

FALL 2022

# amplify

4imprint®

Promotional products.

Remarkable results.

## Building a sustainable community

Reusable products to help grow your reach, p. 7

Cozy branded apparel

Warm up your audience, p. 13

Flashing like fireflies

How to use the best giveaways to stand out at trade shows, p. 17

4imprint®

Doing things differently.  
Often, that's all it takes to  
stand head and shoulders  
above the crowd.



**Kevin,**  
with 4imprint  
31 years

Whether you put a unique spin on a product, process or experience, taking a different approach can be impactful.

In this issue of amplify®, you'll meet organizations that are taking a one-of-a-kind approach to common events.

- In search of a standout trade show presence, one financial services organization stood out like flashing fireflies in a dark night ([Lasting Impressions, p. 17](#)).
- To create a remarkable experience for individuals and families, this senior care organization found a new use for a popular promotional product ([SwagMaster, p. 20](#)).

- To build strong relationships with prospective students, one organization used a unique strategy for branded education giveaways ([Trend, p. 21](#)).

We're inspired by the creativity of each organization. We hope you'll be inspired too.

Cheers to doing things differently!

A handwritten signature in blue ink, appearing to read 'Kevin Lyons-Tarr'.

Kevin Lyons-Tarr, CEO  
4imprint

If you're doing something different with a product, process or experience, we'd love to hear more. Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) and tell us about it.



# amplify<sup>®</sup>

Promotional products. Remarkable results.

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Coffee mugs get  
#SwaggingRights<sup>®</sup>

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amplify<sup>®</sup> offers an unmatched glimpse into real-life ways you can use promotional products to gain remarkable results.

We'd love to hear your feedback! Please send questions, comments or concerns to [4ideas@4imprint.com](mailto:4ideas@4imprint.com).



Becoming more sustainable is great for business. Our cover story digs into four ways to grow your reach.

# Meet this month's featured contributors



**Suzanne Worwood**  
Senior VP Merchandising  
4imprint

Help your organization warm up your audience as soon as the leaves turn and the air chills. In [Product Highlight](#), Suzanne shares cozy branded apparel marketing ideas that can leave thousands of positive brand impressions.



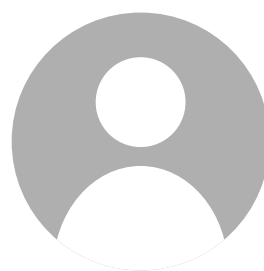
**Cheryl Sina**  
*one by one*® Coordinator

In [Remarkable Moment](#), Cheryl shines the spotlight on an organization that provides life-changing eye care for people experiencing poverty. A member of the 4imprint team for 24 years, Cheryl has coordinated the *one by one*® program since its creation in 2006.



**David Vignali**  
Social Media Specialist  
4imprint

Our new [Swag Master](#) is standing head and shoulders above other trade show booths with giveaways that blink for attention. Social media specialist David Vignali, a member of the 4imprint team for eight years, is sure this story will inspire you.



**You!**

Coffee mug giveaways are a pick-me-up for any brand. In [Overheard](#), our customers show you the giveaways that help their brands rise and shine.

# #SwaggingRights®

Drink up easy branding with coffee mug appreciation giveaways



4

**Daniel**  
We gave this gift to our amazing church staff as a Christmas present!



**darrinrich**  
I have to admit, the mugs came out pretty cool. #4imprint



4

**Deborah**  
The Worldwide Metaphysical Tribe meets once a year for a four-day symposium. Now, when we have coffee together each morning, it's really special!



4

**Danny**  
Our clients were so excited to receive a gift from us. They were not expecting it. Thanks for helping us spread the cheer.







4

**Tammy**

We LOVE our mugs! Every drilling rig in East Texas and North Louisiana is using them proudly....I love seeing our company logo in the offices...thank you



**silvermaplecottage**

Loving one of our logos by @bertrandstacey and personalized mugs by @4imprint! They turned out even better than we had imagined 🥰



**Letters from Elliott**

Raise your hand if you've ever heard of Muscatine, Iowa. 🙋 Either way, if you want a cute mug repping my hometown you can get them now either directly through me, soon on my website, as well as the Greater Muscatine Chamber of Commerce & Industry pop-up shop and at The Coffee Belt in downtown Muscatine. 🙌



4

**Sharon**

Our Company is celebrating our 100-year anniversary this year! We are so happy with our Campfire Mugs - our Team loves them, and our Guests love them! Thank YOU!



