

SUMMER 2016

amplify

4imprint®

Promotional products. Remarkable results.

Ready to Launch

Using promo products to kickstart
new products and businesses

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4imprint®

A couple of years ago, we took a team from 4imprint® to a digital marketing training session. As part of the session, we each received a logo'd journal to take home with us. It became an immediate reminder of where we'd been and what we'd learned.



Kevin,
with 4imprint
25 years

Making Training Stick

We've been curious about what makes some trainings stick while others do not. So, we asked training pros to describe the sales training methods they find most effective.

They told us hands-on training is, by far, the most effective sales training technique. In fact, hands-on training scored higher on

Hands-on takeaways pair well with hands-on training.



Budget Bound Journal - 7" x 5"

our survey than a step-by-step approach, role playing with feedback and real-world scenarios combined. (You can see the full results of our exclusive survey in our [cover story](#).) It's a good reminder for anyone responsible for training sales teams, service pros or customers.

Creating a Memory

It's been a couple of years since we attended that training session. But, if someone brings one of those logo'd journals into a meeting, it immediately brings the session to mind.

Maybe that's the most important lesson of all. Paired together, hands-on learning and hands-on takeaways have the power to keep a memory going strong, long after the training is over.

Kevin Lyons-Tarr, CEO, 4imprint

PS – Have a training success story? Email me at amplify@4imprint.com—I'd love to hear it!

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Training for a product launch or business expansion can take many forms. See which training methods brands use most often and how promotional products help raise public awareness of new products and services.



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How have you incorporated promotional items into a product/service launch or grand opening event?

The editorial board shares its insights.



When our construction company launched its new brand, we wanted to get the team excited for the new look and brand changes. Each team member was given a brand book along

with an imprinted beer mug and an invitation to join us at a happy hour launch event. The mugs and launch party were a great way to celebrate all the hard work that went into the new brand!



Beer Stein - 25 oz.

Kim Lysne

MARKETING TRADE SHOW COORDINATOR
Viewpoint Construction Software



Over the years, Gordian has been expanding and outgrowing our current brand. We felt the best time to make an internal brand launch was at our annual company meeting, which gathers employees from around the country. Everyone was excited to hear about the new look.

After the big announcement, everyone was given a “swag bag” as they exited. The totes were filled with a coffee tumbler and note pad with pen — each component reflecting the new brand. For the rest of the meeting, everyone proudly used their totes and cups. It helped define the new identity and journey we would all take as a company.

Nicole Behnke

MARKETING INITIATIVES MANAGER
The Gordian Group

How have you incorporated promotional items into a product/service launch or grand opening event?

The editorial board shares its insights.



Gemini always uses 4imprint promotional swag to coincide with announcing new services. It's easy for the sales team to bring out a fancy new

toy like power banks or golf towels when we want the opportunity to talk about a new feature in our online system for legal document management. Attorneys are busy individuals, and it can be hard to get their attention — having affordable, high quality, novel branded items from 4imprint as gifts gives Gemini the valuable time we need in order to tell our clients what's new!



The grand opening of our new neighborhood community center landed in the middle of a very

hot summer. With many celebration activities outside, we handed out large hand fans with a campus map, phone numbers and our big logo!

Brooke Browne

MARKETING MANAGER
Smartbridge

Hannah Sullivan Pence, MS, CRP

MARKETING MANAGER
Gemini Legal

Flashlight feature makes it great for keeping in your purse or car!



On The Go Flashlight Power Bank



Hand Fan - Hourglass

Meet this month's featured contributors.



Suzanne Worwood
VP Merchandising
4imprint

In our *Product Highlight* feature, Suzanne Worwood shows us how backpacks are not just for school anymore. Today, they make great gifts for customers of any age, in any industry.



Samson, a Washington state rope manufacturer, supplied photos of team safety initiatives for our *Trend* article, "Talking Safety."



Erika Ferguson
Social Media Manager
4imprint

Erika coordinates 4imprint's social media communities on Facebook®, Twitter®, Pinterest®, Google+®, Instagram® and LinkedIn®. For this issue, Erika compiled social media content for the *Overheard* story.



The Toro Company shared photos of the 4imprint promotional products it used for recent product launches. The photos and the company's story appear in our *Cover Story* article, "Ready to Launch."



