

FALL 2023

# amplify<sup>®</sup>

Promotional products.

Remarkable results.

## 5 benefits of visual communication

Harness the power of imagery in COVER STORY, p. 6

Match your brand's values to  
promos with Better Choices™

Recycled materials send a message in PRODUCT HIGHLIGHT, p. 12

The ultimate event promotion

Custom tote bags delight in LASTING IMPRESSIONS, p. 17



# Think about your favorite brand.



**Kevin,**  
with 4imprint  
32 years

In many cases, the brands we love the most are the ones that seem to just “get us.” They find ways to anticipate our wants and needs—and then deliver products or experiences that meet or exceed expectations.

In this issue of *amplify*<sup>®</sup>, you’ll meet organizations that put a great deal of thought into giving their audiences what they are looking for.

- O.H. Partners uses color-coordinated MopTopper stress relievers to help team members build strong connections with one another. ([Cover, p. 6](#))
- The Dancer by Gina delighted a recital audience with surprise notes of gratitude. ([Swag Master, p. 20](#))

- Oasis House for Healing and Restoration anticipates the physical and emotional needs survivors of domestic violence bring to the organization. ([Remarkable Moment, p. 26](#))

You can shape any interaction by understanding your customers. We hope these stories inspire you to discover even more of what your audience needs.

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

Kevin Lyons-Tarr, CEO  
4imprint

Have a way to show your customers you “get them”? We’d love to hear more. Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) and tell us about it.

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Giveaway bags get  
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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).



Strong visual communication cuts through noise, simplifies complex information, boosts engagement and more. *amplify* [Cover Story](#) explores five benefits of powerful visuals. Two customers, Neuro Challenge Foundation for Parkinson's and O.H. Partners, an agency of The Harkey Group, are prime examples.

# Meet this month's featured contributors



**Suzanne Worwood**  
Senior VP Merchandising  
4imprint

Inside many organizations, interest in sustainability is growing. Match your brand's values to promos with Better Choices™. Suzanne, who has been with 4imprint for 28 years, shares examples in [Product Highlight](#).



**Cheryl Sina**  
Community Engagement  
Manager and *one by one*®  
Coordinator  
4imprint

In [Remarkable Moment](#), Cheryl shines the spotlight on an organization that provides healing and recovery items for domestic abuse survivors. Cheryl, a member of the 4imprint team for 25 years, has coordinated the *one by one*® program since its creation in 2006.



**Dave Vignali**  
Community Outreach  
Manager—Sponsorships  
4imprint

Dave, with 4imprint for 9 years, focuses on developing and building relationships with organizations and customers. In [Swag Master](#), Dave shares The Dancer by Gina's surprise audience appreciation moment and the thank-you gifts that made it possible.



**You!**

Carry your brand everywhere using tote bags. In [Overheard](#), customers share their #SwaggingRights® stories and highlight the giveaway bag ideas helping them reach their goals.

# #SwaggingRights®

Giveaway bag ideas to carry your brand everywhere

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## The Aloha

Our nonprofit group, The Aloha Bears, hosted a five-day event for our locals and visitors to O'ahu. The bags were given to our guests and included various swag items donated by our sponsors. They love them and will now sell what we didn't give away.



X

1

njbanking  
Loving our reusable grocery totes!  
#swaggingrights



4

## Evonne

We are using the items purchased to advertise our organization through conferences, golf tournaments and other events.



4

## Yesenia

We will be giving these out at job fairs to give something for people to put their goodies in and at the same time they are promoting us! A win-win situation.



 Check out our [Pinterest® board](#) for more giveaway bag ideas.



# 5 benefits of visual communication

Harness the power of imagery >>



A sea of vibrant orange shirts and swag bags greets attendees as they step inside the Parkinson's Expo, hosted by Neuro Challenge Foundation for Parkinson's®.

“Orange is the color of Parkinson’s disease awareness. When you look across the room, it’s a magical feeling to see all the orange,” said Donita Pace, office manager. “Not only does it make our team members easy to spot, it also really helps people feel supported.”

The Parkinson’s Expo attracts approximately 1,600 participants and brims with electric energy. Volunteers don orange [T-shirts](#). Each attendee receives an orange [swag bag](#). The bags welcome and connect attendees, symbolizing their shared experiences with Parkinson’s. The wave of orange taps into one of five dynamic benefits of visual communication—enhancing brand identity.