Check out our [Pinterest® boards](#) for client and employee appreciation giveaways that let customers, prospects and staff drink up your brand's goodness.



# Building a sustainable community

*Taylor Fischer*



Reusable products to help grow your reach >>





1. Set a long-term vision with realistic goals



2. Be proactive, not reactive



3. Deck out your office in sustainability



4. Make sustainability convenient

When the [Tempe Black Employee Alliance](#) (TBEA), an affiliate of the City of Tempe, Arizona, wanted to raise awareness, it ordered [reusable grocery totes](#) to give away at a community fair.

Research shows [59% of people](#) are likely to use reusable bags while shopping in the next 12 months. In Tempe, the totes turned out to be a huge hit. People were asking if they could take two or three.

“The reusable grocery totes help our community save on plastic bags. And the bags are so useful to people. We didn’t

want something people would just forget. As people are out and about shopping, it raises awareness about us,” Lisa Groom, community affairs specialist at the Tempe Police Department said.

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*“With our logo and name on the bags, it helps connect our organization to sustainability efforts,” said Groom.*

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Sturdy and reliable, the bags are perfect for grocery runs or Saturday mornings at the farmers market.

“We’re aware that we spend taxpayers’ dollars, and we should spend them wisely. This is something sustainable that we can give to the community and that makes taxpayers happy,” Groom said.

Taxpayers aren’t the only audiences interested in sustainability efforts. In fact, [57% of people](#) have reassessed their purchasing habits due to climate change and 71% have set goals to purchase more sustainable and reusable products. People now align themselves with brands that share their values.

Organizations that meet these changing needs and invest in sustainability practices may see financial rewards. Consider:

- Companies with high Environmental, Social and Governance (ESG) performance ratings have operating margins [3.7 times higher](#) than companies with lower ESG ratings.
- Shareholders in high ESG performance organizations outpace lower ESG performers by 2.6 times.
- 90% of institutional investors pay extra attention to an organization’s sustainability performance when making investment decisions.



Little Juno Grocery Tote

*Build exposure with branded promotional products.*

# 90%

of institutional investors pay extra attention to an organization’s sustainability performance when making investment decisions.





## 1. Set a long-term vision with realistic goals

Knowing how to be sustainable in business starts with a long-term vision punctuated with realistic, measurable goals along the way. In terms of sustainability, where do you want your organization to be in three years? Five years? Ten years?

To measure success, set tangible targets your team can feasibly reach. Ask for staff suggestions and feedback. Whether you focus on the closest link in the supply chain or you run an environmental educational campaign tied to your products or services, set goals that help you and your team see progress.

Also, know your organization's weaknesses. Understanding where your vulnerabilities lie allows you to be aware of which areas most need attention.



## 2. Be proactive, not reactive

Adopting a proactive sustainability strategy helps organizations stay ahead of the game. Rather than making decisions out of necessity in response to a situation, proactive sustainability prepares you to stand out.

To get started:

- ✓ Hire a third party to audit current practices and provide sustainability recommendations
- ✓ Designate staff training days
- ✓ Invest in a zero-waste mindset
- ✓ Encourage the “3 Rs” (reduce, reuse and recycle) in every department
- ✓ Equip your team to be more sustainable in their personal lives with a friendly competition or rewards system
- ✓ Create an internal environmental committee





### 3. Deck out your office in sustainability

Going green in your office building can help your company's reputation as a more sustainable brand. Replace disposable kitchen products with glass and ceramic. Set up recycle bins and ensure leadership is setting a good example. Make energy-efficient upgrades, like smart thermostats, LED lights and sensor-triggered lighting. Contact local government and nonprofits to find an organization that accepts old electronic devices so you can cut back on e-waste.

Remember [72% of people who think sustainability is very important are willing to pay extra](#) for sustainable, environmentally responsible brands.



