

SPRING 2018

amplify

4imprint®

Promotional products. Remarkable results.

Custom work uniforms make a great impression



Business gift items offer summertime fun **13**

Create memorable swag bags for events **22**

4imprint®

Branded apparel has come a long way!



Kevin,
with 4imprint
27 years

Choosing logo'd workwear used to mean outfitting an entire team in matching shirts. (We've all seen the photos!)

Today, apparel is available to suit a wide range of personalities, brands, jobs, work environments and more. In fact, unless you're outfitting an actual sports team (where matching uniforms are required!), apparel options are almost limitless.

Uniform no more

In our [cover story](#), you'll hear how a new sports and entertainment venue selected apparel for bartenders, security, ushers and more. (Spoiler alert: The looks they chose are as diverse as the roles their team members fill.)

The cover story also includes some helpful tips for choosing branded apparel—something you can use the next time you're outfitting your team.

Nickel for your thoughts

Then, be sure to check out how Peoples Home Equity is putting a brilliant twist on lead generation using a classic promotional product. By pairing wooden nickels with a cup of coffee, the organization has found a fresh, new conversation-starter. Best of all, these little giveaways are helping the organization generate new leads—proving wooden nickels can sometimes have real value.

The story is a good reminder to us all: Sometimes a clever twist on a classic giveaway produces the best results.

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

Kevin Lyons-Tarr, CEO
4imprint



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



CONTRIBUTORS 4

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

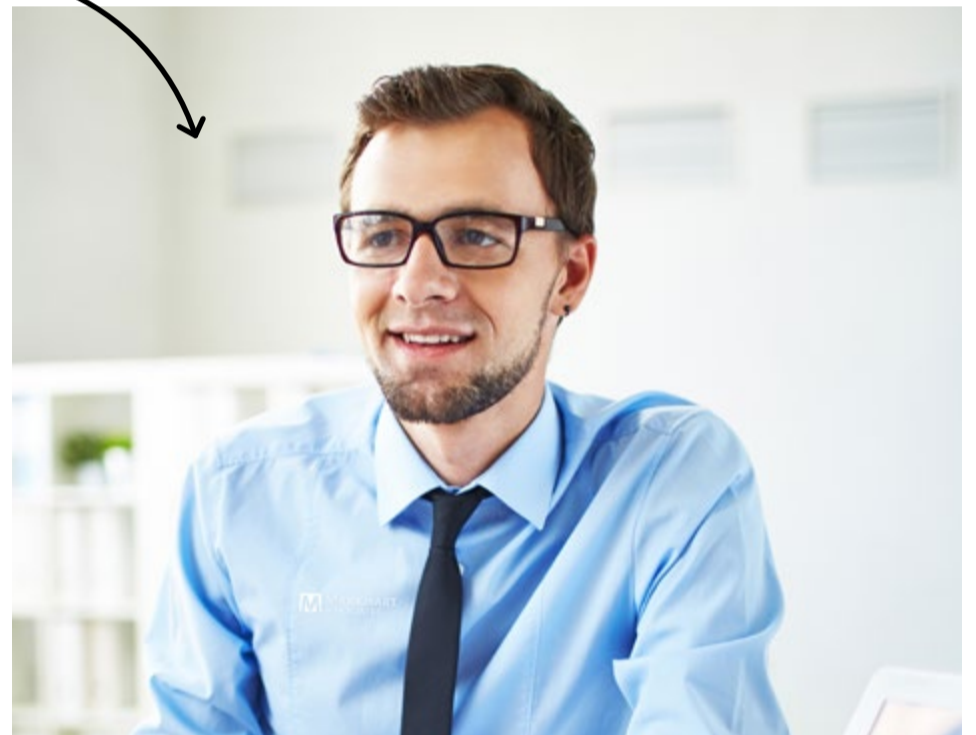
OVERHEARD 5

Promotional pens

We'd love to hear your feedback! Please send questions, comments or concerns to 4ideas@4imprint.com.