Gildan®  
Ultra Cotton  
T-Shirt

*Draw attention to your organization using vibrant brand colors.*

# 1. Enhance brand identity

A visual is more than an image. It is an effective way to reinforce your brand identity. Visual elements, such as logos, color schemes and imagery, make a brand instantly recognizable. Consistently displaying branded visual elements helps build trust and loyalty. Every visual encounter helps support a brand's message, strengthening its impact.

For Neuro Challenge Foundation for Parkinson's, the color orange is a symbol of unity, guidance and inspiration. The impact goes beyond the Parkinson's Expo. The foundation's Paint the Town Orange initiative takes the vibrant hue to the streets of Sarasota, Florida.



Armed with the orange swag bags filled with useful items, staff and volunteers venture to doctors' offices, local businesses, downtown shops and more. As they distribute the colorful swag bags, the volunteers leave a trail of awareness and support in their wake.

The bright orange bags act as beacons, guiding people looking for Parkinson's resources to Neuro Challenge Foundation. The bags also support people impacted by Parkinson's.

# 2. Transcend communication barriers

Visuals transcend language, convey meaning and foster connections. Serving as a universal language, visuals are a powerful tool for breaking down barriers and uniting people from diverse backgrounds.

Visuals also support people with different learning styles. For example, if team members take in information differently, they may have difficulty absorbing information and communicating with one another. Visuals can bridge the gap and make working together much easier. [O.H. Partners](#), an agency of The Harkey Group, uses visuals to elevate communication.

*Support your brand's message using consistent visual elements.*





In the bustling world of projects and deadlines, where clear internal communication is key, O.H. Partners uses a quirky secret weapon: [MopTopper stress relievers](#). Color provides a visual cue that helps O.H. Partners better communicate.

O.H. Partners kicked off an initiative to understand what made each employee feel appreciated. After taking a test from “The 5 Languages of Appreciation in the Workplace,” by Gary Chapman, each employee learned how they best receive acknowledgment. Some felt appreciated when they received a gift—others, when they performed an act of service. Each “language” is represented by a color.

Once everyone learned their language, Jennifer Bohnsack, vice president of people and culture, gave each employee a MopTopper stress reliever in their color. Team members placed their stress reliever on their desks, where they provide a visual cue to colleagues.



“My language of appreciation is words of affirmation, which is the color red,” Bohnsack said. “It’s easy to do an exercise like language of appreciation and then put it aside. However, when someone sees their teammate’s brightly colored stress reliever in front of them every day, it’s a good reminder of how that person best communicates and how to best value them. I work closely with three colleagues, and I’ve noticed they’ve all tried very hard to make sure they’re communicating to me through words, written and verbal, on how much they appreciate me and value my contributions.”

### 3. Increase retention

[Information retention improves significantly when using visuals.](#) One study discovered [people accurately remember an image 87% of the time.](#)

Another benefit of visual communication: It cuts through the noise and compels people to take notice. Eye-catching images and interesting infographics provide visual breaks in a sea of text, capturing attention and leaving a lasting impression. Visuals can also tap into emotions, forging strong connections and keeping your message top of mind.

### 4. Boost engagement

If content is king, engagement is the crown. Compelling visuals engage viewers and inspire them to share content. [People are three times as likely to engage with X \(formerly Twitter®\) content that contains a visual.](#) On average, [LinkedIn® posts that include imagery have a 98% higher comment rate.](#)

People accurately remember an image

**87%**

of the time.

Source: [cmu.edu](http://cmu.edu)



Visuals evoke emotions, ignite conversations and create a ripple effect across social media platforms and via word of mouth. In fact, O.H. Partners found that the right visuals can also boost onboarding engagement for new hires.

At the request of the organization's leaders, the human resources team now gives new hires the "language of appreciation" test. During onboarding, new employees are excited to discover their results. They look forward to receiving MopTopper stress relievers to proudly display on their desks. It's one way to ensure every team member feels valued.

## 5. Simplify complex information

Visuals help people easily grasp complex information by simplifying concepts into a digestible form. For example, [people follow verbal directions 323% better when text and illustrations accompany the instructions.](#) Visuals also breathe life into verbal presentations, improving understanding and impact. Supporting spoken words with relevant visuals reinforces key points and engages audiences, leaving a memorable impression.