### 4. Make sustainability convenient

People don't want to choose between convenience and sustainability. While [48% of people](#) say their purchasing habits should show how much they care for the environment, they also say a convenient product will take priority over a sustainable product. By providing the right products, your organization can help prospects, employees and clients be more sustainable without giving up convenience.

Convenient sustainability can be as easy as providing reusable on-the-go lunch containers for staff or giving event registrants a reusable travel mug.

That's something the [Green Team](#), a department of the St. Monica Catholic Community in Santa Monica, California, decided to do.

The Green Team works with more than 60 parish ministries to help them become more sustainable. For example, if a ministry is hosting a dinner, the Green Team ensures reusable products, like cups, are provided. The Green Team also cleans up area beaches, provides resources to the community and much more. It also hosts four to six events each year.

Last year, the Green Team held a youth summit, bringing together 60 middle school students for a day of workshops, awareness and advocacy. Registrants for the youth summit received a [reusable travel cup](#).



Osborn Travel Cup

*Provide custom products that encourage sustainable practices.*



“All the students really enjoyed receiving a reusable travel cup that can hold everything from hot tea to ice water. Not only do the travel cups cut down on single-

use cups, but they also look sleek and encourage everyone to reduce material waste in the future,” Elizabeth Johnstone, staff member, said.

## Sustainability pays—for the planet and your organization

Knowing how to be sustainable in business helps protect precious resources and lets your organization stand out to prospects, clients and employees. As the Tempe Black Employee Alliance learned with its reusable tote bag giveaway, doing what’s right for the planet can also bring lasting impact for an organization. [4](#)

Looking for more information on this topic? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) with inquiries.