The Carter County Car Club in Elizabethton, Tenn., provided photos of its events. The photos are showcased in our *Lasting Impressions* article, "Hats Off to Car Club."



You!

Customers shared images on social media of hats and caps that gave them #SwaggingRights. Their shout-outs were *Overheard* and featured here in amplify.

Hats & caps that earn you #SwaggingRights



Taylor Updates @TaylorUpdates

A 75th Anniversary winter hat made it all the way to Cameroon, West Africa for an alumnus! @4imprint #swaggingrights



theinfiniitloop

We have some exciting news for you! The Pom Pom hats are officially up on the website! Located under "gear & accessories". Get yours today!! #lamINFINIT



wildernessadv

We hope everyone has a blast making snow forts and snowmen this weekend!! As you can see, the Waelers at Base Camp are ready to get out and play!



Joe Safety @JoeSafety1

new swag turned out awesome, thanks @4imprint!



theveganroadie

The official season 2 @kickstarter @theveganroadie merch never looked better!!! Glad to see it arrived. Thanks for the post @vgfoodie



 Visit our Pinterest® board for more styles of promotional headwear.

Ready to Launch

By Kelli Karpinski

Training a team for product launches, business expansions





Keeping sports fields, golf courses and public green spaces well maintained and looking their best for users to enjoy is no small task. One factor for success is choosing the right equipment for the job and making sure it is running at peak performance. With the price of some machines running upwards of \$50,000, grounds professionals and superintendents want to fully understand how the product works before buying, along with the benefits provided over competitive units.

The Toro Company works hard to ensure its sales teams come to the table prepared.

“Our channel partners and sales teams are great on educating customers on proper operation and the many features of our products,” said Gary Coulson, product training manager for Toro’s Commercial Business. “The information flow between Toro and the distributor/dealer is phenomenal.”

Anatomy of a product launch

When Toro launches a new product, the marketing team sends product specifications, photos and product articles to distributors. By the time new products arrive at distributor locations, the sales teams have attended webinars, taken online tests and received product training emails. In some cases, Toro will even conduct live product demonstrations at sports fields, golf courses or school grounds. While the demonstrations are primarily targeted at groundskeepers and superintendents, distributors benefit, too.

“When we train, we train on the product so that distributors know how to operate it in front of the customer,” Coulson said.

Product launch training techniques

Because product launches and business expansions are unique in the life of an organization, the training that accompanies these events must be unique as well. To understand product launch training, 4imprint conducted an exclusive survey with Association for Talent Development (ATD) conference attendees.

Among the most commonly used sales training methods:

 50%

Hands-on training

Overall, training professionals rate hands-on training as the most effective sales training method. In fact, 50% of those surveyed ranked hands-on training as the most effective training tool for sales teams. That's more than all other responses combined.

 12%

Role playing with feedback

One in eight (12%) respondents said using exercises that mimic real-world sales situations are the most effective sales training methods. In role play with feedback training sessions, participants are often asked to give a sales pitch and answer questions, similar to those a customer may ask. Trainers provide feedback at the end of the exercise so that participants can make improvements before making sales calls.

 15%

Micro-learning

Roughly one in six (15%) respondents say they prefer to prepare sales teams using micro-learning, which uses a step-by-step approach to build product knowledge.

 11%

Real-world scenarios

One in nine (11%) talent development experts say they prefer using actual scenarios from past experiences when training sales teams. They say this method allows sales professionals to reflect on how they would respond in specific situations. Those who have learned from these experiences also share their perspectives and knowledge.

Training styles by industry: One size does not fit all

Survey results reveal the top training method preferred by industry.



Sales training for the win

Yet, experts say product training is only one piece of the puzzle. In fact, 65 percent of training professionals say comprehensive training programs—those that include product and sales training—help companies differentiate themselves from the competition.

Toro, for example, has created a four-step sales process that is used to find solutions for customers by identifying their pain points and determining how Toro can help overcome those pain points. The company also requires each sales representative to be certified through Sales and Marketing Executives International. Keeping up with this certification requires 20 hours of training each year.

“What it does for the customer is that it gives them a consistent sales approach no matter where they are located throughout the country,” Coulson said.