*Shop for your brand giveaways using 4imprint's color filters. 23 colors available!*



People follow verbal direction

**323%**

better when text and illustrations accompany the instructions.

Source: [hubspot.com](https://www.hubspot.com)



## Unlock the power of visual communication

As O.H. Partners and Neuro Challenge Foundation for Parkinson's demonstrate, harnessing the powerful benefits of visual communication helps brands cut through noise, enhance brand identity, increase retention and boost engagement. These attributes make visual communications a powerful tool for any organization. [4](#)

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



PRODUCT HIGHLIGHT

# Match your brand's values to promos with **Better Choices™**

*By Suzanne Worwood*



Recycled materials send a message >>



Inside many organizations, interest in sustainability is growing. For some, this means taking the first steps on a more environmentally friendly journey. For others, it means continuously improving sourcing decisions and reporting on sustainability and workplace culture. Whether beginning the journey or well on their way, these organizations share a desire to make choices that lead to a better future.

If your organization is among the many interested in sustainability, we've created [Better Choices™](#) to help. With Better Choices, you can easily filter promotional products to find those that match your organization's values. With each Better Choices designation, you'll also find supporting information about product characteristics, details about third-

party standards and certification programs, and other helpful information.

Choosing promotional products containing recycled materials is one way to demonstrate your brand's commitment to sustainability. The Better Materials designation includes a collection of promotional products made from recycled materials including polyester, ocean-bound plastics, paper, cotton, stainless steel, tires and more.

### Behind the scenes:

Better Choices is a collaboration of the 4imprint merchandising, supply chain, compliance and software development teams. They have curated and added thousands of product and supplier standards, certifications and other attributes related to sustainability, environmental impact and more. We are grateful for their work and we're delighted to share this information with our customers!



## Carry brand messages further on backpacks that include recycled polyester

The [Renew Laptop Backpack's](#) outer material and lining are made with 100% recycled polyester. The zippered main compartment has an interior pocket that holds up to a 15" laptop. Zippered pockets on the top, front and sides keep their essentials close.

## Demonstrate upstream commitment with backpacks containing recycled ocean-bound plastic

The [REPREVE® Our Ocean Laptop Rucksack Backpack's](#) outer material is made from plastic waste that is at risk of entering the ocean. This waste is collected [within 31 miles of waterways and coastal areas](#). The backpack features a padded laptop sleeve inside the zippered main compartment, two bottle pockets, and an ID holder.



Renew Laptop Backpack

REPREVE Our Ocean Laptop Rucksack Backpack



*Features padded laptop sleeve.*

Colorplay Spiral Bound Recycled Notebook



## Notebooks containing recycled paper are a noteworthy choice

When a bright idea strikes, recipients will reach for the [Colorplay Spiral-Bound Recycled Notebook](#). The cover and pages are made with 100% recycled paper content. The 72 lined ivory sheets make this notebook handy for to-do lists, doodles, sketches and more.



District Recycled T-Shirt



*Promote your brand on T-shirts containing recycled fabric blends.*

## Your brand goes the extra mile on products containing recycled automobile tires

Help recipients get a good grip with the non-skid [Re-Tire Jar Opener](#), containing 83% recycled content from automobile tires. These small but mighty promoters are easy to mail and make a big impact.

## Put your brand's heart on their sleeves with T-shirts containing recycled blends

The [District Recycled T-shirt](#) is made from a fabric blend containing 60% recycled cotton and 40% recycled polyester. (The fabric blend in some colors may vary slightly.) This casual tee provides an ideal backdrop for your brand.

## Showcase chill vibes with water bottles that include recycled steel

The double-wall [Klean Kanteen® Classic Vacuum Bottle](#) has copper-plated vacuum insulation to help keep 20 oz. hot or cold for hours. The stainless steel in this bottle contains 90% recycled content. A plastic screw-on lid with stainless steel handle makes drinking and carrying easy.

