

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!

8th
Edition

Joe, with
4imprint
7 years



4imprint®

Welcome to our 8th edition of 'Promotional Products **Work!**'

Time flies when you're having fun, and we are certainly having fun compiling our customer's promotional success stories! In the 20+ years I've been with 4imprint, you'd think that I'd have seen every possible use for an imprinted pen, bag, tumbler, tech gadget or embroidered shirt. But every time I read through customer comments and reviews, answer their emails or chat on the phone, I learn something new.

Over the years, we have asked customers to share their new and exciting ways to use promotional products, and year after year they continue to raise the bar with amazing ideas. This collection is the result of responses to our 'Two-Second Survey' that goes out after an order is placed where they show their later work. After thousands of downloads of this e-book, it's obvious that people are hungry for marketing ideas and inspiration, and our customers deliver.


We hope the ideas inside inspire you as much as they've inspired us. If so, go ahead and share this e-book with a friend or colleague who may be looking for a creative way to spread awareness, celebrate an achievement or grow their organization. Maybe their success story will appear in our 9th edition!

Best,



Kevin Lyons-Tarr
CEO
4imprint, Inc.

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

P.S. Look for this icon  to see photos sent from our customers!



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raising money for your cause

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



[for your cause]

#1

Dana with Dana Trains/dtKids

“I have a kids tri club/team, and I put on 2 kids triathlons. The tattoo is going to be used as a race packet stuffer for other kids races and for my own races. The tattoo is my logo so having kids wear it will increase the “brand” recognition.”



Amy, with
4imprint 9 years

[#101115](#), Custom Temporary
Tattoo - 1½" x 1½"

[for your cause]

#2

Marcus with Theme Runs

“We use these bags for our 5K charity races and they’re amazing. Inexpensive, hold the promo items well and they’re biodegradable.”



[#104566](#), Oxo-Biodegradable Grab Bag

Jeremy with Oremus Press Newspaper

“We ordered cobalt blue mugs with our logo and information imprinted in white. We then gave them to customers and advertisers who had donated to our cause or supported our newspaper over the past year. They were well received and we will likely be ordering more for sale as well.”



[#4920](#), Challenger Mug

Anonymous

“We are a WIC office and one objective is to promote more physical activity. We chose your frisbees to encourage parents to be active with their children.”



[#28828](#), Sport Flyer - 9"

Anonymous

“We used the tote bags in our hoagie sale fundraiser to create a Family Meal Pack...when families purchased 4 hoagies, a bag of chips, and a tub of cookie dough, they received a free tote to put it all in!”



[#106836](#), Value Grocery Tote

Anonymous

“The lanyard wallet was purchased to hold student ID cards and to hold a score card used in positive reinforcement for our student population to allow administration to see if we are improving student behavior with a new program we are implementing.”



[#121622](#), Folding Neck Wallet

[for your cause]

