

# Promotional Products **Work**

4imprint customers share how they have used promotional products to raise awareness, boost business, motivate and say thanks.

**10th  
Edition**

*Porsche*  
with 4imprint  
5 years

**4imprint**®



# Welcome to our 10th edition of “Promotional Products Work”!

We’re so proud to team up with our customers! Over the years, we’ve created nine e-books filled with promotional product ideas suggested by you. Your input is extremely valuable to us, and I’m amazed by the diverse ideas you’ve shared.

With the new year starting and fresh spring air on the horizon, now is the perfect time to remind your audience of what you have to offer. Consider using promos to connect with volunteers, clients and team members. These items can be used for various occasions, like welcome or thank-you gifts, as rewards and even as pick-me-ups. With so many options available, we can’t wait to see how you add your own personal touch to these products.

Again, we’re so grateful to you for bringing your ideas to the table. After all, this project wouldn’t continue to be successful without your combined efforts. And remember: Don’t hesitate to reach out to us with more fantastic ideas!

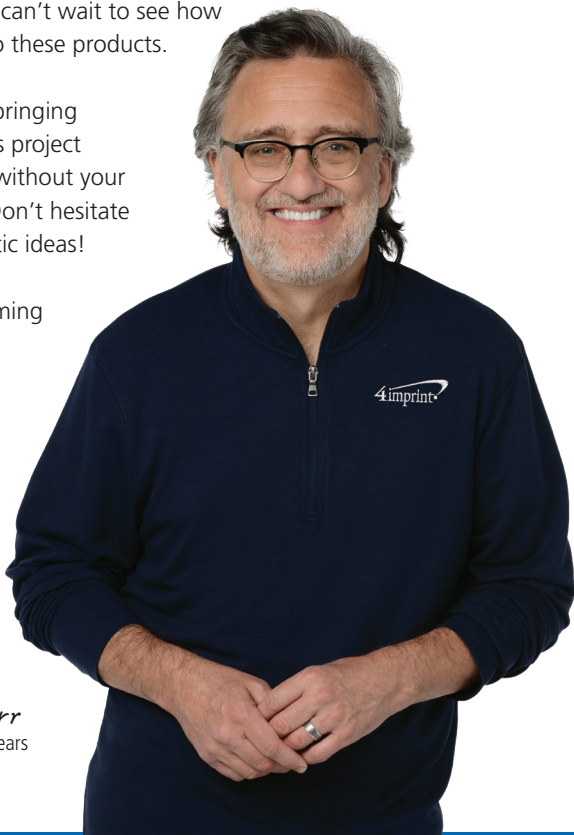
Cheers to a new year and the upcoming spring weather.

Best,



Kevin Lyons-Tarr  
CEO  
4imprint, Inc.

*Kevin Lyons-Tarr*  
CEO, with 4imprint 33 years



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Boost your customer base and strengthen current relationships by handing out promotional products that will help increase and solidify interest in your brand.

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Branded promotional products are a great way to encourage participation and show your team how much you value their efforts.

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Your cause is unique—your marketing strategies should be too. Promote your brand with logoed products that customers and donors are sure to notice.

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With hybrid and remote work options more common these days, team dynamics have changed. Branded apparel and accessories can help your team feel united, even outside of the office.

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It's essential to acknowledge the continued support from loyal customers and team members. Share your thanks with thoughtful promo gifts.

# Build your brand



[#C103821](#), Standard 10'  
Event Tent

We used the tent to promote the brand at  
our client memorial event.

**Anonymous** Customer

# Build your brand

[#C111490](#), Risky Business  
Sunglasses

*Whitney*  
with  
4imprint  
11 years



We sponsored an all ladies dirtbike event and gave sunglasses with our logo and event logo for every participant and volunteer to help them remember our motorcycle rental company foxmotorent.com. We then cooked all 100 people free food all weekend and became the star of the event.