65%

of training professionals

say comprehensive training programs **help companies differentiate** themselves from the competition



The Toro Company gave away this trucker hat as part of a campaign to promote its Toro All-Wheel Drive Recycler.

Launching a new location

As Shirlington Animal Hospital planned to open a second location, Business Manager Diane Rosenbluth was charged with developing the training plan for new hires. The new animal hospital is located in a vibrant area of the city where young professionals consider pets to be family members. Rosenbluth planned the training using a micro-learning approach, helping the new staff build its knowledge over the course of several days.



Find ways to “have a ball” when opening a new location!

Each day, the Shirlington Animal Hospital team picked up new pieces of knowledge they would need to serve their new neighborhood. In the first day of training, the team covered basics like answering the phone. By the third day, the team was learning more complex topics, such as understanding notes and health conditions on a pet’s record.

“It’s very basic, and we build on that,” Diane Rosenbluth said. “If somebody doesn’t have any experience with pets or if they are coming

into the industry new, they are sometimes the easiest to train because they don’t have any preconceived beliefs prior to coming to us. Because each hospital has its own policies, we often have to retrain those who have been in the business. With phase training, some of these skills are fine-tuned and tweaked.”

Starting the sales conversation with promotional products

While training is key to preparing for a product launch or business expansion, sales conversations often begin with the giveaways used to promote a new product or service.

At a mini pet expo put on by the local humane society, Shirlington Animal Hospital stocked its booth with promotional products that dog owners love. They chose branded red tennis balls (which stood out among the normal yellow tennis balls), orange bandanas and orange flying discs.



Pet Bandana - Large

Pets are a great way to get your brand noticed!

“(Attendees) were very excited,” Rosenbluth said. “Many people dress their dogs in our area. Any time they can get a fresh, new bandana, they are excited about that.”

Amplify Your Experience

When you download the Amplify app to your mobile phone or tablet, you'll get access to additional interactive content and tips. Best of all, you'll be updated when each new issue of Amplify is available.



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Miniature replicas make great conversation starters!

Toro took a similar approach when it launched the new Workman GTX at the 2016 Golf Industry Show in San Diego. Working with 4imprint, Toro custom designed a miniature replica of the Workman GTX to give to show attendees who agreed to have their badges scanned. [4](#)

Products for getting your staff and office ready for the big launch.

Help your staff stand out with uniformed apparel.



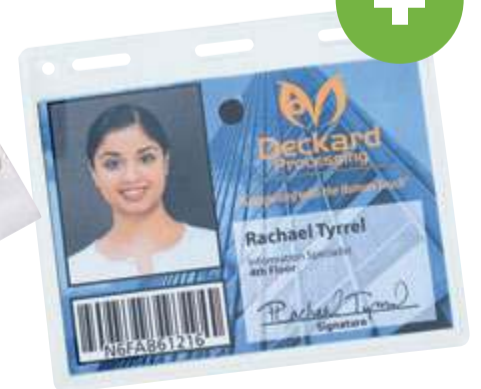
Economy Tabletop Retractor Banner Display - 24"



Hanes® ComfortBlend® 50/50 Jersey Sport Shirt - Men's



Clip-On Retractable Badge Holder - Translucent



Clear Vinyl Badge Holder with Hi-Back Slot

PRODUCT HIGHLIGHT

Work-worthy Backpacks

By Suzanne Worwood

Backpacks for every workplace personality



Backpacks—once confined to the back-to-school set—are now among the hottest trends in workplace bags. Perhaps it’s their utility. Maybe it’s their sporty style. But, these go-everywhere bags are showing up on backs of a wide range of workers, from entry level to executive suite.

Over the last several years, demand for adult backpacks has been on the rise. In fact, the NPD Group found adult backpack sales had risen 18% among women and 17% among men in 2014, part of a growing preference toward less traditional bags.

Growing demand means an ever-increasing range of backpack styles is available. Here are a few of our favorites.

For the consummate pro

For teams who need a more polished image that reads more corporate than casual, the [Wenger® Tech-Laptop Backpack](#) sends all the right signals. Though this backpack features the convenience of a standard pack, with pockets for laptops, phones and other office gadgets, its streamlined style says it’s all business.



Wenger® Tech-Laptop Backpack



New Balance® Inspire

Magnetic roll-top closure keeps main compartment secure.

