

WINTER 2018

# amplify<sup>®</sup>

Promotional products. Remarkable results.

## Build your team with training

How to choose  
the best golf swag **11**  
Growing awareness **15**

4imprint<sup>®</sup>



## It's hard to get past the importance of teamwork.



Kevin,  
with 4imprint  
27 years

Whether you work for a large company, small to mid-sized business or start-up, chances are high you're surrounded by a team. In fact, in our first-ever study on teamwork at work, 95% of respondents said they always or sometimes work in teams. Wow!

Check out our cover story for our exclusive research on teamwork, including a peek at popular promotional products for promoting team unity. (Spoiler alert: Branded apparel plays a key role!)



Best of all, we share two stories of customers using promotional products to help their teams succeed.

If you're looking for creative, fun ways to thank a team, you'll find it with the No-Shave November crew. They've turned facial (and other hair) into a massive movement to raise awareness and funds to fight cancer. And, they're cleverly using promotional products (and puns!) to recognize the donors and supporters driving the movement.



Go team!

Kevin Lyons-Tarr, CEO  
4imprint



PS – If you have a story about how promotional products are helping you, email [4ideas@4imprint.com](mailto:4ideas@4imprint.com). We'd love to hear it!



CONTRIBUTORS

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

OVERHEARD

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Water bottles and drinkware

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

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Best in class



Almost every job involves some kind of collaboration. Read our cover story to see how to amp up your team's performance.

# Meet this month's featured contributors



**Suzanne Worwood**  
Senior VP Merchandising  
4imprint

Suzanne gives [Product Highlights](#) for non-golfers who may be planning a golf event for your next fundraiser, corporate event or team-building outing. Suzanne has been with 4imprint since 2000.



**Cheryl Sina**  
*one by one*® Coordinator  
4imprint

For this issue, Cheryl shares a [Remarkable Moment](#) inspired by Doncrest Public Schools in Ontario, Canada. Cheryl has been with 4imprint 18 years and coordinates 4imprint's *one by one*® program.



**Erika Ferguson**  
Social Media Manager  
4imprint

Erika coordinates 4imprint's social media communities. For this issue, Erika compiled social media content for the [Overheard](#) story, showcasing drinkware that earned people [#SwaggingRights](#). She's been with 4imprint 11 years.



**You!**

Customers shared images on social media of bags and backpacks that gave them [#SwaggingRights](#). Their shout-outs were [Overheard](#) and featured here in amplify.





# Promotional water bottles and drinkware that earned you #SwaggingRights



**Bea C. Trinidad**

I ordered customized mugs for my cousin's wedding last month and everyone loved them! Thank you for your help and for making the order process so easy and seamless!



**@4imprint** "We placed a large order for these bottles in seven different colors as a player package giveaway to the amateur divisions of our 2017--23rd Annual Northwoods Open Disc Golf tournament. (TOTAL COMPETITORS: 224) The BLACK was the most popular... but I kept a purple one for myself." [#swaggingrights](#)



**@4imprintcanada** "We gave these bottles away as part of our referral program. It's the perfect size, stainless steel, and great for hot and cold drinks. Our members loved it!" [#swaggingrights](#)



**Donna**

We, Florida Association of the Deaf, celebrated our 100th Anniversary and also had our 46th Biennial Conference. It was a smashing success. I decided to order these blue glasses for my committee members to show my appreciation for their hard work. Again many thanks to the staff of 4imprint.USA!!



Check out more fun [drinkware ideas](#) on our Cheers to Promotional Drinkware board on Pinterest!





# Build your team with training

*By Joshua Grover-David Patterson*

Tips to boost team performance







It's almost impossible to think of a job that requires no collaboration. Even a so-called “solo” worker, like a novelist, will often spend their days conferring with their agent, talking to the person designing their book cover and going over their manuscript with an editor.

So it's probably safe to say that all jobs are team jobs.

