

WINTER 2024

amplify

4imprint®

Promotional products. Remarkable results.

Differentiate your brand from competitors

Promo items provide an edge in a crowded market, p. 7

Swag solutions unleashed

Promo products for events attract attention, p.21

Building stronger connections

Using gifts to show employee appreciation, p.26



Win \$500 for promotional products! >>

Think about how you like to learn.



Kevin,
with 4imprint
33 years

Are you someone who likes to read books? Listen to podcasts? Roll up your sleeves and take action? Adults learn in different ways. In this issue of *amplify*, we meet organizations that are tailoring their learning to those who remember hands-on activities best.

- Honeysuckle Student Apartments sets itself apart from the competition by giving new residents thoughtfully curated gift baskets with promotional products not being offered at other apartment complexes. ([Cover, p. 7](#))
- Flagman Inc. gets students involved in interactive safety demonstrations with a little help from promotional products. ([Remarkable Moment, p. 30](#))

- At a community event, South Community Behavioral Health equips its team with eye-catching sunglasses to help raise visibility of mental health. ([Lasting Impressions, p. 18](#))

That's the great thing about promotional products. They're tangible reminders of your brand and the interaction a customer, employee or prospect has with your organization. We hope these stories help you see new ways to use them in achieving your goals.

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

Kevin Lyons-Tarr, CEO
4imprint

Have a story about a promo product that helped to create a hands-on learning experience? We'd love to hear more. Email 4ideas@4imprint.com, and tell us about it.

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#SwaggingRights[®] Pen giveaway ideas that are 'write' on point

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amplify 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.



Fierce competition requires innovative ideas to attract attention. *amplify* [Cover Story](#) explores five ways organizations can stand head and shoulders above the crowd. Two customers, Honeysuckle Student Apartments and Medina Metropolitan Housing Authority, are prime examples.

Meet this month's featured contributors



Suzanne Worwood
Senior VP, Merchandising
4imprint

Casual workwear is more and more common, with one-third of employees dressing down. In [Product Highlight](#), Suzanne, who's been with 4imprint for 28 years, shares hoodie ideas for the workplace.



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

In [Remarkable Moment](#), Cheryl shines the spotlight on an organization that empowers the next generation to adopt a safer driving culture. 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 our community. He selected NorthCoast Health Care Management[®] as this issue's celebrated [Swag Master](#). The organization stood out at a crowded event with a delightful yet practical array of promo products.



You!

Be “ink-spiring” with pen giveaways. In [Overheard](#), our customers share SwaggingRights[®] stories about how pen giveaways help them reach their goals.



#SwaggingRights®

Pen giveaway ideas that are 'write' on point



We are using our pens and wristbands for giveaways during admissions fairs!

Jason 🗣️



Our 4imprint pens turned out great! We hand them out to our tandem students, along with a jump certificate ... ! I think it really helps add a final touch to the skydiving experience and it's such a simple thing! ... Will plan to order pens from 4imprint indefinitely.

Julie 🗣️



People LOVE these super cute pens! They're so different than the regular pens everyone has so they really stand out! ... plus who doesn't love a vacation for their desk!

Amy 🗣️



Our team overheard these customers brag about their swag!



A-mazing Events was fortunate enough to assist in the coordination of the 2023 Women's Leadership Conference, presented by New Sage Strategies. This year, we celebrated the 5th anniversary of the conference. The gifts given to attendees included items from 4imprint that we knew they would want to hang onto and use again and again. The branded erasable pen, notebook, and tumbler were all imprinted with the theme of the conference this year: Game On: Are You Ready?

Erica, A-mazing Events 



I send out one of these pens with EVERY order I ship I love that it matches my branding, packaging and logo. It's easy to read and my customers love receiving this personal touch.

Tracy 



We are so happy with how our new advertisement / merch has turned out. We couldn't have done it without the support of 4imprint for giving us this opportunity to turn our designs into the real thing!