Klean Kanteen Classic Vacuum Bottle



Re-Tire Jar Opener

## Keep them cozy in jackets that include recycled polyester

Give recipients another reason to warm up to your brand when you choose the [adidas® Puffer Jacket](#). The outer shell and inner lining are made with 100% recycled polyester, and the insulation is 100% recycled polyester fill. With its stand-up collar, front pockets, and cuff and hem binding, recipients will cozy up to this jacket and your brand.




adidas Puffer Jacket

*Puffer jackets make great holiday gifts!*

## With Better Choices, recycled materials are just the start

Giving prospects, customers and team members promotional products containing recycled materials is just one way to showcase your brand's values. With Better Choices, you'll also find paper- and wood-based products the Forest Stewardship Council® certifies as responsibly sourced, products made from US-grown cotton—the globally recognized leader in sustainable farming—as well as products determined to be carbon neutral.

You can also find products with a [Better Workplaces](#) designation, which highlights suppliers, brands and manufacturers striving to provide safe, respectful and equal workplaces. Visit [4imprint.com/BetterChoices](https://4imprint.com/BetterChoices) to learn more. 

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





# The ultimate event promotion



Custom tote bags delight





Every year, Ultimate Ladies Day brings exploration, shopping and fun to downtown Neenah, Wisconsin. This annual event is a calendar highlight for many. Attendees' gifts have become coveted accessories seen year-round.

## Celebrating downtown vitality

[Future Neenah](#), a community-driven nonprofit organization, plays a pivotal role in downtown engagement. Serving as a cross between a chamber of commerce and a visitors' bureau, its mission is to make Neenah an exceptional place to live, work and play.

## Event tote bags add the "wow factor"

Even on a busy downtown events calendar, Ultimate Ladies Day stands out. "It's an opportunity to showcase what's new downtown and provide a fun day for the ladies in the community to get together and explore the shops and restaurants,"

said Sara Hanneman, assistant executive director.

Attendees begin their day at a downtown hotel ballroom. There, each finds a thoughtfully curated [tote bag](#) awaiting them. It's filled with treats, goodies, menus, coupons, flyers and items from local businesses.



“When they get the bag at their place setting in the ballroom, that’s the wow factor. They’re blown away,” Hanneman said.

## An experience to remember

After brunch, ladies break to explore the city’s unique shops, restaurants and attractions. The reusable tote bag proves invaluable, providing a convenient and stylish carryall for purchases.

“We see people carrying the tote bags around town and at our other community events—at farmers markets and concerts,” Hanneman said. “We know that they have an extended user life beyond the single day of the event and that people are enjoying them.”

## Carrying on the memories

Future Neenah sees the impact of these custom promotional tote bags for events as a way to extend its reach. The tote bags become visible symbols of community involvement, drawing attention during the event and beyond. That’s the ultimate achievement in promotion. [4](#)



*“We see people carrying the tote bags around town and at our other community events—at farmers markets and concerts. We know that they have an extended user life beyond the single day of the event and that people are enjoying them.”*  
—Sara Hanneman

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



## Experience next-level event promotion

Future Neenah uses fun and practical custom promotional products to engage visitors and promote local businesses. Discover how giveaways can help promote your next event.

**WATCH VIDEO** [▶](#)



# Spotlighting appreciation

By Dave Vignali

Beach balls with logo put a unique spin on gratitude

Imagine a dance company's recital finale. Excitement buzzes as hundreds of young dancers twirl and tap for family and friends. This was the scene at a recent performance by [The Dancer by Gina](#). The organization's clever use of beach balls with logos and words of appreciation earned them the title of Swag Master.

## ★ Promotional beach balls add a heart-warming surprise

Midway through the performance, the dancers began unveiling a surprise. Each performer tossed a [beach ball](#) toward the audience. It was an incredible visual spectacle as hundreds of beach balls made their way into the crowd.

## ★ Shining a light on gratitude

As audience members caught the promotional beach balls, they found a handwritten thank-you note on each one.



For the performers, it was a genuine and fun way to show appreciation to attendees.

## ★ Leaving a shining legacy

For the youngest dancers and their families, beach balls weren't the only mementos of the evening. They also took home [light-up tambourines](#). With every jingle of the tambourine, parents and performers bring back feelings of fun from [The Dancer by Gina's](#) performance.

# How to support veterans all year long



Promo products to fundraise and celebrate >>

**A**round 200,000 veterans make the transition from the military to the civilian workforce every year. When making this leap, they may face unique challenges that require additional support from their community. Unfortunately, research shows that less than 40% of veterans feel they get the support they need while re-entering civilian life.

Private-sector organizations can step in and bridge the gap. In fact, both workplaces and volunteer-led organizations are finding ways to support veterans in the community and help ease their transitions back to civilian life.