Statistics bear this out. In a recent original 4imprint survey, 47.3 percent of respondents said their employees always work within teams, and another 47.8 percent stated their employees sometimes work in teams, regardless of their industry or company size.

Because teamwork is such a huge part of our working lives, we often look for ways to make teams better—whether it's improving listening skills, giving people more feedback or offering training. Check out how others have found ways to improve their teams that included giving away fun team-building gifts.

### The team that talks, succeeds

Like many skills, learning how to work well on a team is a skill that can be acquired and improved. 4imprint's survey showed that 50 percent of companies train staff on teamwork skills.



**47.3%** of respondents said their employees **ALWAYS** work within teams.

The survey also showed that 62.4 percent of respondents offer communication training, making it the most common type of teamwork training offered across all industries. Notably, effective listening and project management were among the least common offerings.

While more training can certainly help teams succeed, starting the process of improving communication can go a long way. The simple act of helping each team understand how their work helps the organization **increases employee engagement**.

**Managers can take the lead to help improve communication** by holding monthly one-on-one meetings, making sure their employees are keeping a good work/life balance and recognizing the hard work of their staff.

Studies show these tactics are a good investment. Companies with engaged employees see **2.5 times more revenue** than companies with disengaged employees. So, whether you show appreciation with team-building gifts, or simply take the time to acknowledge a job well done, it's likely you're going to improve your bottom line.

Companies with engaged employees see

**2.5x**  **more revenue**

than companies with disengaged employees.

## Common courtesy goes a long way

Employees spend roughly **2,000 hours per year** in the workplace, which means they spend nearly as much time with their coworkers as they do with their families.

And much like a family unit, it's often simple compassion that helps the office be a place people look forward to every day.

### And simple often means very simple:

- ❖ Tell people thank you, and let them know you appreciate their help.
- ❖ Refill the empty coffee pot, or put paper in the printer even if you're not using it.
- ❖ Bring snacks to a long meeting.
- ❖ Be a force for positivity—find ways to build people up.

Whether you're a manager or an employee, making your coworkers' work day just a little better will go a long way toward making everyone's work life a whole lot better.

## Collaborate: Bring the team together, regardless of location

Shae Sandoval, business development coordinator for Taney Engineering in Las Vegas, Nev., says she found success with a party and a few T-shirts to bring the company together.

*Improve your bottom line with employee engagement!*



“Taney Engineering are huge fans of University of Nevada, Las Vegas Rebel Football,” Sandoval said. “For team building and motivation every year we organize an amazing tailgate party for our employees, their family and friends, and every year it gets bigger and bigger. This past year we provided **T-shirts** for everyone to wear, which was a huge hit and made our party even more spectacular. We will definitely continue to order shirts every year from this point on.”

While Sandoval found a way to bring her team closer together with team-building giveaways, for others with remote employees, building a cohesive team can be a bit more challenging. **Global Workforce Analytics reports that 63 million Americans worked remotely** at least part of the time in 2016. And while finding ways to make everyone both in and out of the office understand how valuable they are to the success of your business can certainly be a challenge, one way to do this is through thoughtful team-building gifts.

Bridget Kane, marketing coordinator for **Fair-Rite Products Corp.**, knows the importance of building a sense of team with a remote workforce. Every three years, roughly 45 distributors and reps who sell Fair-Rite electromagnetic components come together from around the world for a sales conference at their factory in Walkill, N.Y. At the conference, they learn about the company’s emerging products. But that isn’t all.

*“We want to build team morale, because we don’t see them on an everyday basis,” Kane says.*

“I think with outside sales reps and distributors, it’s kind of important to bring them back in because they are a part of their own companies, but they are here to help our team in the end. Even though they may be affiliated with another company, they are also under our umbrella, and we appreciate them. They are a part of what makes Fair-Rite great.”