#7

David with KRITTERS INCORPORATED

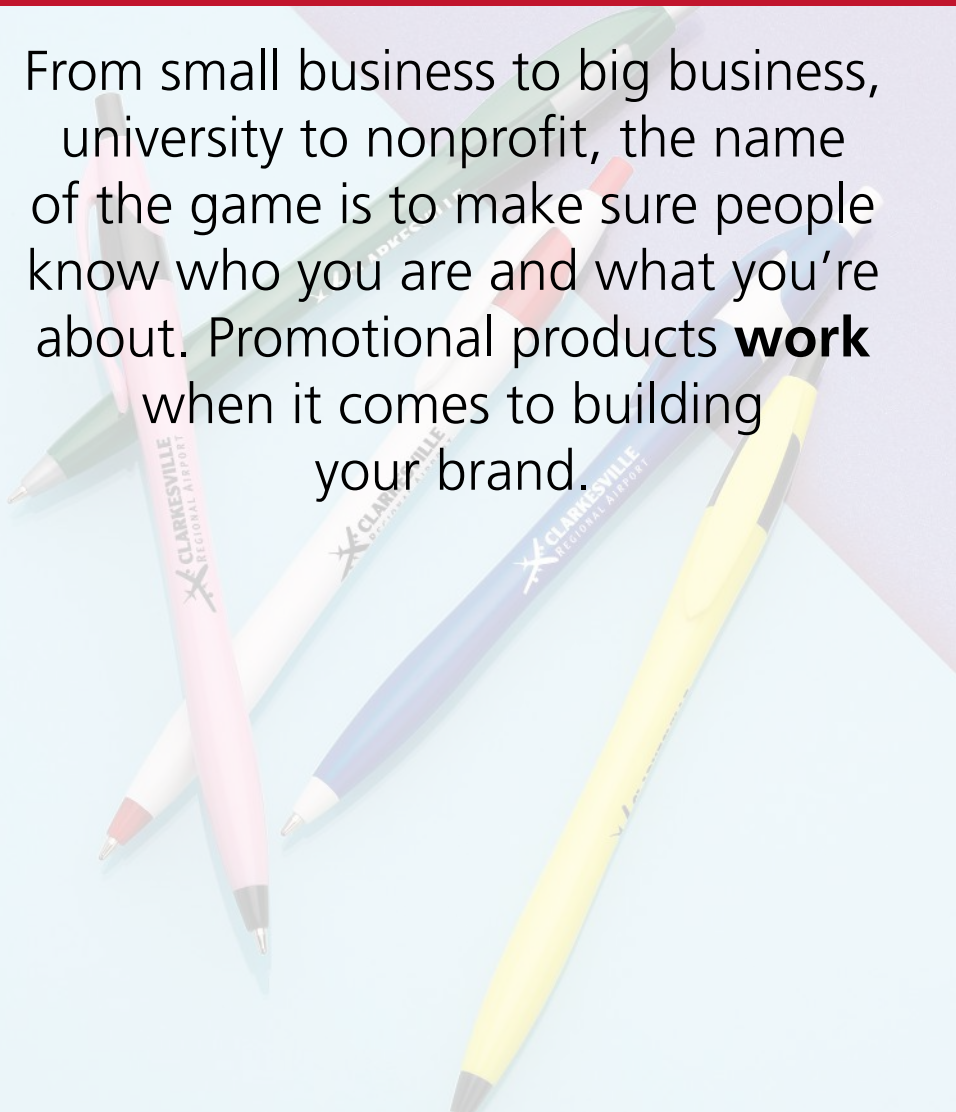
“We are a very NEW non profit organization with a 501 c 3 status, and we need to get our name out, what we do and what we want to do with ‘KRITTERSVILLE’, THE ANIMAL REFUGE OF THE FUTURE... people are seeing us and hearing about us and the products have help greatly.”



[#6551-ST](#), Javelin Stylus Pen

[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.



Glad with Fern Valley on the Soque

“Fern Valley on the Soque is a Trophy Trout Stream in North Georgia. We love to surprise our guest with a 4imprint hat at the end of their experience. Anglers love to collect hats from their favorite places, so naturally we want them to have this token of our appreciation. The wearable advertising is a bonus! Thank you 4imprint for making this an affordable option for us to promote our business.”



[#103288](#), Washed Cap

build your brand

#2

Tracy with 90.1 FM KBPK

“A radio station needs a presence in the community it broadcasts in. With our logo boldly showing on our white polo shirts at events we pulled that off. We are easily identified in our community and our KBPK shirts look AMAZING! Thank you 4imprint!”



[#105469](#), Gildan 5.6 oz. DryBlend 50/50 Jersey Polo

Anonymous

“We purchased the cork coasters to give away to customers and local businesses so that our contact information is always right in front of them on their desk... they have been our most popular item yet!”



[#2081](#), Cork Coaster

Greg with Alanwood Marketing & Advertising

“I like to stay ahead of the curve and provide my clients with something utilitarian. In Southern California, they will be charging for plastic bags at the grocery stores starting this summer, so I thought this would be a perfect opportunity for me to provide my clients with something that would not only save them money, but help brand my business in the process.”



[#103721](#), Polypropylene Reusable Grocery Bag

Michael with PAR Guns

“I sell “Response Plans” (bug out bags). The bright orange tags can be used to attract attention and you can write important info on the back of the tag (e.g. allergies, cell phone numbers, medications) to help out the first responders in a natural disaster scenario.”



