

# 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!

*Carla,*  
with 4imprint  
1 year

**18<sup>th</sup>  
Edition**

**4imprint**<sup>®</sup>



# Welcome to *Promotional Products Work*—18th edition

When it comes to storytelling—especially about the power of promotional products—I think it’s best to go right to the source: our customers. They are the true experts in taking a seemingly ordinary product and turning it into something remarkable, like a T-shirt that draws people toward a common goal. Or a mug that makes a new hire feel like part of the team from day one.

From supporting your staff to sharing resources to getting your message out there, promotional products are still making a difference and putting smiles on the faces of those who receive them. Maybe you want your loyal customers to know how much you appreciate them. Or maybe you want to remind donors to consider your cause. Or...maybe you’re just trying to share something good. Whatever your mission, we’re here to help.

Thank you, customers, for sharing these success stories. This project wouldn’t be possible without you, and I’m so proud we could play a small role in your continued success. Please share this e-book with anyone who could benefit from the stories inside. And if you have your own story to share, we’d love to hear from you!

Hope you’re all staying safe and healthy.

Best,  


Kevin Lyons-Tarr  
CEO  
4imprint, Inc.

*Kevin Lyons-Tarr*  
CEO, with 4imprint  
29 years



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# For your cause



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

For your cause

#1



#153199, Letty Pen/Highlighter

We are a nonprofit organization dedicated to helping children and families of children with disabilities get the services and resources they need. Using this, as well as other promotional items from 4imprint, we are able to let more families know we are here to help them.

**Anonymous**

For your cause

#2



#129125C, Sunglasses

Items used to promote City Of Fresno's Community Outreach programs and services.

**Alice** from Fresno

For your cause

#3



#110203, Value In Shape Pedometer

We launched a Heroes At Home program during the pandemic to encourage our families to exercise and stay healthy, all while continuing to raise awareness for Congenital Heart Defects.

**Anonymous**

# For your cause

# #4



*Joe*  
with 4imprint  
12 years

#109484, Lil' Shorty  
Aluminum Sport Bottle

We used our items as tokens of appreciation for our volunteers. And also to celebrate and acknowledge our 50th year as a community health center serving our community.

**Anonymous**

For your cause

#5

#106836, Value Grocery Tote



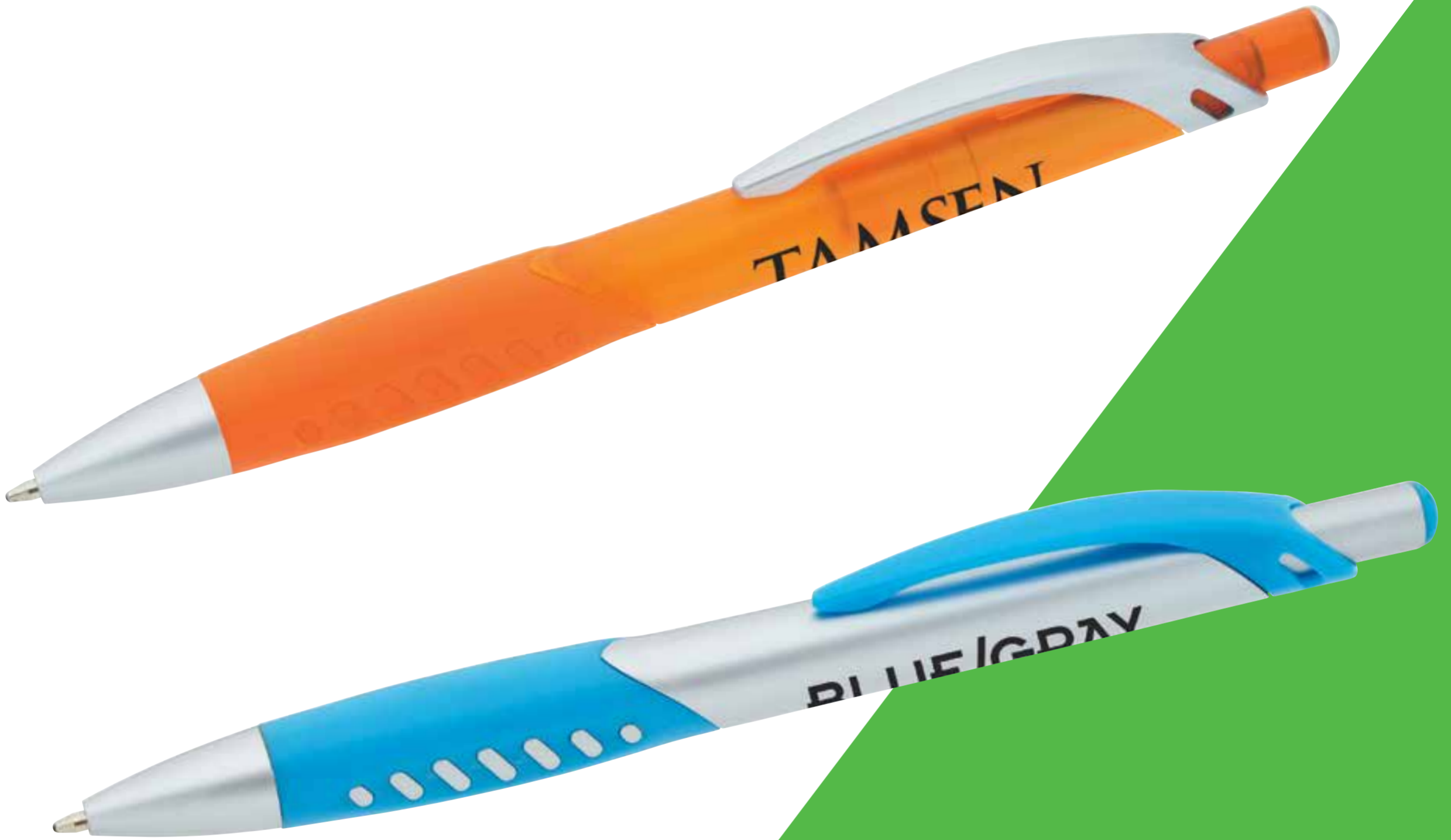
We do a food distribution a couple times a month for our students and the community in need. We ordered these bags to distribute our food donations in. They're big, they're sturdy and they are perfect for groceries!