For the athletic traveler

If you’re looking for a business gift frequent travelers will love, the [New Balance® Inspire](#) is a great option. This TSA-friendly bag helps travelers get through security checkpoints with less fuss. The unique magnetic roll-top closure of the sporty bag allows quick access to their workout gear. And, this checkpoint-friendly backpack holds laptops in a secure compartment.

For the week-long warrior

Monday through Friday, the **High Sierra® Haywire Laptop Backpack** is a power pack that combines savvy style with storage space for workweek gear. But, when the weekend comes, it is equally at home on trail treks or sports sidelines.

Perfect for transitioning from the office to a hike in the great outdoors.



High Sierra® Haywire Laptop Backpack




Oakley® Enduro 30L

For the on-the-go Millennial

Looking for a business gift that on-the-go Millennials will snap up? Check out the **Oakley® Enduro 30L**. It's a tough, do-anything pack that looks rad and works hard. It's packed with pockets that make it easy to stow tech gear and other stuff. And, the range of colors makes these bags stand out from more typical black backpacks.

For the design lover

While most backpacks get their style from their made-for-the-mountaineer look, the **Kenneth Cole® Reaction Laptop Rucksack** takes a different approach. This sleekly styled pack is simple and streamlined. While pockets hold all the traditional tech gear, its minimalist style turns heads. Simply put, this backpack is a more modern take on the traditional briefcase. 



Kenneth Cole® Reaction Laptop Rucksack

LASTING IMPRESSIONS

Hats Off to Car Club

By Cathy Mutschler

Carter County
CAR CLUB
WWW.CARTERCOUNTYCARCLUBTN.COM

*Our Mission:
Supporting Children's Charities*

Promotional product helps raise
funds for children's charities





Visit Elizabethton, Tennessee, on a Saturday night and you might feel like you've stepped back in time—circa 1960.

Peek down Elk Avenue, the main drag of the Carter County seat (population 14,369), and you'll find it transformed. Classic cars line both sides of the street. Couples walk hand-in-hand, cell phones pocketed. Strangers exchange smiles, jokes, stories about the '56 Chevy or the '63 Thunderbird they'd owned or wished they'd owned. Classic cars are parked all around, hoods up and gleaming.



Carter County Car Club hosts a free "Cruise-In" event.

This throwback event is a Saturday night staple April through October thanks to the Carter County Car Club. The city willingly closes off the street to open up the community to car enthusiasts from near and far. Each week, over 200 classics, hot rods and custom

cars roll into town and park for an American "Cruise-In" event that's virtually free of charge.

"Where else can people go these days for free on a Saturday night?" said Kathy Osborne, public relations volunteer for the Carter County Car Club.

Whole families return week after week to cruise the line-up of cars, shop at antique stores, and eat at downtown establishments.

"It's a win-win for everyone."

The biggest winners

The only catch, if you could call it that, is that the Carter County Car Club will kindly ask you to part with some cash. Collection barrels encourage you to "throw in what you can," including "all that loose change that's scratching up your car's console."



All proceeds benefit local children's charities, including the Salvation Army Christmas Angel Tree Program, the Friends Program, the Carter County Imagination Library, and the Elizabethton Boys & Girls Club, among others.

This year, the club added the [Elite Cap](#) to the apparel they sold, with the help of 4imprint.

Kathy anticipates they will raise between \$20,000-\$30,000 this year. Kathy says she's confident the new cap is playing a big role in the club's increased donations.

“Everyone likes something new to wear, to show off their support of the cruise-in and all these children's charities.”

One cap leads to another

The Carter County Car Club got the idea for the cap from Kathy and her husband, Rick. The couple has owned and operated Osborne Electric Inc. for over 35 years, and as part of their 35th anniversary celebration, they wanted to do something special for their customers.

Kathy found 4imprint online and liked the variety and pricing she saw. They ordered some caps which were a big hit. At a monthly meeting of the car club, another member saw Rick sporting his cap and suggested they do something similar for their weekly fundraising event.



Elite Cap - Embroidered

Hats off to your advertising with this business-boosting cap!

“The caps have been such a big hit and we got such a good deal from 4imprint that we were able to double our money!” Kathy said.

Tell 'em we said hi

This was the first time the club has sold a promotional product other than the T-shirts that display a classic car owned by one of the members on the front and sponsor logos on the back. Although it will be several months before they know just how successful the cap sales will be, they are off to a strong start.