[#8186](#), Small ID Tag

build your brand

#6

Anonymous

“Our company hosted a local Management / Leadership class that was filled with directors, CEOs, and managers from local businesses. We are a small business and we wanted to ‘get our name out’ and keep our company’s name on their minds once they left for the day.”



[#110691](#), Orbit Tumbler

build your brand

#7

Fran with The Clean Seat, LLC

“I bought the shirts specifically for a meeting I had with Daymond John. He actually said he loved the shirt!”

Karla, with
4imprint
24 years

Joe, with 4imprint
11 years



[#118761](#),
Silk Touch
Performance
Sport Polo

build your brand

#8

Clarissa with James River Equipment

“We just acquired six new locations for our business and we sent them these pads to help with branding at these new stores as well as to give our employees some nice new office supplies!”



[#81030-50-W](#), Post-it® Notes -
3" x 4" - 50 Sheet -
White

build your brand

#9

Diane with Caron & Stanley

“We want to show our clients appreciation for their continued business and to show off our new logo. The microfiber cloths with our logo is a gift that is useful but will also keep our name in their minds. In the past we have sent out wall calendars - time to shake things up.”



[#118795](#), Full Color Cleaning Cloth

Anonymous

“We give out our pens to groups who are making goody bags for their charity events like golf tournaments, 5k runs and jump rope for heart. These events hit a wide age range and even people from outside our area.”



[#121345](#), Flicker Pen

[spreading the word]

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



Anonymous

“We used the gloves as a free promotional item giveaway for a winter event. The logo on the gloves promoted our annual event and is an item the public can use daily.”



[#116904](#), Touch Screen Gloves

Anonymous

“We are a not for profit organization and hold an annual fundraiser yearly. We used our items to give to donors who attended. Getting our name out into the community is important for us to grow.”



[#123248](#), PolySure Sip and Pour Bottle - 28 oz.

Anonymous

“Our church had seed packets imprinted with our logo and the phrase “come grow with us”. These are placed into welcome bags distributed by the Chamber of Commerce. As a small church, we don’t have a lot of money to spend on giveaway items. These were an inexpensive way to invite someone to church, and give something that can be used.”



[#105863](#), Standard Series Seed Packet

Elissa from Grand Prairie

“I am the Welcome Chair for our Community. Twice a year we host Welcome Receptions. I used this bag as a welcome gift. I also bought several for a girls getaway, packing them with goodies from candy to aspirin. The ladies loved them, using them throughout the shopping trip.”



[#105488](#), Fun Tote

Betty with Trinity Lutheran Church and School

“We ordered logo mugs (filled with candy) as part of our gift to be given to visitors to our church. Our logo mugs make sure they have our information in front of them frequently.”



[#111699](#), Value White Mug - 11 oz.

Jocelyn from Akron

“We held a company wide training and we gave these tumblers to staff to help promote a healthy lifestyle by reminding them to drink more water but also a sustainable lifestyle by encouraging use of this tumbler vs. bottled water.”



[#119497](#), Swirl Insulated Travel Tumbler - 24 oz.

Paula from Joplin

“We use the Optic Yellow shirts we ordered as Uniform Shirts for our Volunteers. They make our volunteers visible, recognizable and help keep them safe during events. We have gotten lots of compliments on the shirts.”



[#108390](#), Blue Generation High
Visibility Pique Polo

Anonymous

“The magnet calendars were given to church members at the Christmas Eve service. Many members commented on how they now have the dates for all the special events during the year.”



[#111306](#), Billboard Magnet

Anonymous

“We use the NC Sheriff Badges to show who paid admission to our museum. People love them so much though that they want to take them home as a souvenir.”



[#107168-SH](#), Lapel Sticker by the Roll - Sheriff Badge

Anonymous

“We were invited to a career fair for 8th graders. As we didn't want to give something that no one would like - we didn't want to spend a LOT of money - for the return of this money spent was really WAY down the road and very minimal. (That's the business portion of it!) We wanted something COOL to attract the 8th graders to our area! Make an impression that was “COOL” on the 8th graders! Nowadays, who doesn't LOVE ear buds??? It was a GREAT product!”