**Amna** from Whittier



For your cause

#6



#125241, Lexus Pen

Each year we celebrate our volunteers who volunteer 50 hours or more on base or in the local community.

**Anonymous**

# Strengthen 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.

# Strengthen your brand

#1



#106987, Hand Sanitizer

We had planned to hand out our custom labeled hand sanitizer to everyone at our next event or when folks came by the office, but we knew there was a bigger need. We decided to donate them all to our local hospital in McKinney, TX. They were very happy for the donation. We're all in this together!!

**Anonymous**

# Strengthen your brand

#2



#150857, CamelBak® Eddy®+  
Tritan Bottle

We are unable to see our clients face to face. We have to provide all services via telehealth. We wanted to surprise our clients with care packages, and we included these to remind them to stay hydrated!

**Cheryl** from Taylors

# Strengthen your brand

#3

#106542, Therm-O Tote  
Insulated Grocery Bag



*Danielle*  
with 4imprint  
7 years

Hand sanitizers and reusable shopping bags were given as loyalty gift to riders of the Transit bus. They were very well received and appreciated.

**Wendy**  
from Glasgow

# Strengthen your brand

#4



#106987, Hand Sanitizer

[We ordered] hand sanitizers for our co-workers and guests during the COVID-19 outbreak. They are very much needed and appreciated.

**Angela** from Colma

# Strengthen your brand

#5



#133062, Cotton Grocery Tote

Residents are patiently shelter-in place at their apartment. To show appreciation, we gave these tote bag to seniors for future grocery shopping.

**Anonymous**

# Strengthen your brand

#6

*Jolissa*  
with 4imprint  
7 years



#123746, The Fandana

Great "Re-Opening" gift for both front line workers and first-in-door customers. Very well received. Thanks!

**Anonymous**



# Strengthen your brand

#7



#3835, Full Color Sticker

Stickers are sent to all students that are accepted into our University.

**Anonymous**

# Strengthen your brand

#8



#109494, Risky Business Sunglasses

We ordered alumni branded sunglasses to give away to our graduating seniors. They were unable to have a proper graduation ceremony this year, so we assembled some items, including these sunglasses, and sent them a "graduation in a box." Students and parents were thrilled with the surprise and posted about it on social media, which also turned into an online engagement point. It was a very successful endeavor!

**Anonymous**

# Strengthen your brand

#9

#104314, Pocket Spray Sanitizer



Every customer received a "thank you". Personalized pocket appreciation!