If you are ever in the area, cruise by for a fun evening and to help fund a good cause. Also, look for the 4imprint caps at the display table in the center of Elizabethton at Antiques on Elk.

Meanwhile, Kathy and Rick will either be parked or cruising in one of their seven classic cars or behind the apparel table, taking donations and offering to hold milkshakes for passersby while they dig out spare change. 4



Offering attendees branded products for purchase is a great fundraiser for you and a great souvenir for them!

Products you could sell at your next event.

They'll snuggle up to your logo with this picnic blanket!



Roll-Up Blanket – Orange Plaid with Royal Flap



Port Tag Free 5.4 oz. Long Sleeve T-Shirt - Men's - Colors



Risky Business Sunglasses - Opaque

TREND

Talking Safety

By Cathy Mutschler

A movement from policy to culture





In the good ol' days, workplace safety programs were often comprised of a sign proclaiming "Accident-free for XX days." If the company and its employees were lucky, it was a three digit number that kept climbing.

With the passing of the Occupational Safety and Health Act in 1970, more robust workplace safety policies gradually became the norm, and companies of all sizes reported far fewer fatalities and injuries, from 11 per 100 workers in 1972 down to 3.6 per 100 workers in 2009.

Today, employers not only understand the direct benefit of a strong workplace safety program, but many are moving beyond policies, creating safety cultures that reduce absences, improve morale and increase retention.

Everybody in on the conversation

Safety is a core value at Washington-based Samson, maker of 4,000+ types of rope.

"We want to make sure our people get the

right kind of care, at work and beyond," said Karma Reavis, Samson's corporate safety, health and environment coordinator. "If they aren't safe at home, they might not make it into work."

The company provides ongoing training, communication and safety tools like earplugs and cut-resistant gloves, and also rewards positive safety habits. Last year, Samson incentivized employee's with giveaways, like a 4imprint car charger.

The organization also hosts a safety week each year, with engaging speakers, interactive training and more giveaways to encourage participation by all employees.

*“We try to make it entertaining and informative,”
Reavis said.*

Promotional products are a big part of this safety week, like the [Cooler Shopper Tote](#). The totes are a big hit in a state where retailers charge for paper or plastic bags. “Our employees are always looking for bags.”

A great alternative to plastic shopping bags!



Cooler Shopper Tote

Rewarding positive talk (and walk)

Stan Bennett of Clark Reliance Corp. also believes in the value of both talking the safety talk and walking the walk. Bennett is in charge of the corporate safety program for 230 employees, utilizing a variety of proactive

approaches including monthly safety meetings, Tool Box Talks and discussions of injury trends.

Clark Reliance manufactures gauging and control systems for the natural gas, petrochemical and electrical industries, as well as systems for filtering liquids or gasses.

*“We are always doing face-to-face learning,”
Bennett said.*

Beyond the talk, employees at all levels are proactively engaged in safety activities and actions.

Clark Reliance believes strongly in rewarding employees who submit ideas for safety improvements and who serve on their volunteer safety committee. Any idea accepted by the safety team is implemented, with various levels of rewards distributed back to the employees who brought forward the idea;



Microfiber Laptop Mouse Pad/
Cleaning Cloth

Imprinting safety messages on a mouse pad is a great daily reminder.

Get organized with pockets galore!



Business Attache

the greater the company benefit, the greater the reward. At the one year anniversary for committee members, each receives a

Business Attache bag as a thank-you for their commitment to the safety committee.

“We’re always using giveaways as part of that reward,” said Bennett.

Employees value this form of recognition, which in turn serves as a reminder of the importance of a safe workplace culture.

Safety in numbers

Samson introduced its people-based safety program four years ago. Reavis says it has helped get people throughout the organization to be in the moment, to think about what they are doing and why, and accurately anticipate the consequences of taking shortcuts.

“Safety isn’t any one thing,” Bennett said. “We’re always looking for ways to reward our employees for ideas or service. Those ideas develop into excellence, advantage and success.” 4

Promotional products to promote safety!