## Drinkware to encourage more sustainable practices.

*Works for hot and cold drinks and even includes a straw!* →



Crossland® Vacuum Insulator Tumbler



Kappa Travel Tumbler



Refresh® Simplex Tumbler with Straw

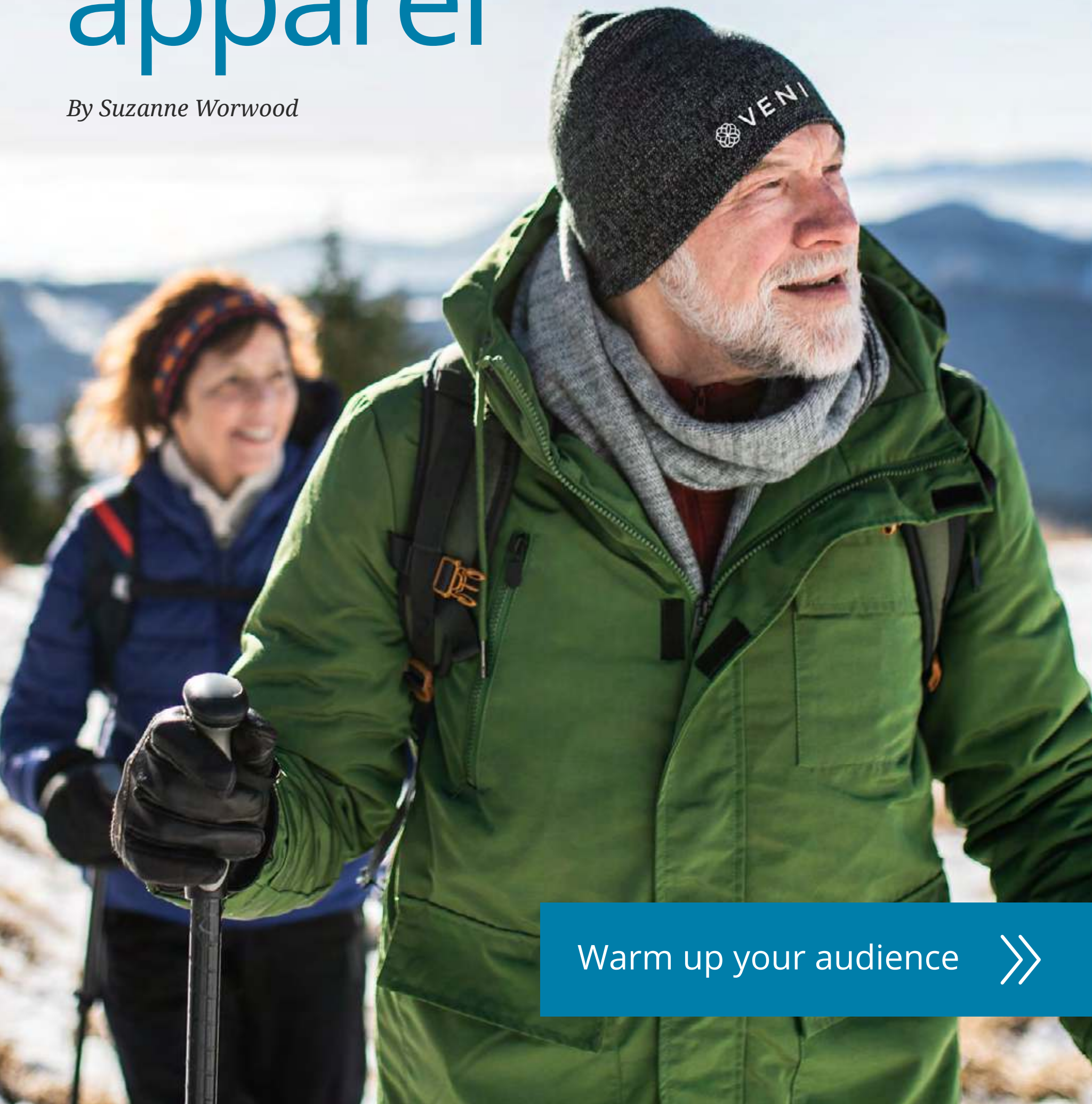




PRODUCT HIGHLIGHT

# Cozy branded apparel

*By Suzanne Worwood*



Warm up your audience

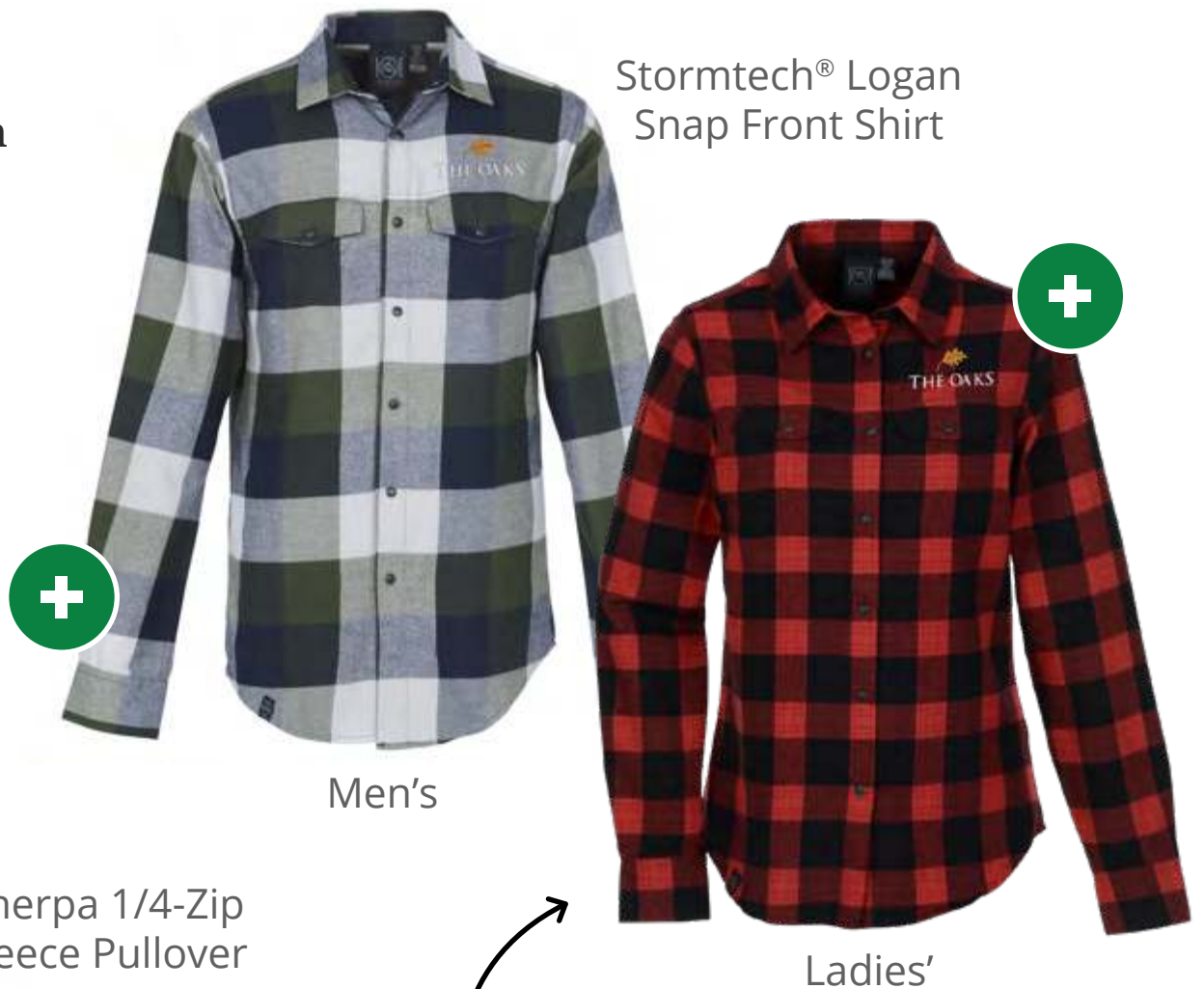




‘Tis the season for cozy. This time of year, giving branded scarves, sweatshirts, fleece jackets or blankets helps ensure your brand is associated with comfort and warmth.

## People love flannel

The branded Stormtech® Logan Snap Front shirt for [men](#) and [women](#) gives off such great vibes, they’ll feel like wearing them for work and weekends.



Stormtech® Logan Snap Front Shirt

Men's

Ladies'

*Sherpa fleece is ultra-soft for added comfort.*



Sherpa 1/4-Zip Fleece Pullover

Men's

Ladies'

*Help customers warm up with branded apparel.*

## Cold snaps, beware

Cooler temps meet their match in the Sherpa 1/4 Zip Fleece Pullover for [women](#) and [men](#). Cozy to look at and soft to touch, this fleece ensures your brand is viewed with warmth for years to come.





## Stand out with sweatshirts

The tentree® Cotton Full-Zip Hoodie for [men](#) and [women](#) blends a casual look with a cut that elevates. It's definitely a gift they'll reach for again and again.



Bella+Canvas® Drop Shoulder Crewneck Sweatshirt



tentree® Cotton Full-Zip Hoodie

Men's

Ladies'

