

Promotional Products **Work**

4imprint customers tell you how they have used promotional products to grab attention, grow their business, say 'thanks' or raise awareness.

**20th
Edition**

Josh
with
4imprint
2 years

4imprint®



The 20th edition of “Promotional Products **Work**” is here!

Well, we’ve officially done it! Over the past several years, we’ve compiled 20 e-books full of promotional product ideas from our customers. Fun ideas, out-of-the-box ideas, thoughtful ideas, professional ideas, sweet ideas, laugh-out-loud ideas—just when I think you can’t possibly top them, you go out and prove me wrong!

As things slowly but surely open back up again, it’s the perfect time to reconnect with your audience. Promotional products make great thank-you gifts to show your gratitude for their support. They can also serve as a friendly check-in, a way to welcome new associates to your team or simply a small token to brighten someone’s day. The cool thing about promotional products is, it’s all up to YOU how you use them.

As always, thank you for sharing your ideas with us. This project wouldn’t still be going strong without your contributions. We love hearing from you and feeling inspired by your creativity. So, the next time you have one of those light bulb moments, please don’t hesitate to tell us all about it!

Hope you have a safe, healthy and happy summer!

Best,


Kevin Lyons-Tarr
CEO
4imprint, Inc.

Kevin Lyons-Tarr
CEO, with 4imprint
30 years

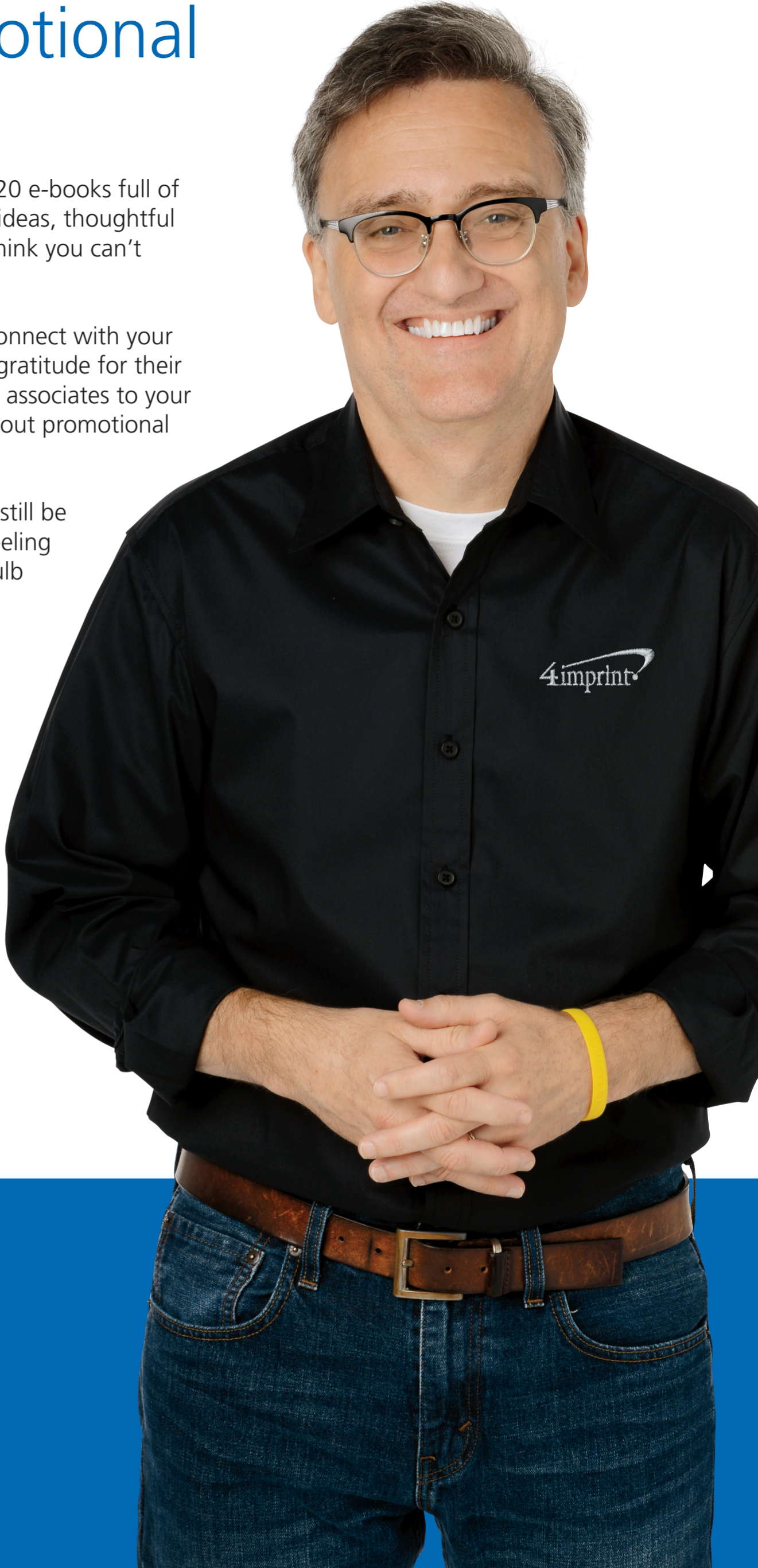


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Boost your brand



Promotional products increase brand exposure and attract new customers—no matter what business you're in.

Boost your brand

#1