James R. Halsey Foundation of the Arts 

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



How to differentiate your brand from competitors



Promo items provide an edge in a crowded market





When a nearby university announced its new policy requiring on-campus housing for freshmen and sophomores, [Honeysuckle Student Apartments'](#) potential market was cut in half. The company knew competition would become fierce as apartment complexes and landlords competed for a much smaller pool of students in need of off-campus housing.

Honeysuckle Student Apartments is not alone. Unexpected market changes can affect any organization. Stay ahead of the competition with ideas to help you stand out in a crowded market.

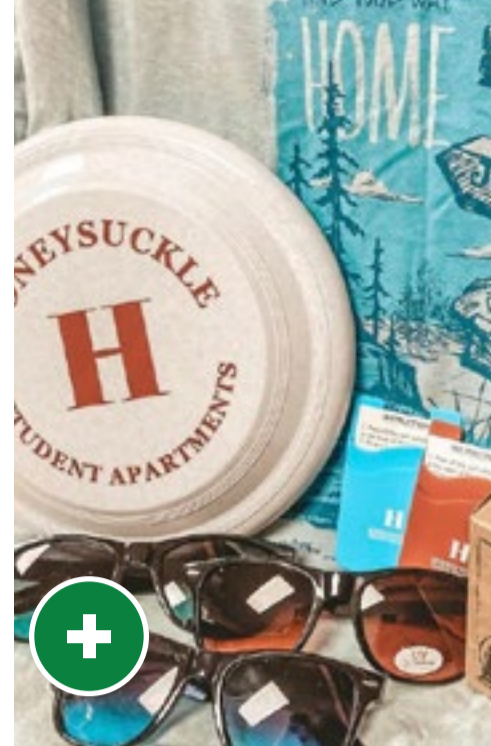
Visibility matters

Few markets are more competitive than housing. In 2023, the [national average interest rate for a 30-year mortgage reached a 23-year high](#). As a result, [2.4 million people are expected to rent instead of buy in 2024](#). Apartment complexes are springing up across the country, creating fierce competition for prospective tenants.

To stay ahead of the competition, Honeysuckle Student Apartments took

to the streets. The organization's goal: Be visible and authentic. The 104-unit apartment complex started its outreach at student and community events. It canvassed the campus and set up an eye-catching booth at university home games to remain top of mind. There, it surprised attendees with gifts showing its apartments were *the* place to live.





Fortune Prize Wheel

“We try to do things that really grab their attention. We’ll stack a tall pyramid with [stadium cups](#) or use a [prize wheel](#) that they can spin to win larger giveaways, like [sports discs](#) and [sunglasses](#) in the spring, or [knit hats](#) and [ice scrapers](#) in the winter. We’ve found that these giveaways attract students to engage with us and learn about our apartments,” said Diane King, property manager.



Full Color Stadium Cup

Through it all, Honeysuckle Student Apartments kept a singular focus: Meet students where they were.

Spin the wheel to win the attention of your audience



Focus on customer service

Another organization, Ohio's [Medina Metropolitan Housing Authority](#) (MMHA), provides a warm welcome plus affordable housing to the community. The housing agency, which often has a waitlist, wanted its residents to feel special.

“When we get to the end of a big project, we like to have a thank-you event for everyone involved. People from the community will come along to check out the new space and it gets new residents excited to move in,” said Carrie Herman, finance manager.

At its most recent dedication ceremony, MMHA gave new residents and community members [drawstring sportpacks](#) stuffed with candy, [pens](#) and documentation on the residential communities.



Paper Mate®
Inkjoy®



Thank everyone with branded promotional products

“When we get to the end of a big project, we like to have a thank-you event for everyone involved,” Carrie Herman said.

Consider prospects' pain points

One survey found that [45% of people consider moving to be life's largest stressor](#), ahead of going through a divorce or getting married. For Honeysuckle Student Apartments, helping prospects overcome the stress of moving meant thinking outside the (moving) box.

The apartments' usual move-in gift baskets included a canvas tote bag, [branded notebook](#) and pen. Faced with new levels of competition, the team at Honeysuckle Student Apartments added promotional products not being offered at other apartment complexes. Items like [wall planters](#), [campfire mugs](#) and [hand sanitizers](#) became part of its growth strategy.