COVER STORY 7

Custom work uniforms make a great impression



Keep a professional image with custom work uniforms for your staff. Read our cover story for tips on choosing workwear that will make a great first impression!

PRODUCT HIGHLIGHT 13

Business gift ideas offer summertime fun

LASTING IMPRESSIONS 17

Get more referrals with marketing giveaways

TREND 22

Create memorable swag bags for events

REMARKABLE MOMENT 27

Unique care packages show service people love

Meet this month's featured contributors



Suzanne Worwood
Senior VP Merchandising
4imprint

With warmer weather right around the corner, Suzanne gives [Product Highlights](#) for business gift items any employee or client would love to use in the summer months ahead! Suzanne has been with 4imprint since 2000.



Cheryl Sina
one by one® Coordinator
4imprint

For this issue, Cheryl shares one organization's message: Never Alone. Never Forget. See how the mission of Operation Not Alone truly creates a [Remarkable Moment](#). 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 pens that earned people #SwaggingRights. She's been with 4imprint 11 years.



You!

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



Unique promotional pens that earned you #SwaggingRights



A+ Auto Service
The NEW pens are in! We always get compliments on our pens and last week we ran out 😞. We ordered from @4imprint and got our new pens right away! Speedy 📦.



Shannon Guzman
@DrinkEatRun
Love our new journal and pen we had made with 4imprint!
#swaggingrights #sri #strategicrenewal



Like a Prayer Foundation
@lapfoshkosh
Loving our new swag from @4imprint! #nonprofit #local #followus #swaggingrights #4imprint #Oshkosh



Kimberly Erturk
@ErturkKimberly
Loving the promotional pens from @4imprint, used them for a hiring event in Belleair, FL.
#SwaggingRights



Coach Butts
@dalebutts
@4imprint #swaggingrights @BeaufortCo_ROD



Kathleen Baldwin
@KatBaldwin
Excited I got my new pens in time for tomorrow's workshop #swaggingRights





CAPS Research

@CAPSResearch

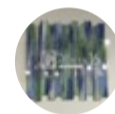
The @CAPSResearch #SupplyManagement Roundtable is well underway-rich in #metrics, focused on value, great networking & swag #swaggingrights



Northern Specialty Health

@nshup906

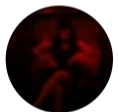
#swaggingrights NSH loves our pens from #4imprint



Gallery 16 Salon

@gallery16salon

#ourpensarecool 🤘
#SwaggingRights @4imprint



Natalie F.

@RockFestivalNet

USMC Law Enforcement is looking good! Thanks @4imprint #CustomerService #OnPoint #swaggingrights



Ashley

We love our new pens! They turned out just as we hoped they would! We love using them around the office as well as giving them out to our drivers. We will also be handing them out at job fairs. It's a great way to advertise our business.



Check out more pen ideas on our [Promotional Writing board on Pinterest!](#)





Custom work uniforms make a great impression

By Kelli Karpinski

Choose custom workwear everyone will love





It's safe to say that more and more businesses are allowing their employees to **dress casually for work.**

In fact, **50%**  of managers

say their workplace has become more casual in recent years, primarily because workers prefer it.

But, dressing business casual or casual doesn't have to mean casting aside a professional look. In fact, many businesses have found that custom work uniforms—from polos to button-downs and more—can unify a team and take the guesswork out of what to wear every day.

Benefits of custom workwear

Some organizations decide to outfit employees when implementing a dress code. Others provide uniforms for specific job functions, such as food service or the trades. In these cases and others, company shirts **benefit both the organization and their employees.** Here's how:

Easy identification

Custom apparel, such as uniform shirts, not only makes a great first impression with guests, it also allows employees to stand out—an important factor when they need to be seen. In fact, making staff easily identifiable **improves customers' opinions of the company** and increases loyalty.