Reflective Sticker Sets



ZTEK Safety Glasses



Emergency Guide

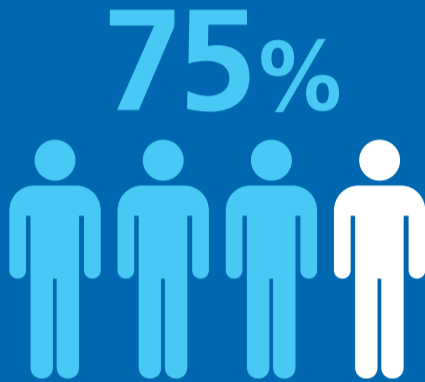
Employee Work Stress

By the numbers



25%

View their jobs as their **No. 1 life stressor**



Believe there's **more on-the-job stress** than a generation ago



50% more

Health care costs for those with high levels of stress

Source: The American Institute of Stress – Workplace Stress

Common sources of work stress



Low salaries



Few opportunities for growth or advancement



Excessive workloads



Not challenged or engaged



Lack of social support

Source: American Psychological Association – Coping with Stress at Work

Employee Work Stress

Effects of uncontrolled stress

Short-term stress:

- ✓ Headaches
- ✓ Stomach aches
- ✓ Poor sleep
- ✓ Short temper
- ✓ Difficulty concentrating



Chronic stress:

- ✓ Anxiety
- ✓ Insomnia
- ✓ High blood pressure
- ✓ Weakened immune system
- ✓ Depression
- ✓ Obesity
- ✓ Heart disease

Ways to manage stress



Create a plan with your supervisor



Get support from friends and family



Establish work-life boundaries



Keep a journal



Take time to recharge



Learn how to relax



Make healthy choices

Source: American Psychological Association – Coping with Stress at Work

The Workplace Stress Scale™

Copyright © The Marlin Company, North Haven, CT, and the American Institute of Stress, Yonkers, NY

Thinking about your current job, how often does each of the following statements describe how you feel?

	Never	Rarely	Sometimes	Often	Very Often
Conditions at work are unpleasant or sometimes even unsafe.	1	2	3	4	5
I feel that my job is negatively affecting my physical or emotional well-being.	1	2	3	4	5
I have too much work to do and/or too many unreasonable deadlines.	1	2	3	4	5
I find it difficult to express my opinions or feelings about my job conditions to my superiors.	1	2	3	4	5
I feel that job pressures interfere with my family or personal life.	1	2	3	4	5
I have adequate control or input over my work duties.	5	4	3	2	1
I receive appropriate recognition or rewards for good performance.	5	4	3	2	1
I am able to utilize my skills and talents to the fullest extent at work.	5	4	3	2	1

Interpreting Workplace Stress Scale™ scores

To get your score, add the numbers you answered to all eight questions and see how you compare.

TOTAL SCORE
15 or ▼

Chilled out and relatively calm. (33%) Stress isn't much of an issue.

TOTAL SCORE
16-20

Fairly low. (35%) Coping should be a breeze, but you probably have a tough day now and then.

TOTAL SCORE
21-25

Moderate stress. (21%) Some things about your job are likely to be pretty stressful, but probably not much more than most people.

TOTAL SCORE
26-30

Severe. (9%) You may still be able to cope, but life at work can sometimes be miserable.

TOTAL SCORE
31-40

Potentially dangerous – the more so the higher your score. (2%) You should seek professional assistance.

Source: The American Institute of Stress

This survey is used with special permission by The American Institute of Stress. To read more on this or other stress topics please visit www.stress.org.

Tumbler vs. Power Bank

To thank survey participants at a trade show, we offered them their choice of these two similarly-priced gifts.



Malia Travel Tumbler

30%
chose the tumbler

VS.



Energize Portable Power Bank – 2200mAh

70%
chose the
power bank

At the Association for Talent Development (ATD) conference, 4imprint offered survey respondents the choice of two different promotional items as a thank-you for taking a survey. The results were gathered from that field survey.

REMARKABLE MOMENT

Care Packages



Cheer bags for cancer patients

Volunteers of the Lawrence County Cancer Patient Services in Bedford, Indiana, put together care packages for cancer patients undergoing treatment at four area treatment centers. The organization requested spooner mugs (shown in the foreground) through the 4imprint® *one by one*® program. Besides distributing these cheer bags throughout the year, the all-volunteer group also refers patients to resources and hosts a free, annual survivors reception.