[#106759](#), Ear Buds with Interchangeable Covers

Mary-Hope from Harrisonburg

“The City of Harrisonburg hosted a “Sign the Beam” ceremony. Employees and members of the community were invited to sign a beam during the construction of the new City Hall. After signing with a marker, participants were given an ink pen that said: I Signed the Beam in 2015, Harrisonburg City Hall.”



[#118781](#), Jive Pen

Lillie with Terrell County Board of Education Workforce Invest

“The USB were used as giveaways for our youth program participants. They were used to store sample resumes, job applications, and cover letters during a recent job readiness workshop.”



[#112703](#), Swing USB Drive

Derrick with GolfStepz.com

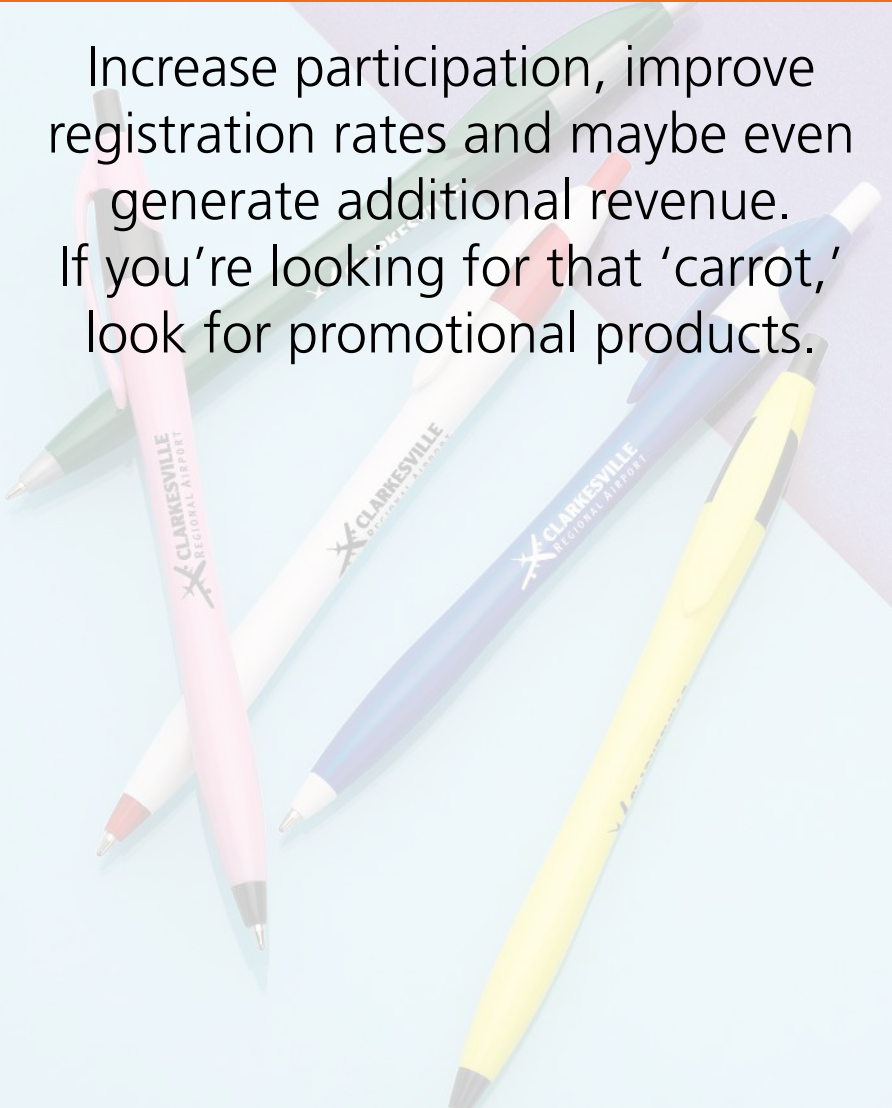
“Item used for Golf Wellness Program called GolfStepz. Utilized for local junior golf programs to record how healthy the game can be for those who play. Check out more at www.GolfStepz.com!”



[#108421](#), Widescreen Walker Pedometer

[the carrot]

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



Vanessa from Marathon

“Marathon, TX is a small community located in West Texas and we have the privilege of being under a Class 1 Dark Sky and with that in mind we sought to 4imprint to fulfill the need to of creating some great products in order to create some buzz. And they did just that, the Caps did just that.”