**Anonymous**

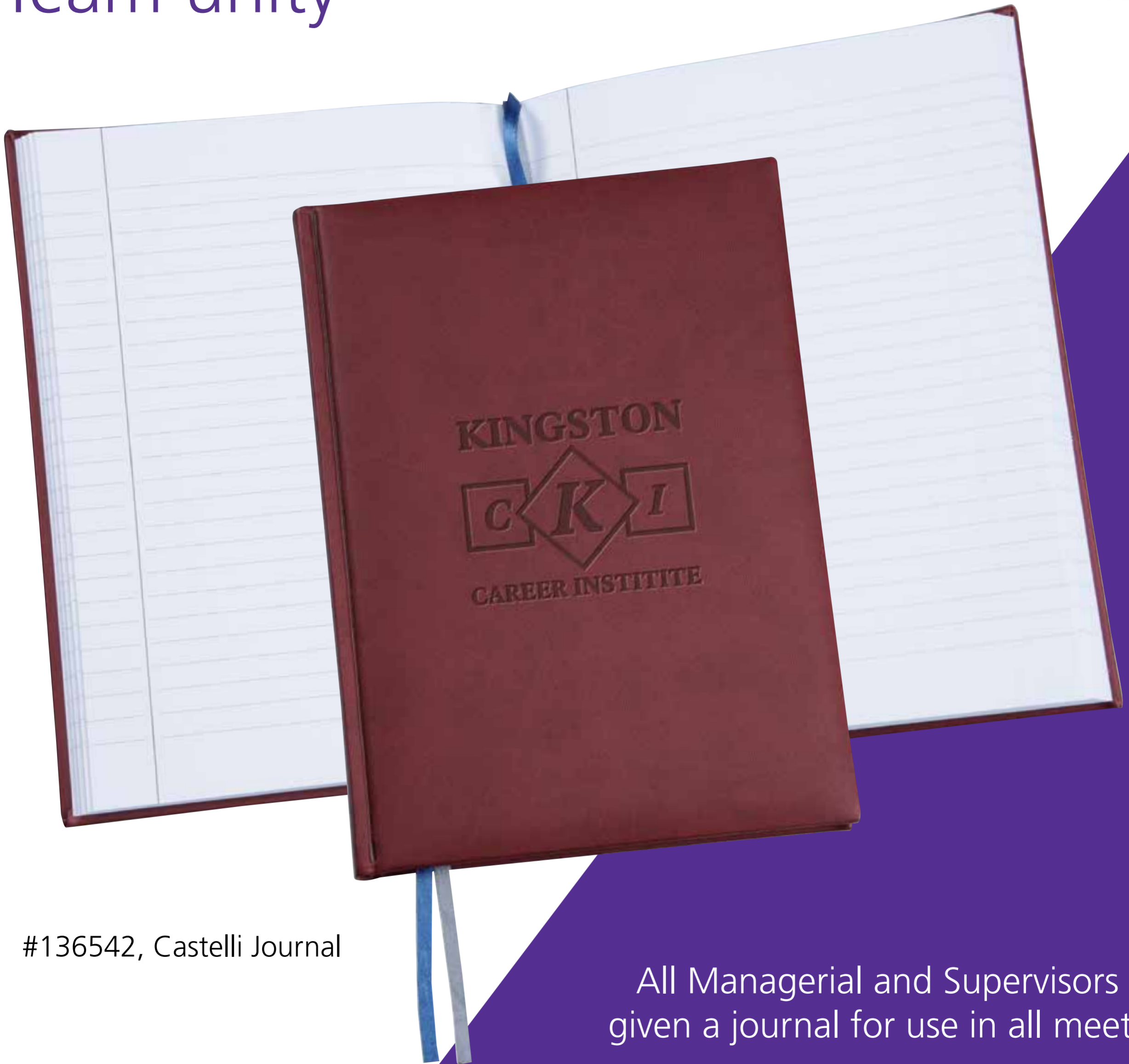
# Team unity



If you're looking to outfit your team with a unified look, trying to build morale, or wanting to create walking billboards, promotional products get the job done.

# Team unity

#1



#136542, Castelli Journal

All Managerial and Supervisors were given a journal for use in all meetings.

**Anonymous**

# Team unity

#2

*Courtney*  
with 4imprint  
1 year

*Joe*  
with 4imprint  
16 years

#122078, Dry-Mesh  
Hi-Performance Polo



I bought them to encourage people in my section to have team unity.

**Anonymous**

# Team unity

#3



Ladies'

Men's

Working in a Dr. Office gets chilly from time to time - unified embroidered jackets look great and keeps the staff identifiable to our patients.