So, to make everyone feel like part of the team, Kane ordered a wide variety of team building gifts for the sales conference, including the **Big Lanyard**, the Writers Ring Binder Portfolio and the **Ruler Notebook with Flags and Pen**.



Big Lanyard

Ruler Notebook with  
Flags and Pen



**63 million Americans**  
worked remotely at least part of the time in 2016

Women received the [Devon & Jones Perfect Fit Ribbon Cardigan](#), while men received the [Tipped Colorblock Wicking Polo](#).

“They left with a whole bunch of Fair-Rite gear, and they were happy about it. I was told by a majority of them that these were the best giveaways they ever received,” Kane says.

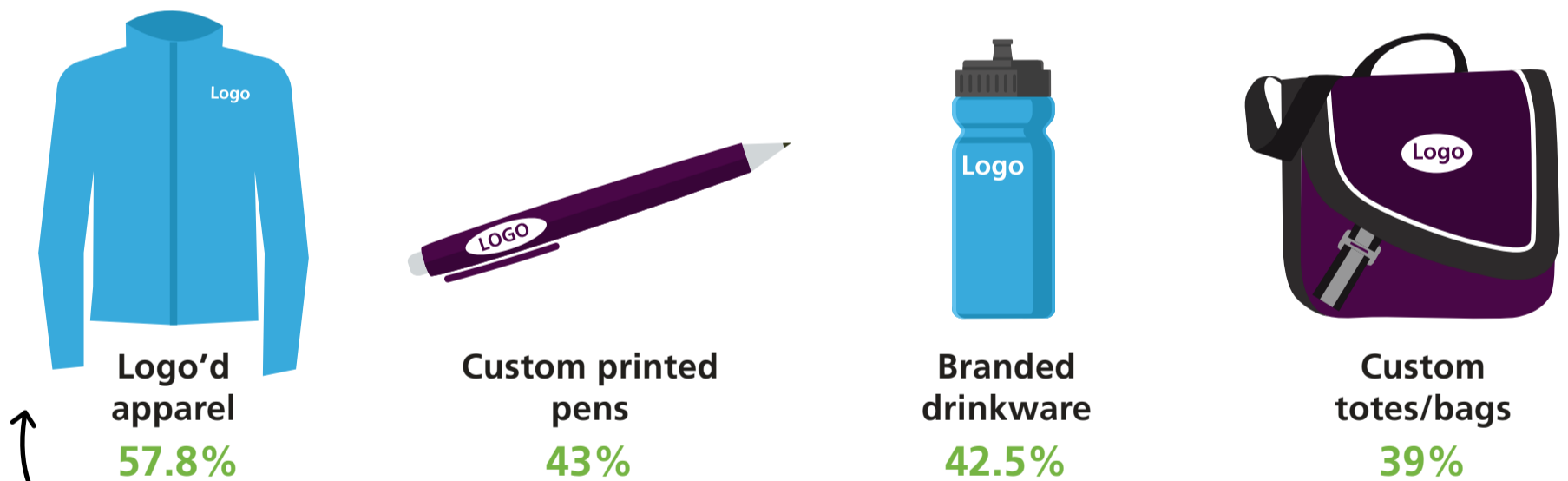
“It’s worth the investment of getting everybody together,” she added. “In the end, they are motivated, and they feel appreciated, and it’s for the benefit of everybody. Fair-Rite helps them personally, and that helps the business, so I think that’s very important.”

Devon & Jones Perfect Fit Ribbon Cardigan



Tipped Colorblock Wicking Polo

If you’re looking for some team-building gift ideas, our survey showed the most popular gifts were:



*Choose something fun and creative that works for you and your team.*

## Conclusion: It’s all about the team

Whether you offer more training, talk things out more often, make sure the coffee pot stays full or use team-building gifts, the most important thing is to make sure your employees know they’re appreciated. After all, the most important part of team building ... is the team! 4





PRODUCT HIGHLIGHT

# How to choose the **best golf swag** (when you're not a golfer)

*By Suzanne Worwood*



Golf gifts they'll enjoy on and off the course





More than **23 million Americans play golf**, and many of them enjoy the friendly competition and camaraderie of a company or charity golf outing. If you're not among this group of golf enthusiasts, but find yourself in charge of the next event, not to worry. You can make a day on the links memorable with fun, branded golf swag.