[#9646](#), Bio-Washed Cap

Kristen with Granite State Retirement Planning, Inc

“We used the pizza cutter for a variety of reasons: to boost client morale during tax season, as well as to thank them for working with us, we like to send them a little “goodie” in the mail in the month of February. We will use the additional pieces for marketing purposes at prospect and business partner events. Great way to get our name out there and keep it in view, since we anticipate our clients/business partners using the pizza cutter on a regular basis!”



[#9603](#), Gourmet Pizza Cutter

Lucy with Clear Creek Essentials LLC

“We do classes for essential oils where people get to make household products. These bags are perfect for them to take their goods home with them.”



[#1062](#), Soft-Loop
Frosted Shopper

Anonymous

“We used the Challenger Mug 14 oz. stuffed with goodies and information about our company. As we have an initial sales meeting we are able to hand a couple to key people. I believe that just having the cup sitting on the owners desk kept our company’s name in front of the customer. We were able to have a follow up meeting and we now have a signed contract for providing Network Monitoring and Support.”



[#7001](#), Challenger Grande Mug

Mary with Eagle's Den Suites

“We used the marketing gum as our business/postcard information about our company to stand out from our competitors. Everyone did a double take and loved the product. Our goal was to have them do a double take and read about our services.”



[#8732](#), Chewing Gum

Nicole with Lisle Library District

“We ordered this monkey in a gold t-shirt to give away to children who found one of the ‘Golden Tickets’ we hid throughout the Library as part of our 50th Anniversary celebration. The kids were excited not only to find a ‘Golden Ticket’ - but to exchange it for something cute to take home.”



[#124141](#),
Furry Fella-
Monkey

Maria with ECNY, Corp.

“We purchase the 2” x 6” Pinked Ribbons as a motivational tool for when Clients complete one of our Boot Camp programs. Little did we know that they would also be boosting our brand and get people talking about their great experience with our firm. We started getting calls from so many new prospective Clients, that we now also use them as “passes” for special events we have. Talk about getting bang for your buck!”



[#127360-26-P](#), 2" x 6"
Pinked Ribbon

Rosemary with SPEDTex

“Our SPEDTex service is provided state-wide in Texas and is free of charge. This is a brand new service and we needed to get the word out to parents of students with disabilities. Our magnet promotion has allowed us to reach many parents across this state and keeps our information in front of them on a daily basis.”



#28804-Q, Business Card Magnet - 20 mil

Veronica from Great Falls

“Students are asked to take a Post-test when they reach the required amount of attendance hours in our program. Testing is voluntary, but to show improvement for our performance based funding is needed. The bags are given as a “Thank you” for testing. We call it, “pay It Forward with a Post-test”! We are hoping the bags will be another incentive to get students to take the test. It is too soon to tell if it has worked.”



[#7194](#), Promotional Drawstring Sportpack

Anonymous

“The 2015 calendar strips were given to clients with their holiday gifts in hopes to have them place the strips at their desks to keep our company in mind for continued use.”



[#4911](#), Computer Calendar - Keyboard

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.



Stacia from Nashville

“I bought hoodies to identify volunteers at an academic conference. The volunteers wore the hoodies over their regular clothes when they were working; it was so much better than tshirts! The volunteers loved them.”



[#124641](#), French Terry
Fashion Full Zip
Hoodie

Eron with NATURALLY YOU CHILDBIRTH

“I am the creator of VT’s Original Pregnancy & Baby Expo that is an annual event and the bags are perfect for parents who only have one hand to hold onto papers and other goodies.”



[#1600](#), Colored Frosted Die-Cut Convention Bag

Anonymous

“We host an annual seminar and usually print hard-copy manuals for use by attendees. This year, we’ve loaded our manual and other conference materials on this flash drive. It saves printing and binding costs, and our attendees appreciate the convenience of the flash drive rather than the bulky manual.”



[#112703](#), Swing USB Drive

Gretchen with G2 Commercial Construction, Inc.

“Business/construction-focused trade show. We wanted an item that appealed to this crowd with something they’d walk away actually using and/or talking about. These items were handy enough to give out and very cost effective.”