The newly opened Menominee Nation Arena in Oshkosh, Wis., purchased six variations of workwear for different areas of the facility. In most cases, colors were specifically chosen to help staff stand out, said Kate Wyman, director of entertainment. For example, security personnel wear blue polos; maintenance staff wear collared [Red Kap Technician Short-Sleeve Work Shirts](#); ticket takers wear purple polos; concessionaires are easily identified in their green polos; and ushers look sharp in their red [Polyester Vests](#) with black pants and shirts.

“We chose fun colors so guests feel they can easily approach staff, keeping smiles on faces,”
Wyman said.

She added that the colors help contribute to the light-hearted feeling guests have when attending a sports or entertainment event at the arena.

Likewise, Jeffrey Lemm, vice president of human resources at document management company STAT Informatic Solutions, chose the [Side-Blocked Micropique Sport-Wick Polo](#). In his case, the colors help employees identify managers. The primarily black polo unifies the company, while side-block colors vary for managers (who wear red) and production staff (who wear blue). So, when one of 50 or more production employees needs to spot a manager, he or she can do so quickly, Lemm said.

Make your logo pop with these custom side blocked polos!

Red Kap Technician Short-Sleeve Work Shirt



Polyester Vest



Side-Blocked Micropique Sport-Wick Polo



Finding the perfect fit!

Menominee Nation Arena in Oshkosh, Wis., needed to outfit six work teams with custom uniforms. See why employees and fans love their choices.

WATCH VIDEO 

Consistent, professional image

Company-issued workwear gives businesses an instant professional image. This was especially important to Lemm, whose staff work around the nation at client locations where dress codes vary. For example, staff who go to sites with stricter dress codes wear the [Van Heusen® LS Wrinkle-Free Oxford](#).



Van Heusen LS
Wrinkle-Free
Oxford

“The reason we went with a standard uniform shirt is we wanted everyone to dress appropriately (for the client), and we wanted to take the guesswork out for them,” Lemm said.

Protect personal clothing

Sometimes stains are a part of the job. That’s when employees really appreciate company workwear. That’s certainly the case for Menominee Nation Arena concessions, cleaning and maintenance staff, who were given easy-to-clean uniform shirts. It’s also why a black [Van Heusen Silky Poplin Shirt](#) was chosen for busy bartenders. Considerations like this help employees maintain a professional image, even when tackling stain-inducing jobs.



Van Heusen
Silky Poplin Shirt

Make a silky smooth appearance at your next event!



Tips for choosing custom company shirts

Choosing uniform shirts is no easy task, especially when they need to look good, fit well and be enjoyed by members of your team. Whether you are a seasoned pro or choosing shirts for the first time, here are a few tips to help find the right fit for your organization's needs:

Choose easy-care fabrics



Whether employees care for their own clothes or your company takes on the cleaning, business uniforms need to be wash and wear. Choose a wrinkle-free fabric that washes easily.

Select colors wisely



Just as the Menominee Nation Arena and STAT Informatic Solutions chose polos with distinct colors that stood out, you might choose colors for very specific reasons. Perhaps you need to match your brand. Or, you might consider dark colors for bartenders, servers and other food-service staff to hide stains. Most importantly, if you choose multiple colors for your staff, make sure those colors complement each other.