Less than  
**40%**  
of veterans feel they get the support needed during the period of re-entry into civilian life.



Source: [dav.org](http://dav.org)

## Fundraise and spread the word

Post-traumatic stress disorder (PTSD) disproportionately affects more veterans than civilians. Veteran Jeff Carver understands the challenges fellow military veterans face. After losing a close friend



*Jeff Carver fundraises to provide support to veterans.*

to suicide in 2014, he began working with [Home Base](#), an organization that holds the annual [Run to Home Base](#). Funds from the race provide clinical care, education and research for healing the invisible wounds of war for veterans, service members and their families at no cost to them.

“A lot of veterans deal with PTSD, and it’s kind of hard to get help, so I was looking for a way to broaden help to veterans,” Carver explained. Carver’s team now includes 86 individual and corporate sponsors.

As the New England-based team grows, so does its fundraising goals. In 2022, it raised more than \$40,000, and in 2023, the team set out to double that—a goal they surpassed with a total of \$97,000 raised.



In addition to recruiting friends, family and colleagues to support the cause, Carver covers the race fee and provides every runner with a team [T-shirt](#). “The T-shirts are always a big hit! On the back of the shirts, you can see everyone who has sponsored us. They’re comfortable and match our company color of sea blue perfectly,” Carver said.

## Become a veteran-friendly employer

If you are a business leader, you can support the veteran community by becoming a veteran-friendly employer. Being a veteran-friendly employer means having an intentional hiring initiative for veterans. This may include participating in veteran-focused career fairs, implementing veteran-specific onboarding programs and

creating designated landing pages to reach veterans online.

Additional involvement in the veteran community can greatly expand the reach of your hiring efforts and empower more veterans to find their next role.

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*“The T-shirts are always a big hit! On the back of the shirts, you can see everyone who has sponsored us. They’re comfortable and match our company color of sea blue perfectly,” Carver explained.*

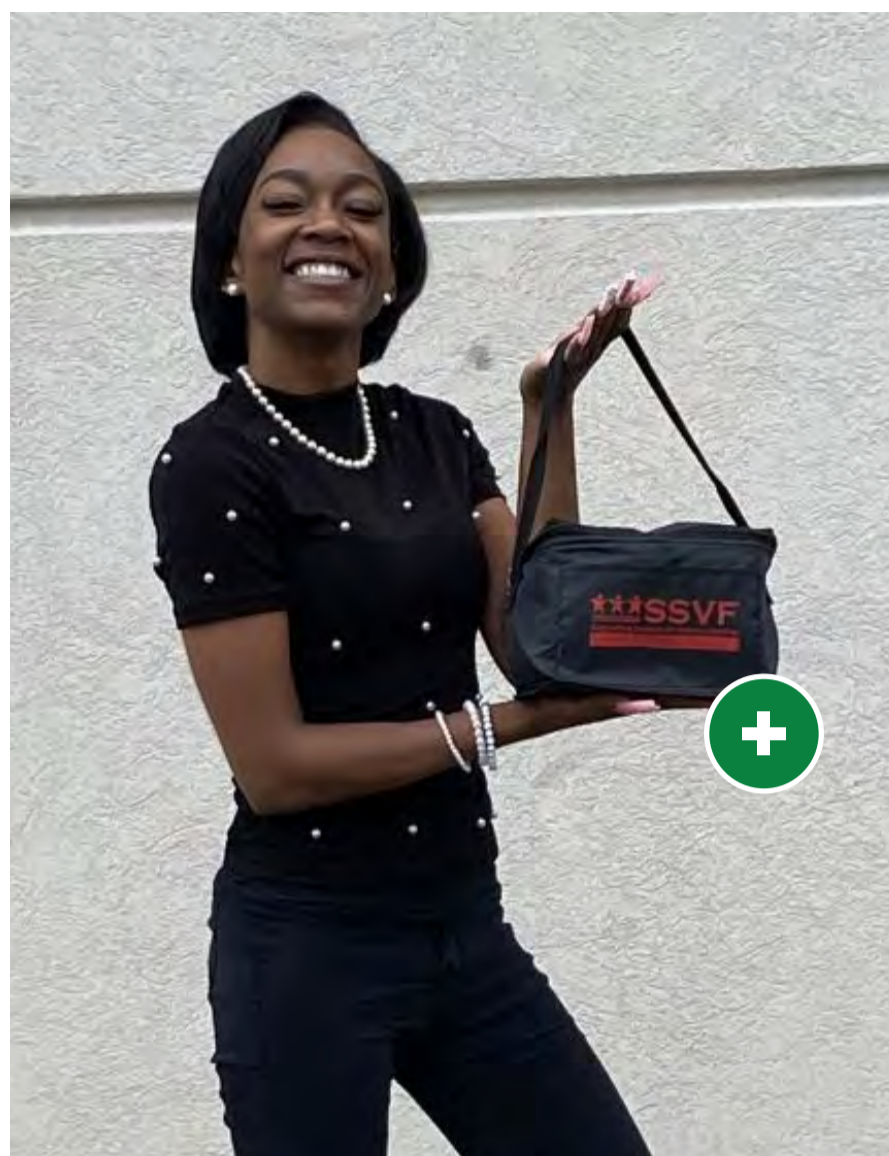
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## Recognize and celebrate