## Golf outing gifts to combat the sun

Practical golf outing gifts will help keep everyone safe and hydrated while playing the course.

### Amp up the game with style

Your guests will enjoy the look of these **Risky Business Sunglasses** that come in a variety of colors. Not only do these glasses offer great style, they also provide UV400 protection.

### Keep guests hydrated

While golfers maneuver the course's terrain, they'll appreciate the spill-free, flip-up spout on the **Smooth Move Sport Bottle**. Keep it fun while they hydrate by coordinating the bottle color with the sunglasses.



Risky Business Sunglasses - Opaque

### Keep guests safe from burns

Whether playing a 9- or 18-hole tournament, your golf guests will be exposed to the sun for several hours. Help keep them safe with a **Sunscreen SPF-30 Pocket Pack**. This gift of three single-use packets fit into a golf bag or pocket for easy use during the game.

Smooth Move Sport Bottle



Sunscreen SPF-30 Pocket Pack



## Golf swag to improve scores

Before your guests take the first swing, you'll want to welcome them with everything they'll need to succeed.

### Stay dry with a shammy towel

Golfers will appreciate this [Super Absorbent Golf Shammy Towel](#). The attached clip conveniently attaches to a golf bag for easy access.

### Golf balls that stand out

These [Colorful Golf Balls](#) will make your brand recognizable on the course. With a wide variety of colors to choose from, you're sure to find the right match.

### Leave a mark with your brand

Repairing divots is part of good golf etiquette. Help your golfers be good sports with this [Magnetic Divot Repair with Ball Marker](#). This two-in-one gift is sure to please all the golfers in your tournament.

### Tee up a perfect swing

Your golfers will appreciate these wooden [Bulk Tees](#). The tees make great golf outing gifts or can even be used as a thoughtful giveaway for your golf enthusiast client.

Super Absorbent Golf Shammy Towel



*Felt shammy material is ultra-absorbent*



Magnetic Divot Repair with Ball Marker



*Stand out on the playing field with 15 colors to choose from!*



Colorful Golf Ball

Bulk Tee

## Make it memorable with cool prizes

No golf outing is complete without honoring top-performing golfers at the end of the day. Give golf outing gifts they will be proud to show off.

### To the winner goes the trophy

Members of the winning teams will earn bragging rights with this [Crystal Ball Golf Award](#), perfect for displaying on their desk. Available in two sizes, choose both for first- and second-place teams.



*Insulated cooler holds a stack of six cans!*

Arctic Zone 6-Can Golf Cooler



### Useful gifts for the win

If you prefer to offer practical prizes, consider the [Cutter & Buck® Tour Event Cooler](#) or the [Arctic Zone 6-Can Golf Cooler](#). With these golf outing gifts, winners will show off your brand all season long.



## Win over golfers at your next tournament

No matter the reason for your golf outing—whether it's for fun, to say thanks or to raise money—your golfers are sure to walk away winners with golf swag that shows off the best in your brand. 4





LASTING IMPRESSIONS

# Growing awareness

*By Joshua Grover-David Patterson*

Promotion boosts No-Shave November



*Note: 4imprint, Inc. is a sponsor of No-Shave November.*





In 2007, Matt Hill lost his battle with colon cancer, surrounded by his large, loving family—his wife and eight children.

Two years later, his oldest daughter, Rebecca, started the web-based nonprofit [No-Shave November](#). The organization raised \$2,000 for charity in the first year.

All of it was based on one simple idea with help from unique promotional pens.