“When our residents have a good experience, whether at move-in or later during their tenancy, we know they’ll talk to their peers about it, so we are always focused on providing excellent customer service,” King said.

Thinking outside the (moving) box



45%

of people consider moving to be life's largest stressor, ahead of going through a divorce or getting married.

Source: [audacy.com](#)





Reflect on the customer experience

Unique features can set brands apart. Whether it's delivery speed, product range or commitment to community, share what makes your brand the one people should choose.

For Honeysuckle Student Apartments, that meant knowing residents appreciate an above-and-beyond experience. “We know that we don't offer the lowest rent prices, but we offer a lot of amenities that make it a great place to live. We want our promo items to convey that,” King said.

Reinforce competitive advantages with branded items

Everyday items can form powerful associations between a branded logo and the organization giving the items away. Honeysuckle Student Apartments kept this in mind when giving new residents useful umbrellas and cozy blankets.

Looking for more information about this topic? Email 4ideas@4imprint.com with questions.

“We offer a lot of amenities that make it a great place to live. We want our promo items to convey that,” King said.

The underlying message: Honeysuckle Student Apartments can make tenants' lives a little easier and more comfortable.

This approach not only enhanced the overall brand impression but also served as a constant reminder of the apartment complex's unique offerings. It's a subtle yet effective way to make the brand stand out—and it left a lasting impression on the residents.

Stand out from competitors

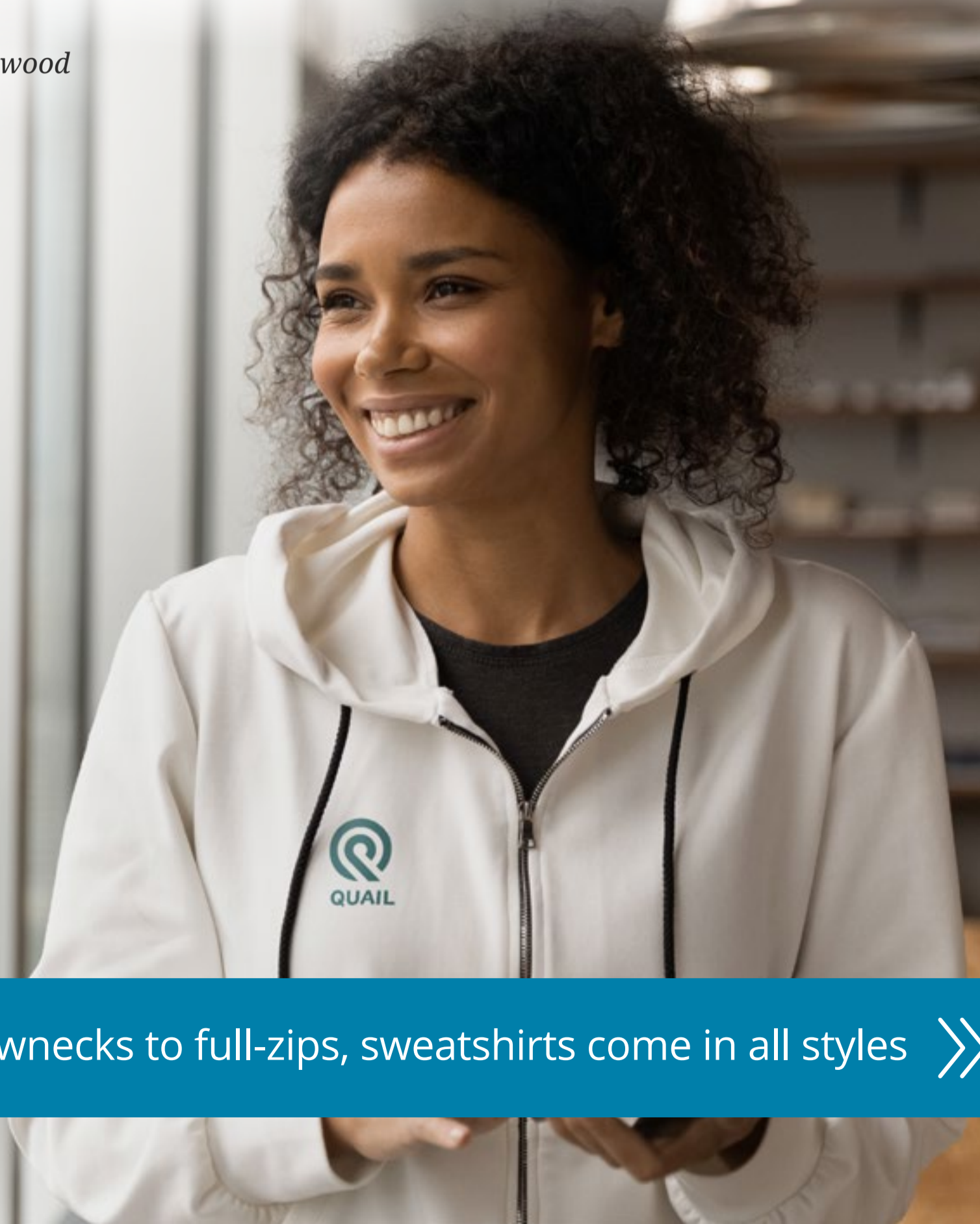
Determining how to differentiate your brand is crucial no matter the industry. Be visible, consider customers' pain points, reflect on the customer experience and reinforce differences to get—and stay—ahead. [4](#)