**Todd** from Sidney

# Build your brand



[#C141462](#), Document Portfolio

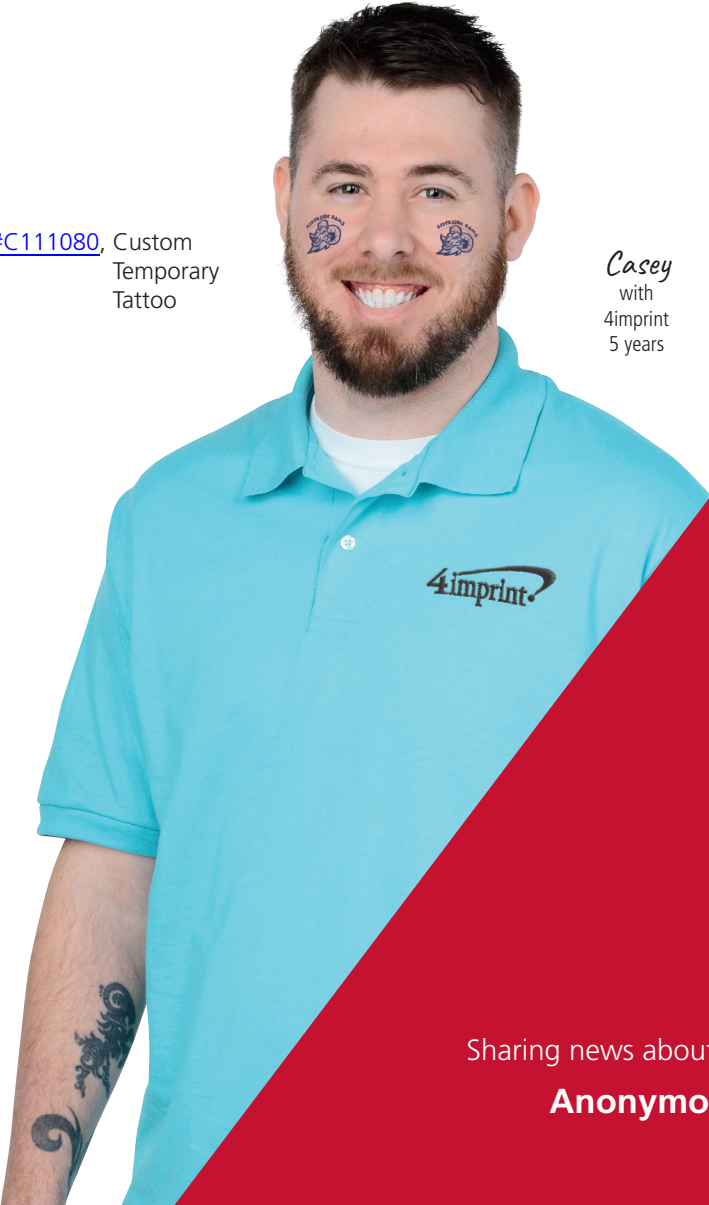
This product provided us with the perfect vessel to get our client packages into our client's hands and have them remain viable in their home. We couldn't be happier with not only the great price but the overall quality of the item.

**Amanda** from Orillia

# Build your brand

[#C111080](#), Custom  
Temporary  
Tattoo

*Casey*  
with  
4imprint  
5 years



Sharing news about our new logo.

**Anonymous** Customer

# Build your brand



*#SwaggingRights<sup>SM</sup>*



[#C129628](#), Locking 10 ft  
Tape Measure

We were very pleased with these tape measures. They were a very suitable, and budget-friendly, addition to trade show delegate bags - and the turn-around time was fantastic! I would definitely order again!

**Laura's story**



# Build your brand

*Shavonia*  
with 4imprint  
6 years

[#C104212](#), Wolverine Pen



4imprint

We hosted a health fair for seniors and wanted to give each participant a swag bag with goodies that would help them remember us. The pens we ordered had all our pertinent information on them, and were a big hit.

**Anonymous** Customer

# Motivation boosters

[#C110829](#), Folding Foam Can Cooler



#SwaggingRights<sup>SM</sup>



[#C17608](#), Semi-Truck Soft Keychain

The can coolers and keychains were all a big hit at our vendor trades show! We also hand out the can coolers with every order delivered and our customers appreciate that extra personalized gift.

**Holly-Jaide's story**

# Motivation boosters



*Angie*  
with 4imprint  
15 years



[#C151301](#), **Exclusive!**  
Crossland®  
Heather  
Pom Toque

These hats were thank you gifts for our staff and board members. The rest will be used for prizes or giveaways. I will be ordering other things in the future

**Suzanne** from Wawa

# Motivation boosters



[#C155911](#), **Exclusive!**

Crossland® Picnic  
Blanket

*Felma*  
with  
4imprint  
6 years

I use these blankets as prizes for my first aid classes. They really motivate people to improve their skills so they can win the blanket.

**Kelly** from Sparwood

# Motivation boosters

*Joe*  
with  
4imprint  
10 years

[#C8586](#), 12-Can Convertible  
Duffel Cooler



We use the gifts for days  
without safety incident  
milestones every 6 months!

**Brian** from Kitchener

# Motivation boosters



[#C147664](#), Bennington Stylus Pen

Our customers LOVE our pens, they are a daily give away to each person that comes thru the door!!

**Denise's** story

# Motivation boosters



[#C131071](#), Lightweight T-Shirt  
Style Tote

The bags were able to allow all of our consumers to know where their products were coming from and boosted our brand recognition in the community!

**Cole** from Kingston

# Raise awareness

[#C6378](#), Compact Collapsible  
Umbrella



Part of "comfort package" for our fundraiser... very popular with the recipients.