**NO SHAVE  
NOVEMBER**

*Raising funds to support cancer prevention, research and education.*

## It all started with hair—keeping it and growing it

How does No-Shave November work? The family explains the premise on the website:

“The goal of No-Shave November is to grow awareness by embracing our hair, which many cancer patients lose, and letting it grow wild and free. Donate the money you typically spend on shaving and grooming to educate about cancer prevention, save lives, and aid those fighting the battle.”

This premise is similar to The Movember Foundation, which focuses specifically on growing mustaches during the month of November.



No-Shave November allows anyone and everyone to participate. They're encouraged to grow their hair any way they wish. Mustaches are fine, as are beards, leg hair and even the hair on the top of your head. Whether participants save money by skipping a trip to the salon or letting their beard get longer and bushier, the No-Shave November team accepts donations to help various programs eradicate cancer.

## Adding unique promotional pens into the mix

Since its inception, No-Shave November has shown appreciation for its multiple partnerships with creative promotional products, including limited-edition T-shirts.

They've used other unique promotional ideas as well. They've used the hashtag #LetItGrow both on social media and on some of the products they've offered for sale, with the profits supporting their cause.

This year, they added unique promotional pens—like the [Inkbend Standard - Mustache pen](#)—to the mix.



“We received the pens close to the end of November,” said Monica Hill, executive director of No-Shave November. “We are using them now to send to those who raised large amounts of money and partners, as a small thank you and to remember us!”

The pens even included a special note. “Each pen went out with the message. ‘We mustache you to take these pens as a small way for us to say thank you hairy much!’ Super corny, I know!” Hill said.

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*“We’d like to use these types of things to get more partners on board with our organization, as well as rewards for contests throughout our campaign.”*  
*said Hill.*

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## Let growth promote growth: looking to the future

Thanks to these promotions, the amount of money raised by No-Shave November has increased by leaps and bounds each year. They raised almost \$1.9 million during November 2017 alone. Their grand total is now over \$7 million since the initiative began in 2009.

Nearly 87 percent of the funds raised are given away to various organizations that help fight, prevent or educate about cancer.

2017's funds are largely being spread among three groups: the Prevent Cancer Foundation, Fight Colorectal Cancer and St. Jude Children's Research Hospital, which focuses on fighting childhood cancer.

And the No-Shave November team hopes that more people will #LetItGrow with each passing year. People who want to contribute can either [donate](#) or [register to participate](#). Donations are tracked via an online [leaderboard](#), which keeps running totals of organizations, teams and members as they bring people together to fight cancer.

In the meantime, they'll keep spreading the word and raising money to fight cancer, whether it's with hashtags, unique promotional pens or other creative promotional products ideas.

As their website says, "We believe that together, anything is possible, and we'll get closer to eradicating cancer one whisker at a time!" [4](#)

#	Member	Raised
1	ARCO Design/Build	\$56,530
2	ARCO KC, STL, CHI, CIN, DAL	\$55,450
3	MONAT Global	\$30,220

*No-Shave November's Leaderboard*

## Check out these products to boost your promotion!

*Get a firm grip on brand recognition with custom clip magnets!*



Power Clip



Media Lounger

*Give away a promotional must-have that fits in their pocket!*



Pocket LED Flashlight





TREND

# Technology giveaways people want

today and tomorrow

*By Joshua Grover-David Patterson*

Tips for selecting the best tech giveaways





**W**hen it comes to promotional products, there's one thing so obvious that it's easy to forget: **You have to be seen to be remembered.**

And what better way to be seen than by giving someone a product they'll use on a weekly—or better yet, daily—basis.

According to [PPAI media](#), 41 percent of people hold on to promotional items between one and five years, with 18 percent of them keeping items for 11 years or more. Eleven years is a long time when you consider that the first iPad® is less than 9 years old.

In a country where most people live with a small computer in their pocket or purse, and people spend their days jumping from screen to screen, it's easy to see why technology giveaways are an excellent way to help keep your name in the public eye.