[#123145](#), Geo Multi-Function Tape Measure

Terri from Oxford

“In student housing, the Housing Fairs are extremely important as communities prepare to lease up for fall. The display that a community has, often dictates your traffic flow, and we were very pleased to display our awesome tablecloth with all of our promotional items. The students had a great day, achieved over 70 inquiry cards and we are now leading the pre-leased market in our city! Yay 4-Imprint! Thank you!”



[#2213](#), Closed-Back
Table Throw - 8'

Anonymous

“We were looking for a giveaway for our booth that was portable and practical and would be used frequently. And we didn’t have much of a budget. The lip balm was perfect! Who doesn’t need lip balm regardless of the climate! We got lots of visitors who heard on the floor what the giveaway was.”



[#8886](#), Value Lip Balm

Jason with Ambit Energy - Team Drake

“I sponsored the Maryland Association of Environmental and Outdoor Education’s 30th Annual conference. The tote bags were an amazing promotion and my orange bags lit up the conference.”



[#101326](#),
Big Thunder Tote

Aimi from Monroe

“Purchased the pens for a trade show. They are impressive and look very professional. They write beautifully and the multi-function capability make them another reason for people to stop at our booth.”

Kristin, with
4imprint 1 year



[#121619](#), Mercury Stylus
Metal Pen with
Flashlight

[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."



[saying thank you]

1

Lanita with WMATA

“We have quarterly employee and supervisor award ceremonies. One of the gifts that are given to the nominees are hats. These hats were perfect and definitely would be used daily by our staff.”



[#107257](#), Price Buster
Sandwich Cap

[saying thank you]

#2

Sharon with German Christmas Market of Oconomowoc

“We have some amazing sponsors for our event, as well as some individuals who volunteer a great deal of time. It was our way to say thank you.”



Dan, with 4imprint
15 years

[#123990](#), Crossland™
Fleece Jacket

[saying thank you]

#3

Marta with Tuloso-Midway ISD

“Students come to a board meeting to recite the pledge and after their presentation each board member gives the students a gift - the backpack”



[#6473](#), On-the-Move Backpack

Deborah with Big Sioux Water Festival

“The tote was used at our annual water festival. We gave them to fourth grade teachers, stuffed with books, lessons, and curriculum ideas related to water resources, to use in their classrooms.”



[#118693](#), Boardwalk
Convention Tote

[saying thank you]

#5

Laura with Jefferson County Environmental Health

“The tumblers were used as incentives to return a survey. The first 100 respondents received a tumbler. They were also used as gifts to the Board of Health for overseeing our program. The loved them!”



[#105869](#), Spirit Tumbler

Tanya with Reflexology By Tanya

“I ordered 150 of these bottles for a Christmas give-away and thank you gift for my Reflexology clients. They are loving them! This is a wonderful product to encourage drinking more water everyday. It is a solid, sturdy glass water bottle that can survive North Dakota temperature extremes.”



[#113316](#), Vibe Glass Bottle - 22 oz.

[saying thank you]

#7

Kate from Exton

“Students in our program gave these away to hometown heroes that they chose. it was a great way to acknowledge these special individuals.”



[#115607](#), Star Achiever Acrylic Award

saying thank you

#8

Ann from Rayne

“I ordered these as Christmas/Thank you gifts for our teachers. I took a group picture of the staff to put in the frame.”



[#106412](#), 4" x 6" Elegant Aluminum Frame

[saying thank you]

#9

Anonymous

“I have to recruit volunteers from a pool of very busy people to assist with new hire training. I have always been able to find very good items to use as thank you gifts at the end of each year. My volunteers really appreciate the gifts and they help to influence others to assist as well.”



[#5648](#), Folding Chair with Carrying Bag

Anonymous

“I purchased chenille blankets to give as graduation gifts to our senior high school swimmers. Each was monogrammed with our swim team and the individual’s names and the swimmers could not be happier.”



[#100125](#), Chenille Blanket

Anonymous

“We have professors teach for our lifelong learning program. They faculty all volunteer 6 weeks of their time. We give them a gift at the end of the semester and we want it to be a nice present.”