PRODUCT HIGHLIGHT

Hoodies for employees win workwear wardrobes

By Suzanne Worwood



From crewnecks to full-zips, sweatshirts come in all styles >>

Casual workwear rules the day. Today, more than one-third of employees say their usual work attire is casual street clothes. That makes hoodies—a term that now includes all sweatshirt styles—the unofficial replacement for the blazer or jacket. As a layering piece, hoodies for employees are versatile and comfortable. With your logo, company swag hoodies become the go-to in branded workwear for team members.

Hoodies offer full-time comfort

The durable Carhartt® Midweight Full-Zip Hoodie is the perfect background for your embroidered logo. Crafted from a 10.5 oz. 50/50 cotton/poly blend, it features a three-panel hood with adjustable drawcords. Rib-knit hem and cuffs contain spandex for a comfortable fit, and the front pockets provide easy access to a phone or wallet.



Carhartt Midweight Full-Zip Hoodie

Ultrasoft and comfortable, the French Terry Snow Heather Full-Zip Hoodie features a contrasting white drawcord and zipper for an eye-catching look. Your embroidered logo plus antique metal grommets add the finishing touches to this 7.5 oz. 52/48 cotton/poly look.



French Terry Snow Heather Full-Zip Hoodie

Ultrasoft with a stylish, casual look

Zip into casual sophistication

Tapping into the business-casual vibe, the lightweight [adidas® Melange 1/4-Zip Pullover](#) is crafted from 5.6 oz. 100% recycled polyester interlock knit. The [men's](#) and [ladies'](#) styles are perfect for working indoors or outdoors, as they feature moisture-wicking performance fabric that provides UV protection.



adidas Melange 1/4-Zip Pullover - Ladies'

adidas Melange 1/4-Zip Pullover - Men's



Jerzees NuBlend 1/4-Zip Sweatshirt

Moisture-wicking fabric with UPF 50+ sun protection

The [Jerzees® NuBlend® 1/4-Zip Sweatshirt](#) is made from 8 oz. 50/50 cotton/poly fleece and features rib-knit cuffs plus a ribbed spandex waistband. It's an elegant twist to the classic sweatshirt.

Made for casual days and weekends



Style meets simplicity with crewnecks

The [Gildan® Softstyle Fleece Crew Sweatshirt](#) is both comfortable and budget friendly. With rib-knit spandex cuffs and hem, this 8.4 oz. 80/20 cotton/poly crewneck pairs perfectly with your logo.

District Lightweight French Terry Crew Pullover - Men's



District Lightweight French Terry Crew Pullover - Ladies'



Gildan Softstyle Fleece Crew Sweatshirt

Perfect for your team, organization and more!