**41% of people**  
hold onto promotional items  
between one and five years.



Source: PR Newswire

When it comes to technology swag, remember to look to the past to see what your recipients loved. Look to the future to determine what they're going to love. Then, remember the old adage: Give the people what they want!



## What What worked? What's next? What do you want to achieve with your technology swag?

To start, ask yourself what worked well in the past. What promotional products were most popular? What products brought in the most business, and which call to action helped spread your brand?

Armed with that information, determine what you want to keep and what you want to change. [PPAI Media](#) suggests various ways to track a call to action, including using a special hashtag on your designs to prompt customer use in social media or printing a custom web address to track site traffic.

Of course, PPAI Media also points out that many companies choose to use only a name and logo on their tech swag, so do what works best for you!

## Who Who is this for? Where do you want your brand to be seen?

The obvious answers, of course, are “Everyone” and “Everywhere,” but it’s worth taking the time to consider your audience. Where do they spend their day? How do they spend their time? Is your product or service geared toward men or women? Will the technology swag be gifts for staff members or destined for trade show giveaways? Are they meant for millennials or all age groups?

Katy Thompson, director of human resources at Valley Metro, Roanoke, Va., chose a tech giveaway that managed to be both fun and



*Perfect for quick trips to the store, business trips and much more.*

practical. “Everyone got an [Adhesive Cell Phone Wallet](#) for Employee Appreciation Day,” Thompson said. “We thought they were kind of unique, something that you don’t see every day. Our drivers have to pre-trip and post-trip their vehicles with a CONAR card, which has to be kept separate from their ID badge. The cell phone wallet allows our employees to keep their CONAR card with their phone and their ID in their wallet.”

## When When are you giving them away? How much are you planning to spend on technology swag?

Respondents to a 4imprint customer survey said they purchased promotional products in 2017 primarily as giveaway items to use at trade shows and expos. Plus, we know higher-value products often bring more leads and add a bit of a “wow” factor. And, if you’re on a budget, having various price levels for your promotional technology products can help you maximize your marketing budget.

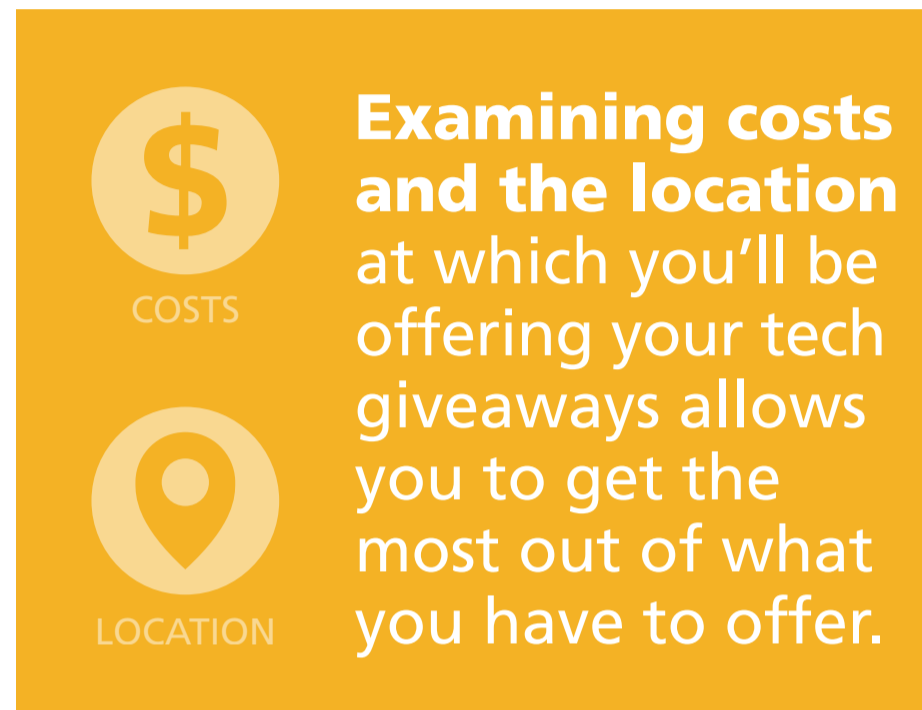
Consider, for example, a pen—a very common but extremely useful giveaway that can stay with a client for years, keeping your brand readily at hand. But, when you couple the useful pen with technology, such as in these [USB Pens](#), you’ve added a special touch at an affordable price.