Opt for comfort



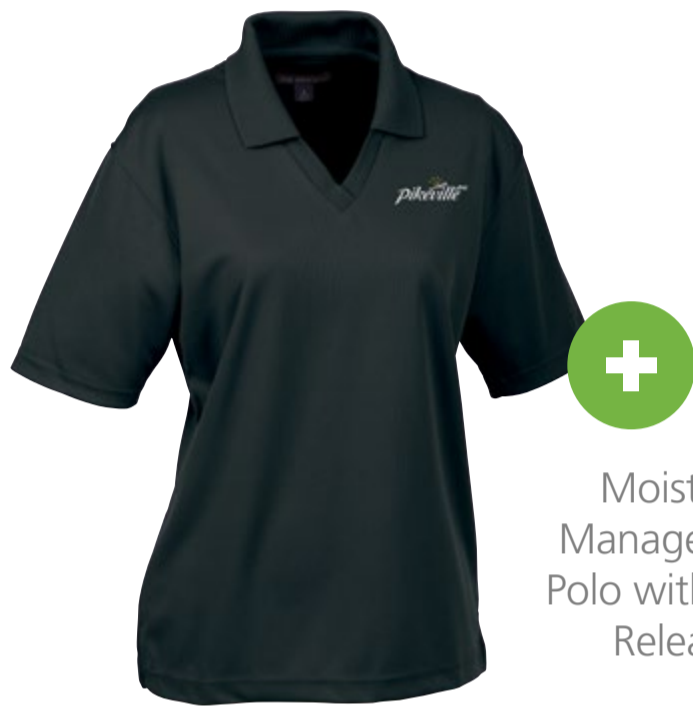
More than anything, employees want to feel comfortable in their daily workwear. Consider the work environment. Are team members active or more sedentary? Active team members will appreciate clothing that provides maximum range of motion. Do they work in a warmer climate? Consider breathable, moisture-wicking fabrics for them. For teams working outdoors, choose sturdy fabrics that will stand up to wear and tear.

Get samples for correct sizing



Once you've narrowed down your choices based on fabrics and colors, the most important tip is to request samples for staff to try on. Every company sizes apparel a bit differently, which can be challenging when placing an order for your team's uniform shirts.

Beverly Burke, assistant tax clerk for the City of Pikeville, Ky., received a handful of samples to try when her department began wearing uniform polo shirts. She ultimately settled on the [Moisture Management Polo with Stain Release](#) because it fit well and felt good in the warm climate.



Moisture Management Polo with Stain Release

“It’s not easy to get good apparel with plus sizes,” she said. “I love them. They are great to work in. They wash and dry great. They don’t wrinkle, and they didn’t shrink.”

Lemm ordered samples in a variety of sizes to send around his U.S. locations, asking teams to try them on for the right fit. The choice they made was successful for many reasons.

“It’s been well-received by employees,” he said. “They enjoy not having to wear their own clothes. Having everyone wear a uniform also levels the playing field, so to speak. They all feel part of the team.” [4](#)

Note: 4imprint, Inc. is a sponsor of Menominee Nation Arena.

Check out these custom workwear options!

Create a professional image with branded uniforms.



Featherweight V-Neck Long Cardigan

Vansport Mesh 1/4-Zip Tech Pullover



Twelve Cloth Button Chef Coat with Black Trim

Zip Front Smock



PRODUCT HIGHLIGHT

Business gift items offer summertime fun

By Suzanne Worwood



Thank-you giveaways let your customers
and employees know you care



With backyard barbecues, days at the beach and outdoor sports on the horizon, it's a great time to offer some summertime-themed business gift items to your amazing employees. Celebrate meeting sales goals, beating deadlines or just because they're great at what they do. And while you're at it, offering thank-you giveaways to your best customers is a terrific way to get them to come back—and bring new customers with them! Here are a few ideas to help you hit the mark.

Chairs that can hold a drink or two ... or six!

Whether they're camping, tailgating or just enjoying a backyard barbecue, everyone will love this Premium Stripe Chair or this Coleman® Oversized Cooler Quad Chair with an attached cooler. Both chairs feature comfortable padding and built-in cup holders.



Coleman® Oversized Cooler Quad Chair

Premium Stripe Chair



A place to rest at home or away

Great for backyard lounging or sleeping under the stars at a campsite, this lightweight, portable Basecamp Hammock includes an attached pouch, hanging rope and carabiner attachments for quick and easy setup.



Basecamp Hammock

The coolest of coolers

Designed to be both water and UV resistant, this trendy **Large Tarpaulin Kooler Tote** comes in a variety of colors and is manufactured with a tarpaulin lining and EPE foam insulation to help keep cold items chilled.