[#122154](#), Emergency Hammer

Safety hammers were ordered to keep as useful items to keep in agency vehicles in an event of an emergency. It was nice to have them branded with the company logo for a cohesive look.

Anonymous

Boost your brand

#2

Theresa
with 4imprint
2 years

[#119373](#), Adhesive Cell
Phone Wallet



Items are used at events as giveaways to promote attendee inquiries and participation at tabling events regarding our department's policies and services. Giveaways can encourage interaction between event staff and attendees.

Anonymous

Boost your brand

#3

Ashley
with
4imprint
5 years

[#144792](#), Neo Vacuum
Insulated Cup



These products are very important in promoting my coffee distribution business. By putting my company's name, logo and phone number on these items, my company's product is present daily on hundreds of desk[s]. Also the quality of these cups is associated with Nectar Foods and the coffee we provide.

Glen from Sanford

Boost your brand

#4



We had a coloring contest for youth and gave out the colors with the coloring page they entered in the contest. They kept the colors that had our logo on the packaging. We also give the kids colors to use when their parents are opening accounts to keep them preoccupied. The kids and parents LOVE them!

[#119625](#), Crayon 8-Pack

Misty from Meridian

Boost your brand

#5



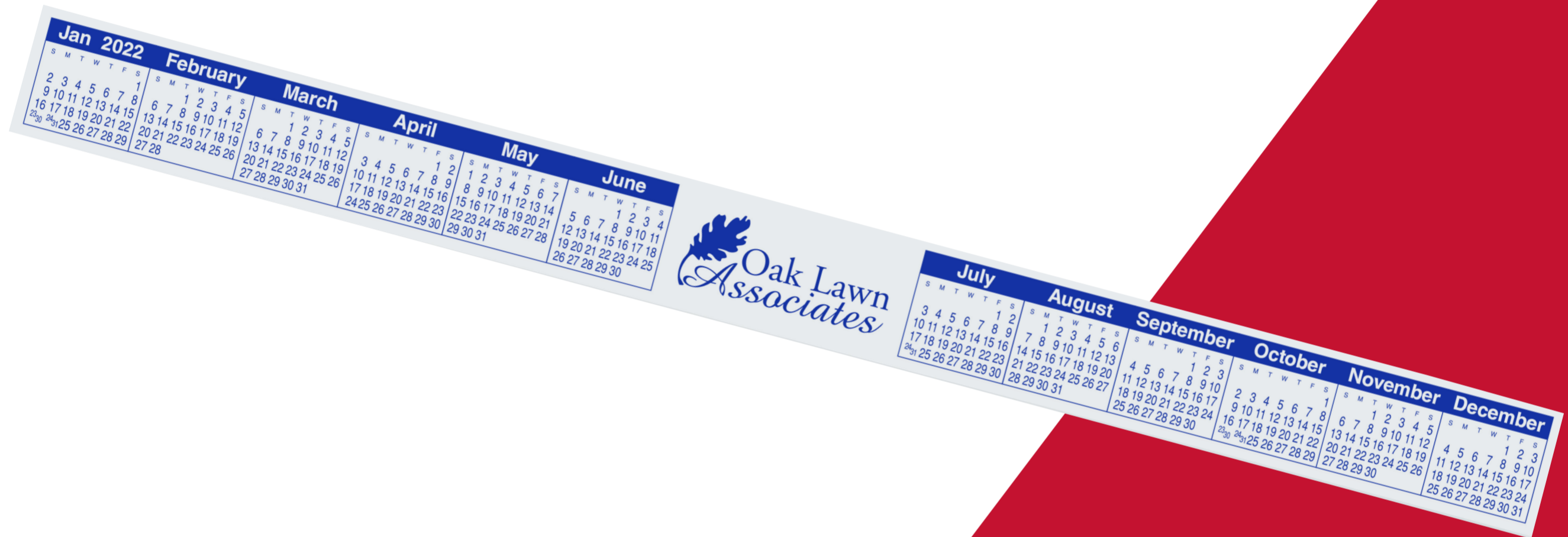
Our agency purchased pens with our program's name and phone number to use as giveaway items during outreach events. Clients often have many numbers to remember so this item saves them the time of having to look us up. Our hopes were also that the pens will get distributed through the community and increase awareness for our services.