Or, if you have the ability to bump the “wow” factor substantially, you could offer a special giveaway like a [Moleskine® Evernote smart notebook](#). Designed for the person who loves pens and technology, this specially designed notebook allows you to capture your handwritten notes via an app, which then stores your words as searchable text.



To maximize these tech giveaways, offer a free pen to anyone who provides contact information at your vendor booth, and include a chance to win a USB pen or a smart notebook as a grand prize. Alternately, you can offer USB pens to anyone who attends a short seminar lead by one of your sales representatives.



Examining costs and the location at which you'll be offering your tech giveaways allows you to get the most out of what you have to offer.

The image features a yellow background with two circular icons. The top icon is a dollar sign with the word "COSTS" below it. The bottom icon is a location pin with the word "LOCATION" below it. To the right of these icons is the text "Examining costs and the location at which you'll be offering your tech giveaways allows you to get the most out of what you have to offer."

### Why **Why are you giving them a promo product?**

This question brings us back full circle as we ponder what technology giveaways we want to offer and to whom.

Sometimes, the answer is because you want to be the company that promotes itself with today's hottest technology. Or, even better, tomorrow's technology!

With smartphones becoming more and more commonplace—a remarkable 8 in 10 Americans already own one—



the [market for touch-screen gloves](#) is expected to grow 15 percent in the next four years. And with the bill for cell phone repairs reaching \$4 billion dollars per year, [smartphone](#) cases will always be practical and in style. And what phone user doesn't need a spare [power bank](#) or a [dual USB cable](#) that allows them to charge multiple types of devices?

As for the tech of tomorrow, the number of virtual reality (VR) users is expected to reach [171 million in 2018](#). That means [VR viewers](#) might soon get monthly, weekly or even daily use.

Regardless of whether the person you're giving your promo product to is a long-term employee who deserves special recognition or a marvelous client you want to acknowledge, putting some forward-thinking promotional technology products into their hands just might get you the brand recognition you seek.

Ultimately, picking the perfect technology giveaway means finding the item that's just right for your recipient—and just right for your brand. [4](#)