Large Tarpaulin Kooler Tote

A treat for eyes and ears

Get the party started at your next gathering with the **Rave Light-up Bluetooth® Speaker**. Lights on this fun speaker change color as the music plays. And phone calls can be answered using speaker controls.

Light up your next gathering with this compact Bluetooth® speaker!

RaveLight-Up Bluetooth® Speaker



Zip Up Picnic Blanket with Carrying Strap



A no-fuss, no-muss blanket

Perfect for a picnic lunch or a day at the beach, this **Zip Up Picnic Blanket with Carrying Strap** is water resistant and zips up for easy storage.

Padded, compact blankets are perfect for picnics and trips to the beach!

Drinkware that can do more than just hold water

Branded drinkware is always cool ... and useful! The [Sherpa Vacuum Travel Tumbler and Insulator](#) and the [KOOZIE® Vacuum Insulator Tumbler](#) both pull beverage double duty. Use them as travel tumblers to help keep their favorite beverage hot or cool. Or, take the lid off and use them as canned beverage insulators.



Sherpa Vacuum Travel Tumbler and Insulator

KOOZIE® Vacuum Insulator Tumbler



O2COOL® ArcticSqueeze Classic Sport Bottle

The [O2COOL® ArcticSqueeze Classic Sport Bottle](#) is the perfect bottle for a hot summer day. It fits most bike cages, has a carry loop and features a trigger-activated mister, allowing users to cool their outsides and their insides with the same bottle.

Thank-you giveaways are always appreciated

Carefully selected business gifts will let your exceptional employees and outstanding clients know just how valuable they are. And that's a win for everybody. 4



LASTING IMPRESSIONS

Get more referrals with marketing giveaways

By Joshua Grover-David Patterson

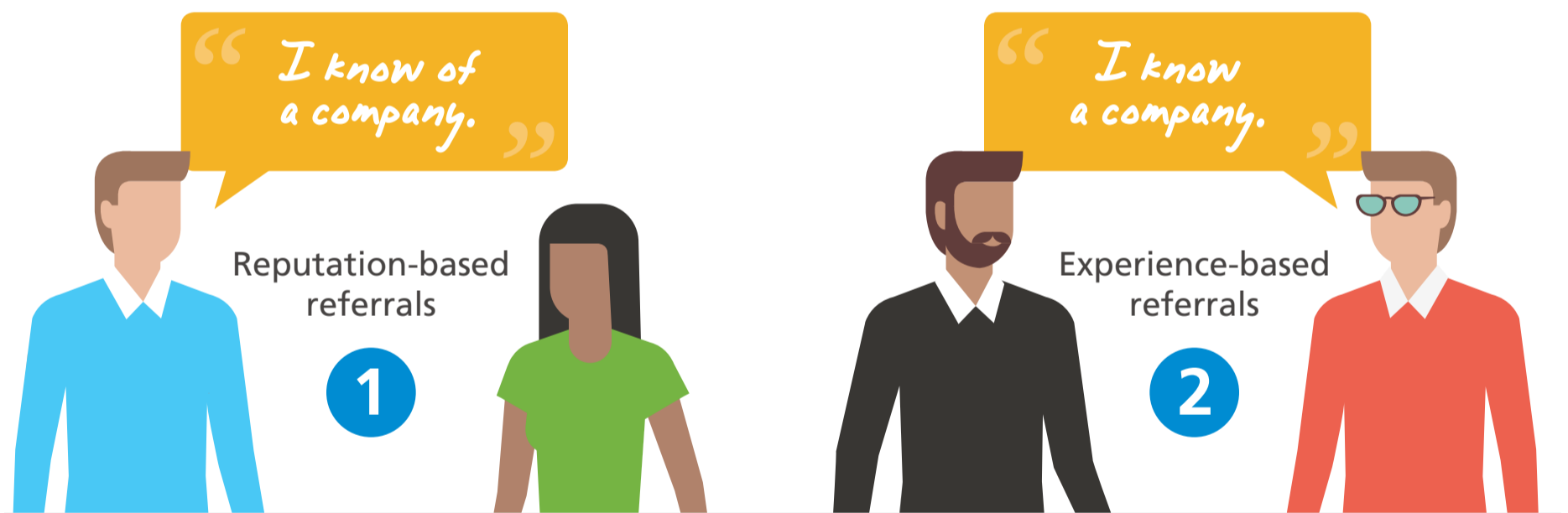
Referral marketing strategies to boost business