## Add flair to a classic

If you're looking for on-trend gifts this year, classic sweatshirts fit the bill. They'll love the fit and cozy comfort of the [Bella+Canvas® Drop Shoulder Crewneck Sweatshirt](#).

## Top it off with a beanie

Winter feels better with the right beanie in reach. The [Crossland® Heather Pom Beanie](#) combines a chill look with a warm touch for a look that works indoors and out.

Crossland® Heather Pom Beanie



## Snag attention with a scarf, make memories with mittens

A classic striped [Team Scarf](#) with fringe is the perfect thank you. Warm people's hearts and hands with [Rib Cuff Knit Mittens](#) that'll keep your brand on their mind all through the fall and winter.



Team Scarf



Rib Cuff Knit Mittens

## Heat up with blankets

Employees will love to be wrapped in your brand with the [Heathered Shawl Blanket with Button](#). It doubles as a blanket or shawl that's perfect for home or office.



Heathered Shawl Blanket with Button

*The button turns this blanket into a cozy shawl.*

## Leave cozy impressions

No matter how brisk the air turns, your brand will become the hottest one around. 

Looking for more information about cozy branded apparel? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) with questions.





LASTING IMPRESSIONS

# Flashing like fireflies

*By Taylor Fischer*

How to use the best giveaways  
to stand out at trade shows





In the wild and at trade shows, blinking lights attract. At finance and tech industry trade shows, many booths blend together with similar set-ups and office giveaways. Chargezoom, a SaaS organization in Irvine, California, wanted to stand out in a big way.

