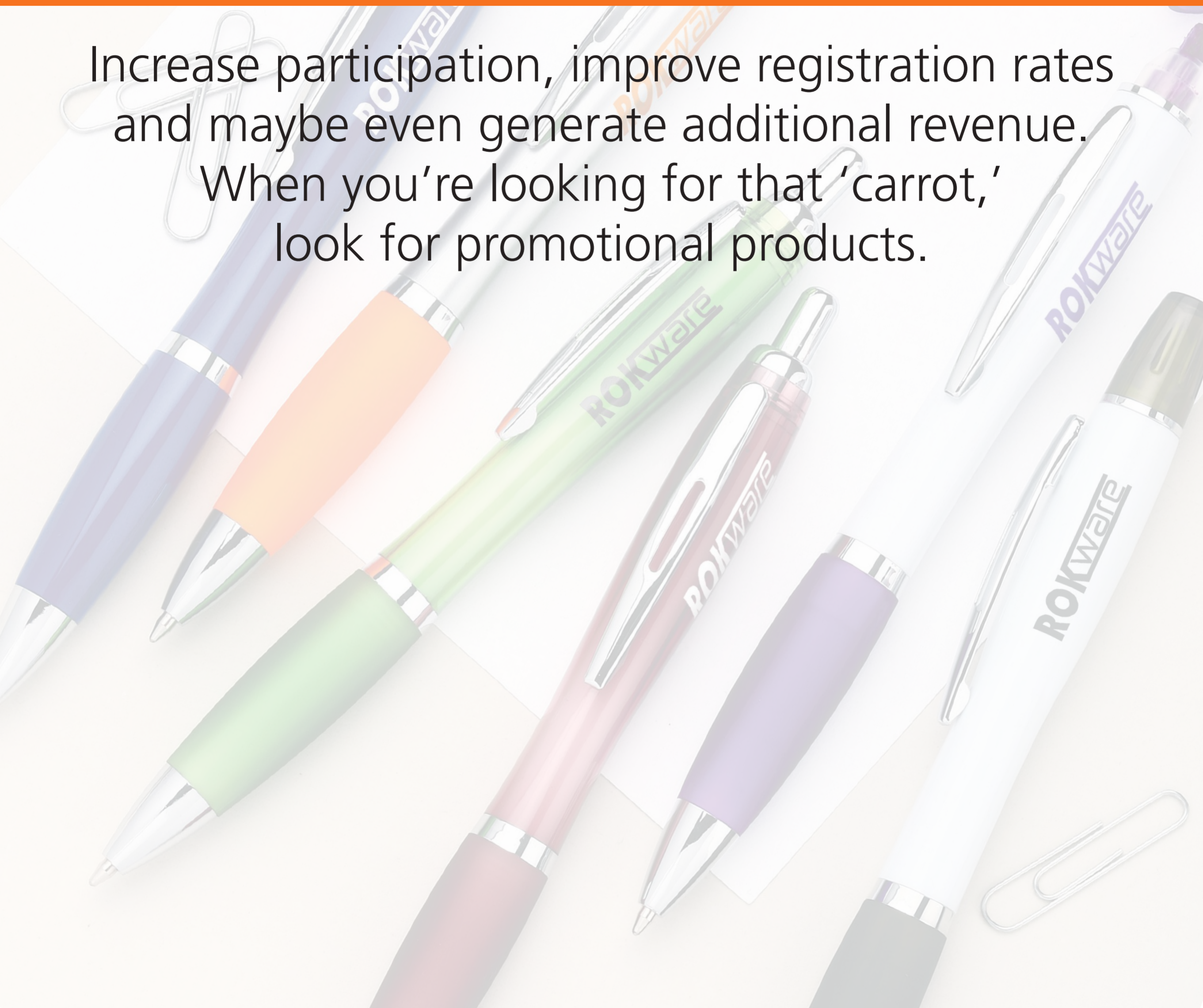
“These products are used as welcome gifts to our new grade 7 students as the enrollment process begins each spring. It helps to make them feel part of their new Junior High School.”



[#C982](#), Bic® Pencil

[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

Stacey from Red Deer

“We added our school hashtag to these cups and used them for lemonade sales at our school. The kids were CRAZY about them. I thought I had ordered enough of them to get through the year but I am going to have to order more!!!”



[#C111615](#), Mood Stadium Cup with Straw

[the carrot]

#2

Anonymous

“We give the passport holders to students that have finished their pilots course.”



[#C101392](#), Colourplay Leather Passport Wallet

Anonymous

“We use these wallets for each member as a thank you gift for purchasing our membership. Each wallet is full of all our companies goodies for them to enjoy and use throughout the year.”



[#C118266](#), Fabrizio Travel Organizer

Rachel from Winnipeg

“Patients can earn rewards and we use these items as prizes!”



[#C131331](#), Salon Nail File

Anonymous

“We put together a themed and matching coloured giveaway kit which was displayed at our retail locations as incentive to make a purchase for bonus draw tickets. The event is still ongoing at the time of this review, but we are pleased with the result!”



[#C129692](#), BBQ Set in Aluminum Case

Mark from Windsor

“By putting our company information on a backpack it allows us to package items as a combo unit. This helps us increase sales at construction sites because everyone needs safety gear.”



[#C111659](#), Vista Sportpack

the carrot

#7

Tim from Burnaby

“We organized a community clean day and this is a reward for people who came to help, and it was a success. We will do it again and again.”



[#C123894](#), Gildan® Heavy Cotton T-Shirt

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.ca/EBook**