When it comes to referral marketing, there are two things your customers and potential customers need to know: **1. What you do well. 2. That you give great customer service.**

There are two ways that referral marketing can work for you:



While it's true that an experience-based personal referral is the most influential form of advertising, reputation-based referrals can still be incredibly powerful. According to a [study by Nielsen®](#), 83 percent of respondents listed "recommendations from people that I know" as the most trusted form of advertising, while 70 percent of respondents considered a branded website to be trustworthy.

Here are some referral marketing strategies to help you up your sales game, including enhancing your website and asking clients for personal recommendations and online reviews. You'll also see how [Peoples Home Equity](#) is using unusual business marketing giveaways to start a conversation.

Reputation-based referrals: Tell the world what you do, and that you're great at it

A National Association of Certified Valuers and Analysts® study found that, when it comes to reputation-based referrals, “visible expertise” was the factor most likely to

increase the probability of referrals. What that means is you need to find ways to show you're an expert in your area of business.

The NACVA® study found that the following five items made up more than **70 percent of a business' visible expertise:**

1 Showcasing successful, high-profile projects



Get permission from your customers to take pictures of your product in action or ask for testimonials about improvements in their bottom line that came from your consulting, service or product. Then show them off on your website and/or in brochures.

2 Having in-house experts speak at conferences and trade shows



Find ways to share your company knowledge or show off your product by being part of a panel, giving a demonstration, or offering a presentation at conferences or trade shows.

3 Having a high-quality, professional website



Much the way you keep might keep your workplace clean and organized,

your website should be up-to-date, easy to navigate, functional on mobile devices and, above all, showcase who you are and what you sell or do.

4 Being at the forefront of industry trends



Find ways to show you know what's on the cutting edge of your industry. You might do this by hosting a seminar or writing a blog. For example, if you build houses, talk about the newest updates to building codes or the latest interior design trends.

5 Generating quality, educational content



There are many ways to do this on your website, including blogging, writing white papers or creating videos that demonstrate your product or address common topics in your industry.

Experience-based referrals: Get people to recommend you

This brings us back to experience-based referrals and referral marketing strategies. Or, as stated before, “I know a company ...”

According to Zendesk®, people share a good experience with five or more people 33 percent of the time and are much **more likely to share a bad experience than they are a good one.**

So how do you get a great referral?

Ask for them!

If you have satisfied customers, ask them if they would spread the word either in person or via online reviews. Studies have shown that **72 percent of consumers** say that positive reviews make them trust a local business more.

It also helps to set up a **win-win-win cycle when it comes to referrals.** Offer your customer a discount for making a referral and a discount to the person being referred. This makes the sender happy, as they get a deal; it makes the receiver happy, as they also get a deal; and it makes you happy, as you get a new customer.

72%
of consumers
say that positive reviews
make them trust a local
business more.



Use promotional products to get your name seen

Often, promotional products used in fun, useful or intriguing ways can function as a referral.

Peoples Home Equity, a mortgage lending company with over 100 locations, helps people buy and refinance their homes. They found a great giveaway to use as a conversation starter: **Wooden Nickels - Free Cup Coffee.** One side features a mortgage advisor’s contact information, while the other side offers the homeowner a free cup of coffee. The wooden nickel itself serves as an instant referral. A customer wanting to know what the wooden nickel is for subsequently gets into a conversation with the person passing them out.



Redeemable token is a unique spin on a traditional business card!