## Looking for the atypical

Many finance and tech events tend to be very traditional. Exhibitors often use the same look and feel at their booths and typically hand out brochures, notebooks and ballpoint pens. While everything has a time and place, Chargezoom wanted something that would clearly set its booth apart.

## Blinking for attention with the best giveaways for trade shows

To stand out, Chargezoom ordered [InkBend dollar sign pens](#) and [Flashing LED Tube Bracelets](#).

“The light-up bracelets are very attention getting, especially when there’s nothing like that on the floor. People’s eyes were automatically drawn to our booth, and they had to find out what this blinking light was,” Mia Winn, marketing director, said.

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*When attendees walked over to the Chargezoom booth to ask about the light-up bracelets, it gave the sales team a great opportunity to start more in-depth conversations.*

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Many people wanted to bring the bracelets home to their kids—taking the Chargezoom logo with them. Attendees also looped the bracelet on their backpacks or tote bag to make it more identifiable. Other people said they were going to wear the bracelet when jogging or put it on their kids’ bikes or dogs’ collars as a safety feature.





Flashing LED Tube Bracelet

Ink bend Standard - Dollar Sign

People also immediately noticed the dollar sign pen, which stood out among countless ballpoint pens. Many high-ranking executives were excited to take several to give to their teams and front-desk staff. This got the Chargezoom brand in front of people who didn't even attend the trade show. What's more, rather than tucking their dollar sign pen in their bag and forgetting about it, recipients carried the pens with them out in the open and used it to gesture when talking to other attendees.

## Outstanding booth traffic, incredible brand recall

Besides attracting a great deal of attention at the trade show and significantly boosting lead collection, the pen and bracelets worked amazingly well for recall.

“When we follow up with a prospect, they usually ask which company we're with because they met so representatives that they can't remember.”

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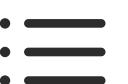
*“All we have to say is we were the booth with the blinking lights and they immediately remember us. Or if they didn't see us, they ask if they can get a bracelet. So several giveaways are mailed out after the events too,” Winn said.*

---

## Giveaways that have the upper hand

For Chargezoom, knowing how to stand out at trade shows comes down to one thing: doing something different. By using the best giveaways for tradeshow, Chargezoom has seen lead collection and brand recall skyrocket. [4](#)

Looking for more information about this topic? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) with inquires.



# Caring hearts, busy minds

By David Vignali

Making connections with unique giveaways for seniors

[MEternally](#) helps loved ones make deeper connections with people who have dementia. See how giveaways for seniors, such as [Alpine Bottles with Arch Lids](#) and [One-Bottle Bags](#), bring people together.



## ★ Beads, buttons and busy hands

MEternally helps people with dementia enjoy a more fulfilling life with “Busy Bottles.” These are Alpine bottles filled with sensory items, such as buttons and beads. The activities spark conversations and encourage reminiscing, making this one of the best senior giveaways.

## ★ Encouraging diversity

Seeing treasured photos and beloved items provides comfort, but MEternally doesn't stop there. Because it serves a population that includes immigrants from Mexico, MEternally creates bilingual Busy Bottles with small items representing Mexican

traditions, topped with red, green and clear lids to represent the Mexican flag.

## ★ Turning Busy Bottles into kits, with a creative twist

Logoed One-Bottle Bags are typically used to hold wine bottles, but MEternally goes a different route. Not only can a Busy Bottle fit inside, but also the bags can hold activity cards with a marker and eraser, keeping kits organized while promoting the MEternally brand.

## ★ A unique take

This Swag Master provides seniors with dementia giveaways that offer independence, comfort and connection.