Kaitlin from Wilmington

[#107991](#), Simplistic Pen

Boost your brand

#6



[#123234](#), Removable Computer Calendar

We have found that our employees and vendors really like having these small calendars at their computer. It allows them to see the entire year with just a quick glance.

Anonymous

Boost your brand

#7

[#121236](#), Bottom Gusset Shopper



Every Thursday we work with Table to Table to distribute fresh fruit & veggies, so [give] the tote to the families & parents to use on a weekly basics

April from Newark

Boost your brand

#8



[#112018](#), Value Outdoor Banner

The sign was hung on our fence line of a major road as part of a hiring campaign.

Elaine from Sanford

Boost your brand

#9



[#120401](#), Fabrizio Perfect Bound Journal

We use our swag as a way to thank our customers, partners and distributors and as a way to keep our name top of mind.

Rikki from Hendersonville

Boost your brand

#10

Mai See
with 4imprint
8 years

[#8886](#), Value Lip Balm



My logo is in their hands every time they apply my lip balm which I love!

Eden from Oklahoma City

Boost your brand

#11



[#137472](#), Pacific Packable Poncho

We have a horse racing business and needed several items with our emblem so we can be recognizable at the tracks around the country.

Delora from Chesapeake City

Boost your brand

#12



[#114648](#), 16" Beach Ball

We are a new program at Monmouth University. We will be giving our promotional items to staff/faculty and new students.

Heidi from West Long Branch

Celebrate successes



Big or small, honoring their achievements is a great way to build lasting relationships. Celebrate their successes with promotional products they'll remember.

Celebrate successes

#1

[#117283](#), Full-Zip Hooded Fleece Jacket



We gave these out to our team for meeting our yearly quality goal in 2020, employees really liked them!

Anonymous

Celebrate successes

#2

Khou
with
4imprint
12 years

[#6729](#), Hanes® Authentic T-Shirt

nothing
but
BASICS


When our patients complete physical therapy successfully, they get a free shirt as a reward and a thank you for choosing us for treatment.

We often see our shirts being worn around town and if they ever come back for more treatment, they often wear the shirts because they are comfortable.

Jen from Sierra Vista

Celebrate successes

#3



[#118056](#), Clear View Stripe
Pint Bottle

The water bottles are going to be given to our 5th grade students as an end of the year gift. The students have worked very hard this year during both remote, hybrid, and in-person learning and we would like to thank them with a fun, yet useful summer present. We chose the water bottles so they could be filled with additional fun surprises for the students. They will be so excited to receive their Spartan water bottle as they head off to summer!

Becky from Conneaut

Celebrate successes

#4

Katie
with
4imprint
11 years

Dave
with
4imprint
6 years

[#120156](#), Crossland® Soft
Shell Jacket



We purchased jackets to reward team members who achieved particular metrics goals for an entire year. The impact we see from more tangible clothing type gifts is much greater than what we see from gift card and monetary rewards.

Jared from Florence

Celebrate successes

#5



[#147070](#), Crossland® Roll Up Blanket

We are giving those items to our participants for our End-of-the-Year Celebration and to our participants during our Summer Component.

Anonymous

Celebrate successes

#6



[#146446](#), Recyclable Full Color
Die Cut Handle
Plastic Bag

We give out a bag of goodies to patients and their families once their braces are off. Filled with items they couldn't eat with braces.

Vicki from Southfield

Celebrate successes

#7

Wyatt
with
4imprint
3 years

[#138132](#), Custom Accent Stainless Travel Mug



We ran a contest at the local high school during Florida City Government Week. The winning entry was not an individual but the entire English class. We ordered the tumblers for all the students in the class. We presented a certificate signed by the Mayor and a tumbler at a City Council meeting. The audience as well as employees wondered if we would be selling the tumblers.