French terry fabric, woven from a 70/30 cotton and polyester blend, makes the 4.5 oz. District® Lightweight French Terry Crew Pullover extra soft. Available in both [men's](#) and [ladies'](#) styles, this sweatshirt is screen-printed with your organization's logo.

Pullovers for all ages

With a striking design that creates a bright canvas for your embroidered logo, the 8 oz. 50/50 cotton/poly [Blend Tie-Dyed Sweatshirt](#) is the perfect way to bring street style to your brand.



Blend Tie-Dyed Sweatshirt



Hanes
ComfortBlend
Hoodie

Fashion Pullover
Hooded Sweatshirt - Toddler

The 7.8 oz 50/50 cotton/poly [Hanes® ComfortBlend® Hoodie](#) is available in a wide variety of color options and features pill-resistant fabric to help keep it looking new longer. It's also available in youth sizes.

If you're looking to appeal to an even younger audience, check out the [Fashion Pullover Hooded Sweatshirt](#). The comfortable design makes it the perfect bring-along layer to keep toddlers warm and cozy. It's made from durable 7.8 oz. 50/50 cotton/poly fleece.

Wrapping up

Hoodies for employees help your team stay comfortable and move freely throughout the day. Easy to layer, suitable for all kinds of weather and a perfect canvas for your brand, company swag hoodies are sure to be a win! 📌

Looking for more information about this topic? Email 4ideas@4imprint.com with questions.



Bringing mental health **into focus**



Sunglasses for events reflect awareness





In Dayton, Ohio, [South Community Behavioral Health](#) stands out for its dedication to mental health and substance use care, as well as for its innovative methods to promote its cause. By partnering with schools, healthcare, law enforcement and more, it serves children, adults and families in the Miami Valley. Using [sunglasses](#) for events, team members helped the local community see mental wellness through a different lens.

Providing clearer vision

While participating in a community walking event that championed mental health, South Community Behavioral Health's team sported a stylish accessory: custom-designed sunglasses. The shades

*Find the perfect shade—
available in 21 colors*



were more than a fashion statement. “The sunglasses helped us spread awareness about our organization,” said Jeni Sand, marketing manager. “Mental health and substance use is still a topic that feels stigmatized, so the more we get the word out, the bigger of an impact we can make.”

“The sunglasses helped us spread awareness about our organization,” Jeni Sand said.

“The impact that the sunglasses have made is to create a bigger name for us and help our program grow,” Sand said.

Framed with care

As community members walked to support mental wellness, the sunglasses helped start conversations and strengthen ties to South Community Behavioral Health. Emblazoned with its logo, the sunglasses

were a subtle yet clear symbol of the organization’s dedication to provide mental health and substance use care.

Eyes on awareness: The lasting impact of a simple accessory

Even a small gesture, like using sunglasses for events, has the power to shed light on a meaningful cause. As Sand said, “The impact that the sunglasses have made is to create a bigger name for us and help our program grow.” [4](#)

Looking for more information about this topic? Email 4ideas@4imprint.com with inquiries.

There are so many options for promotional sunglasses



Dynamic Mirror
Sunglasses



On The Fly Aviator
Sunglasses

Find a pair that fits your brand/event style!



Risky Business
Sunglasses



Vintage Chic
Sunglasses



Swag solutions unleashed

By Dave Vignali

Promo items for events attract attention

Health care network manager [NorthCoast Health Care Management®](#) was determined to stand out at an annual convention. Its strategy was simple—captivate the crowd with a delightful yet practical array of promo items for events.



★ A spectrum of selections

With attendees ranging from seasoned executives to entry-level employees, booth swag needed to appeal to a wide audience. Team members stocked the event booth with something for everyone: [Post-it® Notes](#), [lip balm](#), [manicure kits](#), [eyeglass and screen cleaners](#), [mini first-aid kits](#) and more.

★ The pull factor

Not only did event attendees rave about the booth swag, but other exhibitors also stopped by to see what the buzz was all about. “We heard from exhibitors and

attendees that they’d heard about us from someone else in the hall and wanted to come take a look,” said Amy Konopka, executive vice president.