TREND

# Family-friendly initiatives

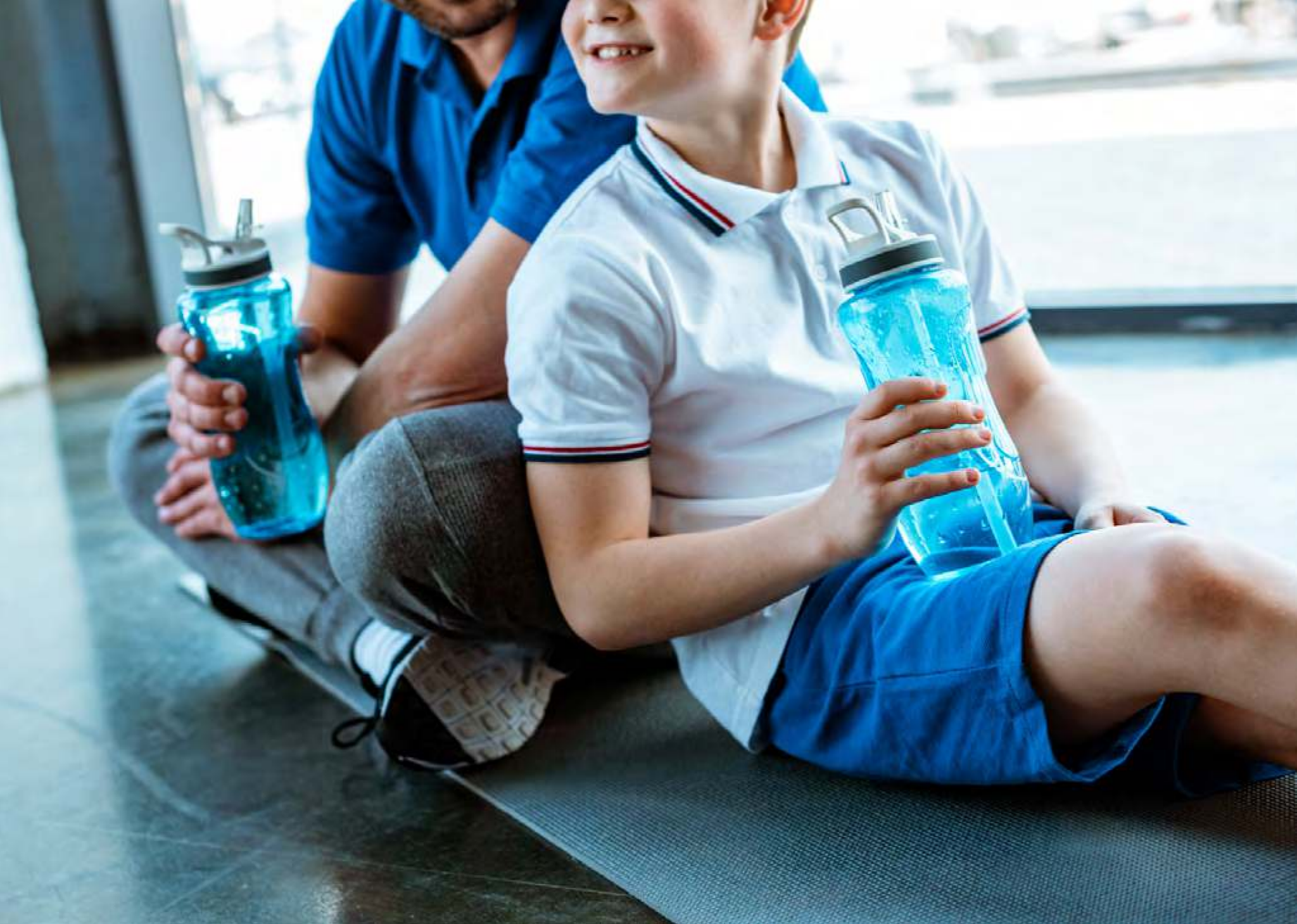
*By Taylor Fischer*



Reach beyond the individual  
with family-focused marketing







**W**hen marketing, promoting and recruiting, it's easy to consider prospects, clients and team members only as individuals. But for these individuals, family members may be the most important people in the world, influencing both their work and home lives.

Seventy-three percent of employees have a caregiving responsibility. Nearly one in five (19%) Americans are providing unpaid care to an adult with health or functional needs. Whether employees are parents or caring for a parent themselves, seeing beyond the individual is increasingly important.

**Nearly one in five**  
(19%) Americans are providing unpaid care to an adult with health or functional needs.





## Plan promotions that are a hit with kids and adults

When your target audience includes parents, promotions that consider children may provide an extra boost.