Cindy from DeFuniak Springs

Celebrate successes

#8

[#144014](#), Lacrosse Coffee Mug



Our firm updated [its] name to name an Associate as a partner. We handed out the mugs to clients, attorneys and family members to celebrate the new addition.

Anonymous

Motivation boosters



If you're looking to increase participation or motivate your team to reach their goals, logoed promotional products make great rewards.

Motivation boosters

#1

Emily
with
4imprint
8 years

[#147033](#), Halcyon Water Bottle



Our company was having a Health and Wellness Challenge. We ordered specific water bottles for our challenge. It was surprising how many employees signed up, just to receive the water bottle!

Anonymous

Motivation boosters

#2

Mara
with
4imprint
7 years



[#137177](#), Value Stick Pen

We were looking for a way to receive more feedback from our guests. We give a pen to every guest, along with a comment card for them to fill out. Our comment card feedback has improved by 75%.

Anonymous

Motivation boosters

#3

Rich
with 4imprint
14 years

[#106836](#), Value Grocery Tote



Summer Reading Challenge participants of all ages were excited to choose these roomy tote bags as their prize. They were popular with everyone and we have seen many bags leaving the library full of checked out books!

Jocelyn from South Lyon



[#142852](#), Napa Valley Optic
Stem Wine Glass

When they sign up for our wine
walk they are given a glass!

Venise from Montello

Motivation boosters

#5



[#147856](#), 4imprint 15"
Laptop Backpack

We have an Employee Giving program to our hospital foundation. At a certain level of giving they get rewards. This is our \$10 a pay period reward and has helped us to drive more people to this level to support our programs with this quality item.

Anonymous

Motivation boosters

#6



[#140554](#), Resealable Kraft Snack Pouch

We used our items as a thank you gift when customers placed an order. We got [a] great response from the gift and hope it helps retain customers in the future.

Anonymous

Motivation boosters

#7

Jenny
with
4imprint
18 years

[#102997](#), Reinforced Handle
Plastic Bag



Our League of Women
Voters chapter used the
bags to give voter swag
and information to newly
registered voters

Heather from Center Point

Motivation boosters

#8



[#148047](#), Renew Vacuum Bottle

Our top 20 clients from 2020 earned these by being the top 20 attending the most fitness classes for the year.

Nickie from Rosemount



[#135421](#), Ventura Ceramic Mug

Who doesn't love a fun mug to boost morale? It was a huge hit!

Anonymous

Motivation boosters

#10

Taylor
with
4imprint
2 years



[#12945](#), Wooden Nickel



To boost employee morale. As healthcare workers, we are tired! Your product is [given] to employees who are caught going above and beyond and when stuck working short. Nickels are redeemed in HR store [for] snacks and drinks

Heidi from Lowell

Motivation boosters

1 1

Josh
with
4imprint
2 years

[#105233](#), Gildan® 5.3 oz.
Cotton T-Shirt



We used this as a promotional item to drive additional sales for an annual convention special. Of course, the convention was postponed due to Covid, but we were still able to drive almost \$2M sales without an actual show, which was about a 149% increase from our last in-person show. We offered this item as a giveaway when a customer hit a certain dollar amount in their order.

Carol from Petersburg

Raise awareness



No matter your mission, promotional products work when it comes to raising funds, sharing your message, thanking donors and drumming up support for your cause.

Raise awareness

#1



[#107168](#), Lapel Sticker by the Roll - Junior Officer Badge

We give away our Badge stickers to kids to help promote our department and garner trust and cooperation with kids in the community.

Anonymous

Raise awareness

#2

Craig
with
4imprint
16 years

[#106836](#), Value Grocery Tote



We are an organization that help[s] cancer individuals. We place blankets inside the reusable bag.

Pat from Columbia

Raise awareness

#3

TiEshia
with
4imprint
1 year

[#6551](#), Javelin Pen

Included in our Annual Shred Day Swag Bags for our client family. They bring all their shredding material & it is weighed. We donated \$1 for each pound of Shred material collected to Seton Youth Shelters for troubled & misplaced youth ages 7-19 years old. We collected 1500 lbs., so we donated \$1500.

David from Virginia Beach

Raise awareness

#4



[#155849](#), Seren Aluminum Bottle

We use these water bottles to promote our non-profit organization by giving the bottles away to sponsors and to others in the community.