★ Beyond the booth

Planners say the swag performed double duty. Beyond attracting attention during the show, the practical nature of the giveaways meant that recipients kept them handy after the event, bringing the NorthCoast Health Care Management brand into their everyday lives.

TREND

Workplace contest ideas that **motivate** and **engage**



Harness a little friendly rivalry >>



Every year, [Salem Union Baptist Church](#) organizes a competitive “Fun Day” for its staff, volunteers and congregation. Participants split into four teams, each wearing a different colored [T-shirt](#) branded with the church’s logo and team name. The teams compete in volleyball, dominoes, basketball, tug-of-war and other tournaments.

“Our Fun Day brings a lot of camaraderie, fun and laughter to our congregation,” Sister Carolyn Nairn said. “It’s good to have a little friendly competition amongst ourselves every year! It’s a good time we look forward to.”

Create fun and team bonding!



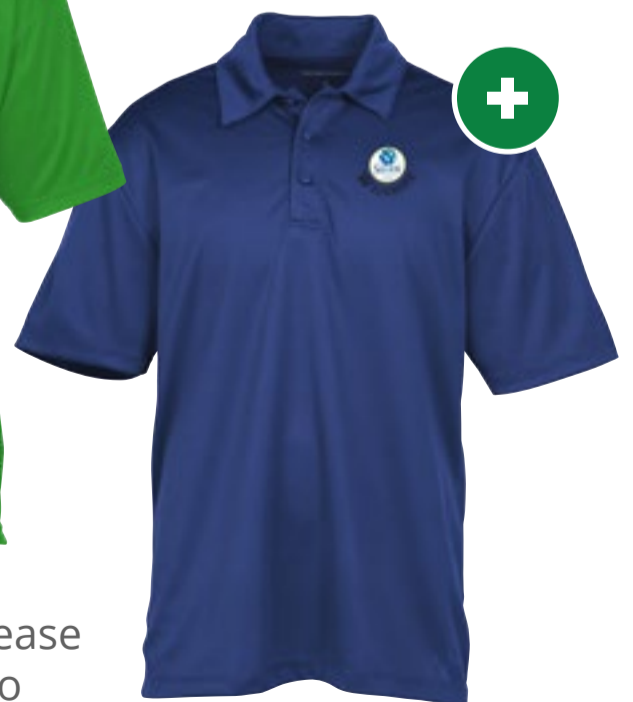
Contender Athletic T-Shirt



Contender Athletic T-Shirt - Youth



BLU-X-DRI Stain Release Performance Polo



Silk Touch Performance Sport Polo

But the contest doesn't stop at Fun Day. Throughout the year, the teams compete in a different realm. Certain neighborhood areas are assigned to street teams. Team members canvas their designated areas to check in on older community members and make sure everyone has access to food. These teams also supply underserved children with [backpacks](#) and school supplies.



Generate community presence

The internal competition helps keep everyone motivated. It's exciting for people to see the wins other teams achieve each month and get inspired to do more.

Competition cultivates engagement

In some ways, Salem Union Baptist Church has hit the psychological jackpot. Research on the psychology of competition found

that [“good” competition drives individuals to accomplish goals and brings out their best](#). Teams that are engaged yield remarkable results, with [productivity increasing by 14%](#), [customer ratings by 10%](#) and [sales by 18%](#).

According to the State of the Global Workplace survey by Gallup®, [employee engagement reached a record high of 23% in 2022](#). Contests and giveaways can help counter disengagement while building trust as teams work together toward a common goal. Contests also stoke the fire of competitiveness to boost engagement.

That's especially important for hybrid and remote team members. [Remote employees feel nearly two times \(or 182%\) less engaged](#) than in-person employees. Virtual competition—from trivia to game shows to escape rooms—can address this gap and strengthen bonds among co-workers who don't see each other often.