Craig O'Connor, director of mission advancement at Traverse City Christian School, has seen first-hand the power of using promotional items to raise awareness with families. When prospective students and their families tour the school, staff members present them with a parting gift.

Students receive a [Stadium Cup](#) filled with candy, a pencil and a T-shirt bearing the school's brand. The parent(s) receive a [mug](#) loaded with candy and a pen. Both are wrapped in colorful cellophane.

“Even though the swag is simple, it makes a huge impact on the whole family. Parents and students are so pleasantly surprised and the response we get is

always so positive. We started adding these little gifts into our admissions process in 2017. Since then, our overall enrollment has gone up 50%. While the swag isn't entirely responsible for that increase, it certainly helps give us a leg up. It adds value to the conversation and helps students and parents look at us in a positive light,” O'Connor said.







## Care for more than just your customer

As the Johnson County Public Library learned, finding new ways to serve a whole family can help an organization build loyalty.

Librarian Linda Kilbert came up with the idea of Memory Kits for older family members experiencing dementia or memory loss. These themed kits feature different histories someone may have experienced. From living in the 1940s to growing up on a farm, each themed kit is zipped into a [Solid Cotton Yacht Tote](#) and includes puzzles, books, games, DVDs, CDs and more.



Solid Cotton Yacht Tote

Patrons can check out Memory Kits to share with their loved ones. The kits help individuals with Alzheimer's disease or dementia reconnect.

"Many times, memories are buried down deep, especially for people experiencing memory loss or dementia. While patrons aren't using the Memory Kits themselves, they so appreciate the library looking out for their older family members who struggle with memory loss," Pam Caito, marketing and communications assistant, said.

## Stay family-centered

As Traverse City Christian School and the Johnson County Public Library found, engaging families builds goodwill and loyalty. With a little creative thinking, your organization can begin to establish its own family-centered reputation. [4](#)

*Looking for more information about this topic? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) with inquiries.*





# Providing sight and security

By Cheryl Sina

## Sparking conversations by giving staff gifts to business travelers

For someone living in poverty who is blind or visually impaired, a much-needed eye surgery is life changing. The same is true for a new pair of glasses or vision technology. [Lions Vision Services](#) provides comprehensive eye care to South Carolina residents in need. As staff members travel across the state for fundraising events or seminars, they use [wheeled laptop backpacks](#) with the organization's logo. These gifts for business travelers do double-duty, equipping staff and sparking countless conversations about the organization and its work.

*Note: Lions Vision Services was the recipient of a 4imprint [one by one](#)® grant.*



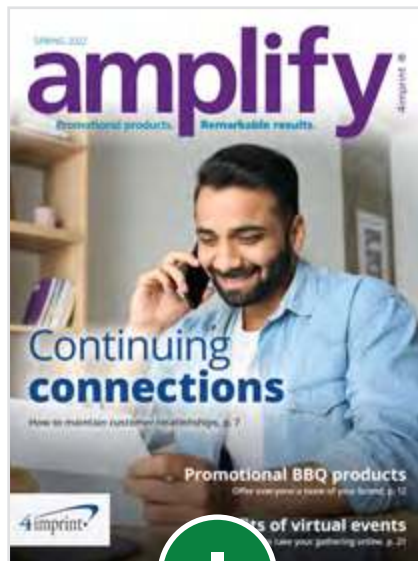


# Like what you saw in amplify?

Check out past issues.



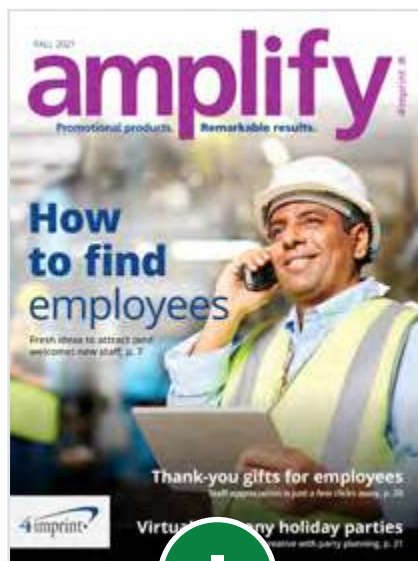
Summer 2022



Spring 2022



Winter 2022



Fall 2021

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