[#9808](#), 46" Arc Edge Two Tone Pongee Umbrella

[saying thank you]

#12

Anonymous

“This item was small token of appreciation given to all of our employees in our department. With all of budget cuts recognition seems to be the first thing cut and causes the most damage to employee moral. These power banks were really appreciated.”



[#128422](#) - On-The-Go Power Bank - 2200 mAh

[saying
thank you]

#13

Chris with Reallygoods

“We wanted to thank our key vendors and workers with something that was a bit fun. We ordered playing cards with our logo on. Everyone who has received them loves them....and keeping a deck ourselves, we’ve been playing more games!”



[#8574](#), Playing Cards - Poker

[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.



Karen with Gilbert Band Boosters

“We ordered matching jackets for all the students going to London so that they could be recognized as a group, and to aid us in our chaperoning efforts.”



[#120508](#), Brushstroke Hooded Insulated Jacket

Steve with Skeet Real Estate

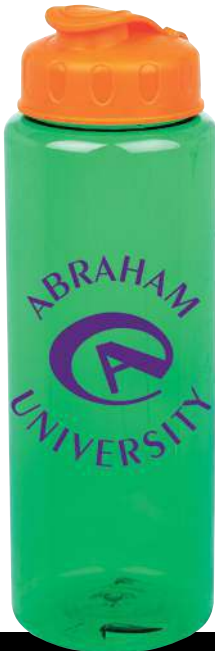
“I wanted to give my Agents a professional and uniform look. I gave them all a nice black bag with our company logo in which to carry their laptop, listing presentations, contracts, business cards and pens with them when meeting clients.”



[#6012](#), 4imprint Business Attache

Suzanne from Pontiac

“We purchased water bottles for our Robotics team. The children are to use them when we go to competitions. This will allow our team to not to purchase water or other drinks that are high priced at the competitions we attend. We told them their gift comes with free water from every tap or water fountain in the country.”



[#103066-FL](#), Clear Impact Guzzler Sport Bottle with Flip Lid

Maya from Washington

“We believe that giving employees items that they want to and are proud to wear reinforces team spirit and motivation. There’s no better PR than employees who reinforce the brand by choosing to identify where they work in the context of their private lives.”



[#123272](#),
Champion®
Performance
Colorblock
Jacket

Anonymous

“In our office, security is very important and we have to constantly remind employees to lock their computers and put away sensitive information. We used the headphone/charger set to leave on employee’s desks that had locked their computers if they were away from their stations. Worked great and the positive reinforcement helped motivate the few holdouts because they wanted the gift too!”



[#122799](#), Charger Pouch with Ear Buds

Alison from Beverly

“We have a sales conference two times a year, with all our reps inside and outside the company. I usually order something to give out with our Logo on it. This product was very well received and it sure to be used (and seen) by others outside our company. It also works really well, everyone is always looking for place to charge either their phone or computer, this way we were all able to sit at our tables and still be charged up.”



[#128424](#), Cell Phone Power Bank - 2200 mAh

Alice with Mt. Nebo Jr. High

“Our School was up for accreditation review and we wanted to look sharp for the team plus let the faculty and staff know that we appreciate their hard work.”



Josh, with 4imprint 9 years
Jane, with 4imprint 10 years

[#123990](#), Crossland™ Fleece

Ramona with PHS Band Parents

“our band is going to NYC this spring. we felt these would help our kids keep organized and have their items all together near them.”



[#5245](#), Neck Wallet

Teresa with Kingston Of Vermilion

“Kingston of Vermilion is a skilled nursing facility and organized an educational fair for our staff to review policies and procedures. We ordered the pedometers with our logo on them to give to staff as a thank you, giveaway, and motivator to move forward in 2015 with the right foot forward in living a healthy 2015.”



[#110203](#), Value In Shape Pedometer

Anonymous

“For a class, the object of the semester was teamwork, and how through teamwork, we could achieve higher than alone. So our instructor gave us the incentive with extra credit to purchase shirts and wear them to exam days. With this, it brought our class closer together, with more willingness to help one another in times of need.”



Khou, with
4imprint 6 years

[#6729](#), Hanes Tagless T-Shirt

Anonymous

“We give the pencils away to students and they love that they were former papers because as the pencils are sharpened some characters are visible.”



[#7926](#), Newsprencil Pencil

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