Teams that are engaged yield remarkable results, with productivity increasing by

14%



[Source: gallup.com](#)

More fun, more friendship

Another organization focused on fun, [Access Rehab Centers](#) was on a mission to increase interaction and boost morale, fun and happiness among employees. The physical, occupational, speech and aquatic therapy provider in Waterbury, Connecticut, considered various workplace contest ideas before landing on an option that got the team's creative juices flowing across the organization's 12 locations.

“We used white [T-shirts](#) as a staff motivation project and tie-dyed them as a group/team,” said Donna Guerrera, senior administrative assistant. “Then we posted on our Facebook® page and asked patients to vote on which they liked best.”



Hanes
Authentic
T-Shirt

Team members were given the T-shirts along with tie-dye kits and asked to get creative. Employee camaraderie immediately kicked in. “Tie-dye is a much more involved process than most people



realize, so this ended up being a fun way for staff members to spend their lunch hours,” recalled Brian Emerick, president.

Pictures of the finished shirts were shared via social media, and followers were encouraged to vote for their favorites. Friends and family also shared the posts, adding to the fun.

After eight days of voting, 95 comments, 15 likes and seven shares—the winning team was chosen and bragging rights bestowed. For Access Rehab Centers, the tie-dye competition boosted social media engagement, encouraged greater patient interaction and helped team members have more fun together.

Contests and giveaways for the win

Workplace contest ideas can strengthen team bonds, boost productivity, foster greater engagement and more. As Salem Union Baptist Church and Access Rehab Centers demonstrate, work and play can go hand in hand. [4](#)

Looking for more information about this topic? Email 4ideas@4imprint.com with inquiries.



Building stronger connections

Using gifts to show employee appreciation



4imprint co-workers at 2023 employee appreciation event.

One of the most powerful motivators at work is something that can be freely offered: recognition.

In one survey, 82% of employees said the more often they're recognized at work, the more engaged they feel.

Here at 4imprint, our team dedicates an entire week to employee appreciation, reinforcing gratitude, engagement and connection. 4imprint plans activities and chooses gifts to show employees their hard work and dedication is appreciated. Erika Wegner, with 4imprint 17 years, and Lia Cummings, with 4imprint 18 years, discuss how the appreciation event builds meaningful connections.

Interview featuring:



Erika Wegner
Internal Events and
Communications
Manager



Lia Cummings
Talent Acquisition
Director



Q: Describe your Employee Appreciation Week celebration.

A: We dedicate an entire week to team bonding. We want to celebrate internal and external customer service, acknowledge hard work, foster connections and honor accomplishments.

Q: Why do you celebrate Employee Appreciation Week?

A: The idea is to reinforce a culture of gratitude, engagement and connection.

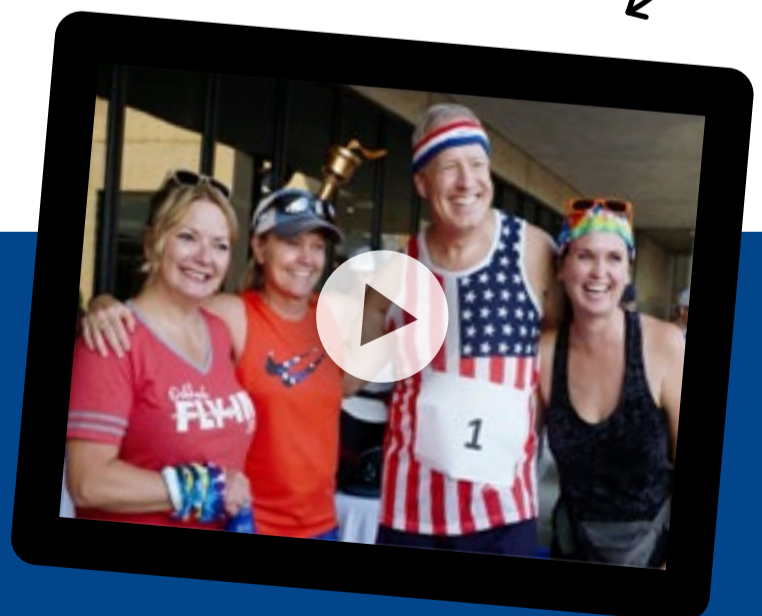
Q: What happens during Employee Appreciation Week?