We went to a County Commissioner's meeting and gave swag bags away with these bottles and other items from 4imprint and the response was wonderful. The funds we've spent on these promotional items will end up more than paying for themselves. Thank you 4imprint!

Becky from Wichita

Raise awareness

#5



[#114321](#), Riviera Ceramic Mug

We have rebranded during this unforeseen Covid closure and we used the masks and mugs from 4imprint to reveal our new Logo during a virtual fundraiser where we had [a] “swag” box delivered to participants that had the mug and mask as well as a drink kit and charcuterie box.

Anonymous

Raise awareness

#6



[#154619](#), Alamo Drawstring Sportpack

Our local Columbia Kiwanis Club of Missouri supports literacy. We stuffed these branded book bags with 6 books for 200 students from our partner school - Benton STEM Elementary. It was [the] perfect touch for our community service giveaway! Thank you!!!

Molly from Columbia

Raise awareness

#7



Our program services youth and teaches vocational and educational skills. The items were used to raise funds for programs such as a farming and gardening program. The merchandise also raised a great deal of awareness and support for the program. Several people donated to the program after seeing the merchandise and learning about what we do.

Jason from Cranston

[#134670](#), Buttermint Candies

Raise awareness

#8



[#134585](#), Mesh Back Reflective Safety Vest

Risk management and safety for our employees, when assisting with morning and afternoon student pick-up traffic, bus drivers, and for all staff and employees during drills or crisis events. As a result of our safety campaign, we were able to obtain a grant to purchase 400 of these vests for our staff, including teachers, custodians, maintenance, School Resource Officers, and all bus drivers.

Stephen from Camden

Raise awareness

#9



[#7341](#), Hand Sanitizer with Carabiner

I work with the Area Agency on Aging. We were notified last minute about a community event where people could be tested for COVID-19, sign up for the vaccine, and receive info about community resources. We wanted to give out groceries to help with financial hardships. I used the totes that I ordered to hold the groceries. We added the hand sanitizer to the bags, as well. The event was a success and the community was appreciative.

Danielle from Rutherfordton

Raise awareness

#10



[#140559](#), Fringed Golf Towel

Our promotional giveaways provide our WunderGlo Foundation branding to our supporters. We want the very best quality product for our donors and event attendees so that (A) they will use the item and (B) they will remember who gave the item to them! Our WunderGlo Foundation supporters really love the “Swag” that we give to them!

Anonymous

Show gratitude



Sometimes the simplest ways to show your appreciation mean the most. When you want to thank teammates, donors or loyal customers, promotional products can work wonders.

Show gratitude

#1



We put together little volunteer care packages to show our appreciation for our volunteers. They LOVED the mugs. Some of them are drivers and some of the work in center with us so it was the perfect in-between mug and perfect little size for them. And fit nicely in our gift boxes. They use them out and about in the community as well so this was definitely a success.

[#115906](#), Habanera Ceramic Mug

Anonymous

Show gratitude

#2



[#122740](#), Pen Pal Notebook

Our employees are the back bone of our company, so it is very important to remind them that they are appreciated, and part of the family.

Brittany from Spencer

Show gratitude

#3



[#138851](#), Glendale Insulated Tote

We purchased these bags as a reward to employees during staff appreciation month. These bags were given to staff who participated in a virtual lunchtime trivia session. Staff were encouraged to hop on a zoom call during their lunch hour to play Kahoot. First, second and third place winners received a tote. The game was so popular the staff were begging for another round.

Tristan from Greensboro

Show gratitude

#4



[#139237](#), Sherpa Vacuum Travel Tumbler and Insulator

Throughout the year we like to treat our staff to small gifts to thank them for their hard work.

Anonymous

Show gratitude

#5



[#155633](#), Brightline Retractable Highlighter

Every year we show teachers in our area schools a little love during teacher appreciation week. We have over 2500 teachers that we provide for so we need something very cost effective but something they are going to like. These felt tip pens and gel stylus pens were a HUGE hit.

Kembralyn from Jonesboro

Show gratitude

#6

Samantha
with 4imprint
9 years

Aaron
with 4imprint
2 years

[#115291](#), OGIO® Stay-Cool
Performance Polo



We used these items for encouragement and appreciation for our volunteers. They loved them and [it] has encouraged them and inspired them to greater things and [to] get more involved. They definitely felt appreciated!