#3451, Iceberg Fleece Jacket

**Kris** from Columbus

# Team unity

#4

*Madison*  
with 4imprint  
3 years



*Brandon*  
with 4imprint  
3 years



#141975, Voltage  
Colorblock 1/4-Zip  
Pullover

We are wearing these pullovers as part of our work uniform. They are very comfortable, but still look super professional!

**Anonymous**



# Team unity

# #5



#123990, Crossland®  
Fleece Jacket

I wanted to get my champion staff a gift that they have not received in a while so I ordered the Crossland Fleece jackets. THEY LOVED THEM! Several were talking about ordering a jacket with the school name on it and I used your company to do that for them. I had a thankful staff! Thank you!

*Abigail*  
with 4imprint  
5 years

*Jon*  
with 4imprint  
9 years

**Anonymous**

# Team unity

#6

*Kara*  
with 4imprint  
5 years



*Ross*  
with 4imprint  
6 years



#121731, Parma Polo

The polo promotes  
team building  
and bonding.

**Bill** from Raleigh

# Team unity

#7



#112348-LS, Contender  
Athletic LS T-Shirt

We bought the shirts for our crews to wear as promotion for our company and protection for our guys. The shirts protect the guys from the sun as well as lets them not ruin any of their shirts. They look great and the guys really like them.

**David** from Orange City

# Team unity

#8



#120916, Gildan® Heavy Blend  
Vintage 1/4-Zip Sweatshirt

The goal was to bring our team together and build a community with matching sweatshirts! It was a great success .

**Anonymous**

# Say thanks



Promotional products are great for thanking volunteers, applauding hard workers after a job well done or recognizing an anniversary. Here are creative ways to say thanks.

# Say thanks

#1



#114321, Riviera Ceramic Mug

Good morning! Just sat down to work from home in my new office (the dining room) during quarantine time here in New York and am about to take my first sip of coffee in my new 10oz Riviera Ceramic Mug. I ordered these for my employees having to work from home during these uncertain times. It's a little thank you from the company to help them stay motivated and know we are thinking of them!

**Anonymous**

# Say thanks

# #2



#139386, Lightweight  
Classic Pique Pocket Polo

I ordered work shirts for our HVAC service department. Our guys really like them.

**Anonymous**

# Say thanks

#3



#146000, Crossland® Beanie

*Jenny*  
with 4imprint  
2 years

We are giving the different items to our Team Members for “job well done” and/or birthday gifts.

**Anonymous**



# Say thanks

#4



#154365, Cosmic Bluetooth®  
Speaker with Wireless  
Charging Pad



We ordered a few different items to give to team members as part of a reward program and everyone was very happy and excited to get the gifts! The cooler totes and Bluetooth speakers turned out great and our logo looked perfect!

**Nicole** from Austin

# Say thanks

# #5

#154247, Extra Large  
Picnic Blanket Tote



Each year we have a thank you gift for our medical providers and each year we try to find something different from the last. This blanket fit the bill and fortunately one of the available colors is our company color.

**Beth** from Tacoma

# Say thanks

#6



#154700, Colorblock Hooded Soft Shell Jacket

As we are a manufacturing facility, the VP of Operations wanted to reward all the shop employees for thier hard work and after he consulted with me trying to figure out the perfect item to give the employees, we came up with this jacket due to fact that it's a windbreaker, waterproof, has a hood, and the color not to mention that our embroidered logo color would stand out on the upper chest area.

**Tabitha** from Gainesville

# Say thanks

#7



#151723, Horizon True  
Wireless Ear Buds with  
Charging Case

Recognition gifts for our Administrators/  
Chaplains/Social Workers with our  
company logo.

**Anonymous**

# Say thanks

#8

#150594, Stainless Steel  
Straw Set

*Chee La*  
with 4imprint  
7 years



We will be giving these  
away to our truck drivers  
as a thank you for being  
a part of the team.

**Anonymous**

# Say thanks

#9



#100720, Gildan® 50/50  
Hooded Sweatshirt

Our company achieved one year with no OSHA recordables. In going back through records - went as far back as early 90's - this has not been done in all those years. We wanted to say thank you and keep focused on safety. We ordered the sweatshirts, rolled them and put a tie around them with a note stating "thanks for working safely", etc.

**Anonymous**

# Share your success story!

Have you found success with your promotional products?

Share your expertise by visiting

[4imprint.com/SwaggingRights](https://4imprint.com/SwaggingRights) and clicking the #SwaggingRights® button in your order history. Submit your photo with a description of your 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](https://4imprint.com/EBook)