**Anonymous** Customer



# Raise awareness



[#C119240](#), Origin Performance Pique Polo

We run a charity in Liberia, West Africa and wear the shirts each day of the trip to help people know we're there to help. We relieve poverty by providing education, clean drinking water, sustainable food sources and training for employment opportunities.

**Karen's story**

# Raise awareness



*Toni*  
with  
4imprint  
6 years

[#C115055](#), Laser Edge Open-Back  
Table Throw

We needed a new table cover for conferences as the old one was quite demur and the logo was not very big. The new table cover is out in the office, staff and even students have already commented how much they love it and it captures our school spirit. I look forward to using it at an upcoming batch of conferences.

**Nicole** from Toronto

# Raise awareness



[#C107670](#), Campfire Ceramic Mug

We are using the cup as a fundraiser for our Dog Rescue. The fundraiser will be on going and as we sell out of Mugs we will order more. We will be "selling" the mugs for a donation at adoption events throughout the year.

**Tara-lyn** from Guelph

# Raise awareness



[#C107690](#), Price Buster  
Cap

4imprint makes brand awareness a breeze. By handing out items with our logo, it has increased sales, service awareness and promoted relationships.

Thank you 4imprint.

**Kashif** from Georgetown

# Unite your team

**GILDAN®**



[#C7082](#), Gildan® Ultra Cotton T-Shirt

I ordered Promotional T-shirts with our new logo on them. What is better, I could order women's and men's styles instead of our old unisex styles. Now all members of our organization, from volunteers, staff, and community, can wear this comfortable marketing T-shirt. Everyone was so impressed with the price and quality of the T-shirts.

**Breau** from Miramichi

# Unite your team



[#C152899](#), Three Compartment  
Food Storage Bento Box

Given to team members for their Birthday along with a gift card to a grocery store for meal prep. They have our company logo so they can proudly show off where they work and it has been a great conversation starter. The staff look forward to their birthday so they can to have one of the logo'd lunch bento style lunch boxes for their lunches.

**Anonymous** Customer

# Unite your team



**OGIO**

[#C132510](#), OGIO® Metro  
Laptop Backpack

I think it is important to treat staff for the work they do for the organization. Providing them a quality laptop back pack was received very positively.

**Greg** from Wawa

# Unite your team



[#C161403](#), Polyester Bandana

Used the bandana at a Family Camp Weekend. Attendees loved it and used it multiple ways. As a Bandana, wrapped around wrists, as a scrunchie or looped around legs or necks. They loved it and we could easily identify "our people" among other campers.

**Sue** from Huntsville



# Unite your team



*#SwaggingRights<sup>SM</sup>*

[#C120679-E](#), Vansport Mesh  
1/4-Zip Tech  
Pullover

Pullovers for our team helped in enhanced branding of our GTA Agency.

**Sushant's story**

# Show gratitude



[#C152303](#), Iconic Tumbler

First time we bought them was for team motivation. The second time, we found them so very beautiful on our first order that we now use them to thank you gift for volunteers at our public school.

**Gail** from Saint-André

# Show gratitude

*Justin*  
with  
4imprint  
3 years

#C106977, Therm-O Tote  
Insulated  
Grocery Bag



Marketing. As a large dental clinic, we write personal “welcome” letters to new patients - then a few weeks later, hand deliver them - inside this tote with other dental products and info. The patients love them!!

**Sharon** from Oshawa

# Show gratitude



[#C133180](#), Mercury Notebook  
with Stylus Pen

We were looking for a meaningful way to acknowledge the support from volunteers and the tote, water bottle and notepad we ordered from 4imprint, combined with a certificate of appreciation and a luncheon were very much appreciated by all. Now they have practical mementos of the impact that they had in our community.

**Debra** from Greenfield Park

# Show gratitude



[#C111394](#), Vibrant Mouse Pad

Most of the restaurant clients are computer savvy so the mousepads were a welcome gift from the restaurant.

**John** from Ottawa

# Show gratitude

[#C105118](#), Carabiner Stainless Steel Water Bottle



As a school we have many speakers coming in for staff and students. We are using these water bottles as thank you gifts for guests.

**Courtney** from Halifax

# Show gratitude

[#C133004](#), Brushed Cotton  
Twill Bucket  
Cap



*#SwaggingRights<sup>SM</sup>*

*Amanda*  
with  
4imprint  
2 years



4imprint

We gave these out to all of the university students who have been working for us all spring as a thank you gift for their hard work of planning out summer.

**Ben's story**

## Share your success story!

Have you found success with your promotional products? You can help others by sharing your expertise! Simply e-mail a photo of your product to **social@4imprint.ca** with a brief description of your success story. We'd love to share it with others via social media and maybe even in our next edition of **"Promotional Products Work"!**

See more ideas and past editions of 4imprint's "Promotional Products Work" at **4imprint.ca/EBook**



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