Mortgage Advisor Nick Dolata said, “I use them at open houses, when meeting with clients or when speaking to people looking for homes.

Instead of just offering someone a cup of coffee, I give them a token, and tell them to call me to meet up for a cup of coffee or a drink so we can continue the conversation.”

Tod Brilliant, director of marketing, noted that 40 to 50 of Peoples Home Equity’s 400 mortgage advisors decided to order the wooden nickels and pass them out to potential clients.

“One of our top loan officers told me ‘I love these! I’m getting calls now where I used to have to chase people for weeks,’” Brilliant said.

He also pointed out that the wooden nickel improves on the standard business card in a number of ways. “Business cards get thrown

away or recycled. A token for a cup of coffee has value today, for three or four dollars. So the nickels get traded for a cup of coffee, or they stay in desk drawers for future use.”

The terrific thing about these promotional products? Whether the original owner keeps it, uses it or gives it away to a friend, the nickel will serve as a referral for years to come.

Putting your referral marketing strategies into play with referral thank-you gifts

At the end of the day, picking the best referral marketing strategies goes back to knowing what your business does best and making sure your website, customer interactions and business marketing giveaways reflect your brand. Make sure potential customers know what you’re great at. Train your team to give excellent customer service. And always remember to tell your customers: “Tell your friends about us!” [4](#)

Check out these products to boost your referrals!



TREND

Create memorable swag bags for events

By Joshua Grover-David Patterson



Giveaways technology-event attendees will love





According to the [Events Industry Council's 2016 Economic Significance Study](#), 1.9 million meetings and events took place in 2016, with over 250 million people participating. That's a lot of meetings, a lot of people and a lot of opportunities to make a lasting impression.

Whether you're throwing your own event or networking at a trade show, your swag bags should show off your brand and offer your customers tech swag they'll love and find useful.

These tips will help you choose the right bag with the right swag.



Start with your event

Before you select a bag and fill it with your usual event giveaways, take a moment to consider your event. If the event has a theme or you are trying to convey a specific message, choose items for your bag that match.

Krystal D. Carter, president and Chief Cloud Enthusiast for [Danny Kay Cloud](#), a Houston-based company, wanted to introduce the public to her cloud applications consulting firm. She also wanted to make a difference in her community in the spirit of her father, for whom the company is named.

1.9 million meetings and events took place in 2016



For her company's inaugural event, Carter chose to highlight the tech industry's future while working to increase diversity in the field.

A group of about 35 teenage girls attended "Tech Me to the Movies," an event that focused on women in science, technology, engineering and math (STEM) careers, complete with a private screening of the inspirational movie, "Hidden Figures."

Choose a bag and promotional items that attendees will find useful.



With the help of event sponsors, Carter purchased a number of event giveaways to fill the [Bungalow Foldaway Tote](#). In addition to NASA swag and college brochures, the bag contained a T-shirt, custom drinkware (for a mocktail topped off with dry ice to represent science careers), and a branded [Value Fleece Blanket](#) for viewers to use during the movie. She topped off their offering with 1950s-style cat-eye

glasses to remind attendees of the well-loved quote, "So yes, they let women do some things at NASA, Mr. Johnson. And it's not because we wear skirts. It's because we wear glasses."

After the movie, attendees heard insights from women in tech roles, including two from NASA and the senior director of Global Equality Programs at Salesforce.com. "We wanted to show these girls you don't have to be a doctor or a lawyer to be successful," Carter said.

The evening and the event giveaways were best summarized by the tag tied to each T-shirt, which read: "You can be whatever you want to be."

TIP 2 Pick the perfect bag

Great swag bags start with the most important component—the bag! [Fifty percent of consumers](#) say they own a bag with a logo on it, and a logo'd bag offers an average of 5,700 impressions during its life cycle. That means your bag isn't just an accessory, it's also a walking billboard at your event and for years to come.



How can you set your bag apart?