A: We plan activities and select gifts to show employee appreciation. People participate in challenges and contests all week long.

Q: How does Employee Appreciation Week help team members better connect?

A: We have an internal social channel where employees share stories and photos of working together. This is especially great for our remote team members because it helps foster connection even though they're not seeing each other in person every day.

See how 4imprint fosters team connection with employees



Approximately half of 4imprint employees work from home. See how 4imprint fosters connection in a hybrid work environment.

WATCH VIDEO





Q: What was an activity that really resonated with the team this year?

A: We asked for pictures of people with their co-workers, including old photos of when everyone was in the office. That got a lot of engagement. Even work-from-home team members dressed up and took a selfie just for that activity.

Another one people really enjoyed was when we asked them to share how they collaborated with someone to solve a problem. Lots of people shared ideas and were tagging each other on our internal social channel. There were many moments of shared community.

Q: How did promotional products fit into your Employee Appreciation Week celebration?

A: To understand our promotional product selection for Employee Appreciation Week, you need to know a bit about the 4imprint compass.

The compass is a logo used internally that displays our company values. Each point of the compass represents a 4imprint value.



Employees are introduced to the compass during onboarding. While many people may have promotional products with the 4imprint logo on them, only team members get promotional products bearing the compass, which reminds them they're part of something special—the 4imprint team. One product example is the duffel bag we selected and added a compass imprint to.

For Employee Appreciation Week, we created an adventure theme to reflect curiosity. The [duffel bag](#) with compass imprint worked perfectly with our idea to create curiosity around different points of the compass throughout the week.

Field & Co.® Campster Wool 22" Duffel Bag



Q: What advice would you give to other organizations celebrating Employee Appreciation Week or another type of recognition?

A: Find promo products most people would enjoy or use. Think about how you can imprint something special. Find brief,

simple activities that encourage employees to engage with each other. And use various ways to communicate and foster connection because people have different communication styles. [4](#)

Looking for more information about this topic? Email 4ideas@4imprint.com with inquiries.

PRO TIP

Use various ways to communicate and foster connection because people have different communication styles.



Win \$500 to put your employee connection idea into action!

Do you have an idea for a gift to show employee appreciation?

Or a promo product that would work well to help foster meaningful employee connections? Email us your idea at 4ideas@4imprint.com.



We'll select **three winners to receive \$500 to put toward their 4imprint promotional products order.** Let's hear your ideas and make even more meaningful connections happen!



Driving roadside mindfulness

By Cheryl Sina

Safety awareness giveaways steer students forward

Hawaii-based nonprofit [Flagman Inc.](#) is dedicated to saving lives of first responders and highway workers. Through its Education Outreach Program launched in April 2023, volunteers—many of them first responders and highway workers—have connected with 8,500 students in grades K-12. Students not only learned about the crucial roles these professionals play, but also the risks they face working in or next to active traffic.

Through engaging demonstrations and discussions, the program also educates individuals on the difference between primary and secondary crashes, as well as the “Slow Down. Move Over.” law, which mandates drivers to either slow down or change lanes whenever there is any activity on the road ahead.

Note: Flagman Inc. was the recipient of a 4imprint [one by one](#) grant.



Safety awareness giveaways, including [neon yellow caps](#), were provided to volunteers to enhance visibility and emphasize safety messages. By tangibly presenting real-life roadside scenarios, this initiative empowers the next generation to foster a safer driving culture. [4](#)

Like what you saw in *amplify*?

Check out past issues:



Fall 2023



Summer 2023



Spring 2023



Winter 2023

Learn more about using promotional products in your organization!

- » Branding
- » Business Gifts
- » Conferences / Seminars
- » Dealer / Distributor Programs
- » Employee Apparel / Uniforms
- » Employee Incentives / Recognition
- » Events
- » Fundraising
- » Leave Behinds
- » Market Research
- » New Customer / Lead Generations
- » Office Supplies
- » Public Relations
- » Safety Programs
- » Team-Building
- » Training
- » Word-of-Mouth Marketing

4imprint®