Celebrating and recognizing military veterans is another meaningful way to engage the community. Since 2017, the [Hampton Roads Community Action Program](#) (HRCAP), based in the Hampton Roads area of Virginia, has held a Veterans Day luncheon to celebrate veterans. This festive event has grown each year; it's increased from approximately 60 veterans at its inception to more than 95 last year. The HRCAP team carefully considers its annual gift. The organization's goal is to provide something that will be used again and again.

“We are always thinking about how to help veterans. Each year, we get some nice gifts to give to our vets at the luncheon. We'll have door prizes and gift cards to local restaurants, as well as a surprise item. This year we got [cooler lunch bags](#). We also have a number of veteran-run businesses present to connect with the community and provide resources—anything we can do to celebrate them,” said Michele Grant, director of community services.

In 2022, the team provided nearly 100 cooler bags for vets to carry their lunches



in. “The vets were very appreciative of the cooler bags! Every year, they love what we give them,” Grant said.

## Develop a local community

Challenges that disproportionately affect veterans include PTSD, homelessness and difficulty finding post-service employment. Having a community that understands these struggles and considers how to support veterans is crucial.

*“The vets were very appreciative of the cooler bags! Every year, they love what we give them,” Michele Grant said.*



HRCAP has a special focus on preventing veteran homelessness. Current estimates show [one in 10 people experiencing homelessness are veterans](#). While great strides are being made in housing veterans, and [veteran homelessness has declined in recent years](#), homelessness remains a challenge.

As an organization, HRCAP provides a case management program aimed at helping to house veterans experiencing homelessness. This program, Support Services for Veteran

Families (SSVF), not only provides logistical and financial help for veterans, but is also a place to turn to for support.

## Honor our veterans

Supporting veterans requires ongoing commitment. By providing support to veterans, through fundraising, employment or community-building, your organization can make a lasting impact in the lives of those who have served our country. [4](#)

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

## Promotional products help veterans connect with your organization.



Richardson Printed Mesh Back Trucker Cap



Dye-Sublimated Lanyard

*Promo gear can be the perfect gesture to show you care.*



# Self-care bags for the healing journey

By Cheryl Sina

## Providing wellness tools to people in crisis

Dedicated to helping survivors of domestic violence heal from abuse, [Oasis House for Healing and Restoration](#) provides services for all stages of recovery. Oasis House focuses on helping victims heal emotionally and physically by facilitating grief support groups, assisting with safety planning, and providing food and other essential items.

When survivors of domestic violence arrive, one of the first things they receive is a healing bag. Each [tote bag](#) is filled with a carefully curated collection of items to aid in their journey. For example, lip balm promotes recovery from skin-related issues caused by the stress of abuse. Eye masks soothe facial swelling and headaches. [Pens](#) and [journals](#) help survivors look back on their journey and set goals for the future,



while candles help them relax during quiet moments. These wellness tools help survivors focus on self-care.

Oasis House recognizes that the healing from abuse never stops. Survivors process experiences on their own timelines. From the first step, the Oasis House team is providing tools and community support to aid in the healing journey.

*Note: Oasis House for Healing and Restoration was the recipient of a 4imprint [one by one](#)® grant.*



# Like what you saw in amplify?

Check out past issues.



Summer 2023



Spring 2023



Winter 2023



Fall 2022

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