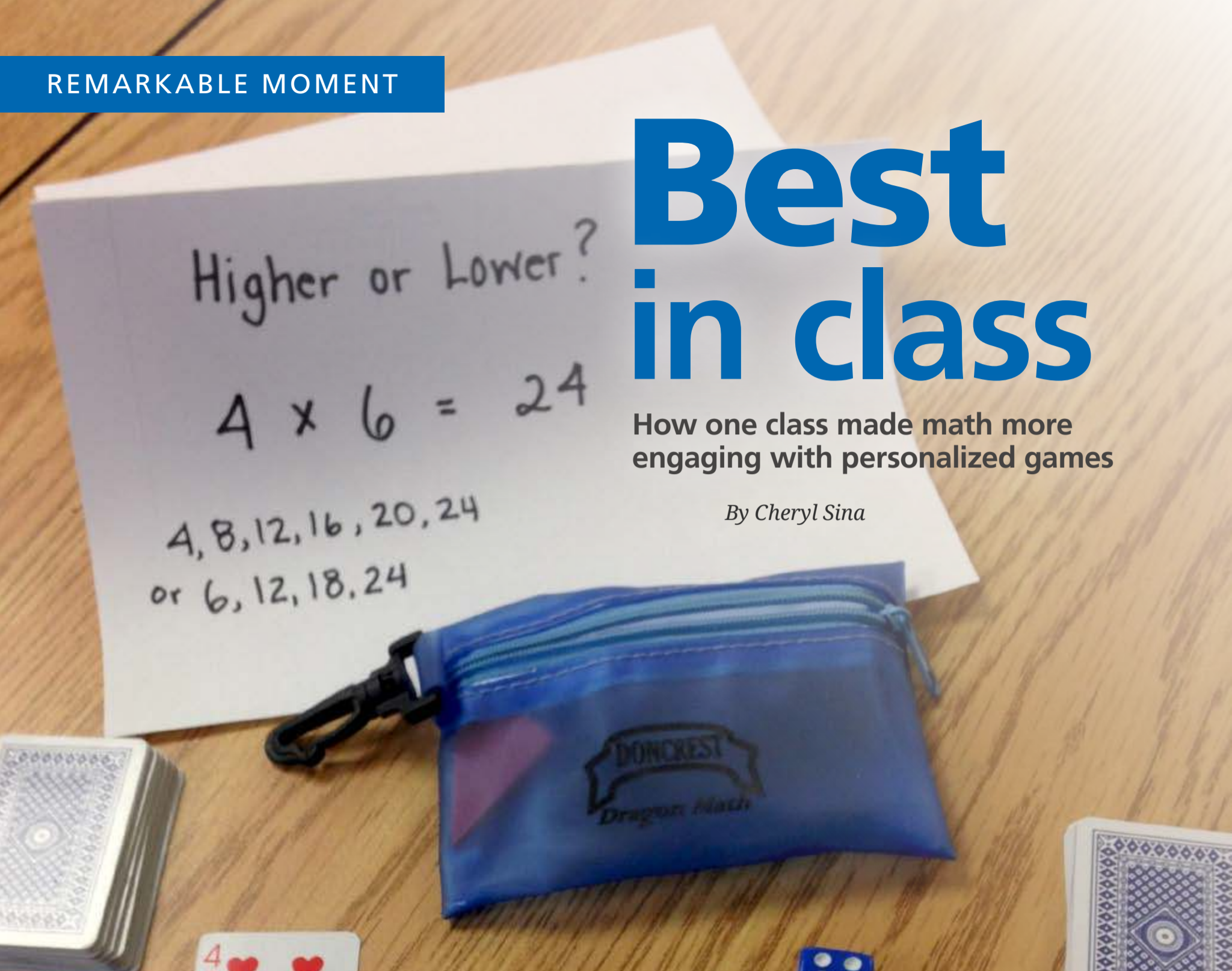
## Great tech giveaways everyone will enjoy!



# Best in class

How one class made math more engaging with personalized games

By Cheryl Sina



Instead of spending all their class time drilling math facts and filling out worksheets to learn data management and probability, kids at Doncrest Public School in Richmond Hill, Ontario, Canada, got to think of math in a new and innovative way, thanks to personalized games. The children roll dice and flip playing cards to learn everything from basic addition and multiplication to probability and data management.

“They forget, but they’re actually learning,” said Natasha Teja, the math lead at the school, which recently used its 4imprint *one by one*® grant to purchase 200 sets of branded *Traveler Cards & Dice* as school promotional items.

It’s an idea straight out of the school’s Mission, Vision, and Values statement: “We encourage active participation in all learning and activities by creating an environment that engages students, staff, parents and our community.”

“We use them for all kinds of games, and the kids can also play amongst themselves during recess,” Teja said. “It’s a great way of engaging them with hands-on stuff, and the push right now is that kids are to use hands-on strategies to attain math concepts.” The personalized games are working so well, they could only think of one change they wanted to make. “If we were to do this again, we would order more and use it as a giveaway,” Teja said.