- ✓ **Match the theme of the event.** If it's a gathering about going green, consider getting a tote made of recycled materials.
- ✓ **Think about your audience and their needs.** Is a hand-held bag a good choice, or would a hands-free drawstring sportpack be a better option?
- ✓ **Go above and beyond.** Get a tote with a pocket and add a branded water bottle.

Offer the right bag at a major trade show, and it may be the only bag attendees use to carry all their swag.

TIP 3 Find out what's cool and useful in tech

Technology often brings what was once considered futuristic into the here and now. For example, 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, making them a great way to boost your brand's exposure.

And with smartphones becoming more and more commonplace every day—**almost eight in 10 Americans already own one**—the market for **touch-screen gloves** is expected to grow **15 percent over the next four years**. And what on-the-go phone owner doesn't need a spare **power bank** or a **keychain USB car charger**? Or, be a trendsetter and offer potential clients something useful that they likely don't have, like a **two-way wireless tracker** or a **cell phone wallet**.



On The Go Flashlight Power Bank



Choose event giveaways that your customers will keep for a long time!

Beagle Two-Way Wireless Tracker

By choosing event giveaways that are both cutting-edge and practical, you can be sure your customers will keep them for a long time to come.

TIP 4 Consider your audience

For the Danny Kay Cloud inaugural event, Carter wanted to draw a tech-loving crowd, but chose not to lean solely on technology swag. Instead, she selected gifts that were surprising and fun. Her audience loved her choices. A blanket was the perfect gift for a cozy night at a movie theater as well as something that the attendees can use again and again.

At [nwHacks](#), the biggest hackathon in Western Canada, more than 650 kids come together in small teams to construct creative solutions and computer programs that do everything from monitoring maple-syrup production to helping dyslexics read.

Patrick Lin, director of nwHacks at the University of British Columbia, said they use their technology [swag bags](#) for both the event and as a practical giveaway. “We put in [T-shirts](#) and snacks, and a lot of the tech companies who sponsor the event like to provide stickers for the bags as well,” Lin said.

The bag also helps in another way.

“Because the hackathon is so big, not everyone walks away with a prize, but this way, everyone walks away with something they like and can use,” said Lin.

“And they don’t just use the bag for nwHacks, they use them everywhere.”

There are also practical considerations to keep in mind when it comes to swag bags. A more expensive item might mean fewer giveaways in the bag, but it could also make for a longer-lasting impression on your potential customers.

And not all gifts will suit all customers. Sometimes giving away a bag with one or two items in it and letting customers choose other items off your trade show or event table will lead to a longer life cycle for your promo products.



Relax ... you’ve got this in the bag.

Ultimately, swag bags for events will get the most use if they reflect you, your customers and the event. So, pick out the right bag, fill it with gifts that are both fun and useful, and always remember to put your best bag forward. [4](#)

Note: 4imprint, Inc. is a sponsor of nwHacks’ hackathon.



Unique care packages show service people love

Operation Not Alone sends unique care packages to military members

By Cheryl Sina

Fleece blanket—check. Favorite bag of chips—check. Letter of gratitude and support—check. A thoughtful care package can make a BIG impact. “I got a two-page handwritten letter from the first care package we ever sent to a military member, telling us how much it meant to him,” said Susan Fochs, co-founder of [Operation Not Alone, Inc. \(ONA\)](#). “I framed it, and it’s hanging on my wall.”

Susan Fochs and Emily Orr started ONA to send support and encouragement through unique care packages to men and women stationed overseas. To date, they have given more than 600 cheer packages to veterans and sent over 100 care packages overseas as gifts for military members.

They recently ordered T-shirts imprinted with the words “Never Alone. Never Forget.” The order was placed through 4imprint’s [one by one](#)® promotional products grant program. ONA had three goals:

- 1 Gain visibility with the branded message on the T-shirts.
- 2 Raise funds for ONA by selling the apparel.
- 3 Show support by giving branded gear to veterans who attend ONA events.

The T-shirts were a winning trifecta for this outstanding organization!