Nathaniel from Garden City

Show gratitude

#7

Anne
with
4imprint
20 years

[#9603](#), Gourmet Pizza Cutter



We held a staff-wide pizza night extravaganza and gave away branded pizza cutters along with a dough kit. The pizza cutters are sturdy, easy to clean, and were almost more popular than the pizza everyone got to create.

Kaitlin from Omaha



[#2213](#), Serged Closed-Back Table Throw

We had a bus driver appreciation lunch for them. They loved how fancy everything looked. Our tablecloths dress up any table.

Anonymous

Show gratitude

#9



#120156, Crossland®
Soft Shell Vest

As recognition for a difficult year, executive staff decided to customize a Crossland vest for both the guys and gals. These vests are sharp looking, lightweight yet warm vests that our staff can wear comfortably inside or outside while sporting our logo. With almost 150 employees, it is hard to please everyone, but I think we did!!

Jill from Hayden

Show gratitude

#10



We ordered the Aztec mugs for our staff for Hospital Week since we could not do our traditional meal. The staff loved them. Our Best People group took them around the building on a cart decorated up with handwritten thank you notes, noisemakers and donuts. It was a very fun time and staff were very excited to get the mugs and of course the donuts. :)

Anonymous

[#102404](#), Aztec Mug

Show gratitude

#11



[#110716](#), Full-Color Sticker by the Roll

These stickers were given to kids who registered to run a LemonAiD stand to help raise funds for services to kids provided by The Salvation Army. They give the stickers to customers to thank them for their donation.

Katherine from Columbus

Show gratitude

#12

Joe
with
4imprint
8 years

[#8220](#), 12-Can Convertible Duffel Cooler



We used it as an end of the year thank you gift to our employees for all of the hard work that they did during the year, especially because we were considered essential workers and had to continue to work no matter the risk.

Lynn from Junction City

Unite your team



Whether they're remote, in person or a mixture of both, promotional products can bring people together as one unified team. Help them look (and feel!) the part with branded apparel and accessories.

Unite your team

#1

[#6514](#), Economy Lanyard



We use these lanyards for employees to all be matching and have something from the company they can present at all times. These new personally designed lanyards were a hit, they haven't had new ones [for] years so they were so happy with the change.

Anonymous

Unite your team

#2



[#145569](#), Knit Open Cardigan

We have a new logo and we wanted every staff member to have new shirts displaying it. The shirts were very nice and everyone loved them!

Sandy from Tampa

Unite your team

#3



[#18022](#), Coleman® ½-Gallon Plus Jug

We have a robust internship program, bringing around 20 interns on board in the summer. They work primarily out in the fields with our Agronomists. This water jug will help them beat the summer heat, stay hydrated and we will fill it full of treats as well. It's just another way we can say "welcome to the team"!

Corry from Dodge City

Unite your team

#4



[#138429](#), Surf Sport Bottle

We have a Back To School Bash each year in July. We will give every child a water bottle to fill up at the water station in all of our schools.

Anonymous

Unite your team

#5



[#133542](#), Easy Care Oxford Shirt

Our apparel is provided to our employees to project a professional image for our company. The support staff at 4imprint made our first apparel order a breeze. We worked together to get our logo, a very complex logo, on (11) different articles of clothing. We relied entirely on their expertise.

Carey from Canyon Lake

Unite your team

#6



[#137274](#), Tremblant Knit Jacket

During Covid-19, several events were cancelled. The physicians and I wanted to show appreciation, let the team know we are thinking of them and be more unified in our dress code. Since wearing these, we have had more compliments and recognition from people who see our logo and ask questions as to what we do. It has prompted these people that we talk with to call for appointments.

Katie from Springdale

Unite your team

#7



[#590](#), Gildan® 6 oz. Ultra Cotton LS T-Shirt

2020 was a tough year so we wanted to wear something that welcomed our new students. So our orientation shirts had welcome written in the languages of the countries represented on our campus. Our new students commented on them and said it was nice to see “welcome” in their language. Next year, we are integrating the shirts into our scavenger hunt.

Pauline from Prescott

Unite your team

#8



[#147047](#), Pocket Planner

Our Maintenance Crews work multiple jobs each day, and use a Weekly Planner to record information about each job worked, such as time on the job, Work Order Number, and charge codes. They were very pleased to get this item.

Anonymous

Share your success story!

Have you found success with your promotional products?

Share your expertise by visiting

4imprint.com/SwaggingRights and clicking the #SwaggingRights® button in your order history. Submit your photo with a description of your story. We'd love to share it with others via social media and maybe even in our next edition of "Promotional Products **Work**"!

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