

HOT

THIS MONTH

The items we've picked work for today, tomorrow and beyond. Here's a sneak peek at the product spotlights you will find in the next several pages full of fresh ideas to fuel your sales. *Please note: These are chosen by the editor. They are not paid advertisements.*

GARDENING



► **SALES TIP**
Millions of households plant gardens.
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PET ITEMS



► **SALES TIP**
Pet expenditures amounted to approximately \$58.5 billion in 2014
p. 110

BUSINESS CARD HOLDERS



► **SALES TIP**
More than 10 billion business cards are passed out annually.
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SPORTS BOTTLES



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Target outdoor events and summer festivals.
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NEW FROM DALLAS



► **SALES TIP**
Show clients these hot ideas.
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BASEBALL CAPS



► **SALES TIP**
A summer staple.
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SAFETY PRODUCTS



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Target your HR clients.
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PAPER ITEMS



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Americans buy about 6.5 billion greeting cards.
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CLIPS



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Clips help keep it together.
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PENS



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Upsell with journals.
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SELL THIS ...



► **SALES TIP**
Champion Award Belts from Simba put you in the winner's circle.
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PITCH THIS ...



► **SALES TIP**
Music festivals are a summer sensation.
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Case Study

Surf's Up

Luxury swimwear brand Basta Surf's identity is built on a line of conscientiously produced beach apparel aimed at discriminating customers. Shoring up that brand identity means that even the hang tags on Basta's products must reflect values of quality, subtlety and an environmentally conscious worldview.

So, when Basta approached Austin, TX-based distributor PrintGlobe with an idea for a seeded hang tag, senior account manager Camilea Robertson knew just the right product. She suggested the seeded paper hang tag (PST) from Bloomin Promotions (asi/40646). The initial order was a resounding success. Since then, 12 more orders have followed, making the Basta brand and the Bloomin tag virtually inseparable.

"They wanted to elevate their brand," says Robertson. "They thought that this would be effective in showing their earth consciousness and organic materials."

Basta donates a part of its profits to causes that promote clean water. The company promoted this eco-conscious initiative on the back of the letter-pressed tags. Beyond complementing Basta's environmental efforts, says Robertson, the wildflower-seeded tags promote a free-and-fruitful attitude that is in keeping with Basta's worldview.

"It allows the business to show the customer they are thinking of them in other ways than just selling swimwear," Robertson says. Since that first order for 2,500 pieces, the tag has hardly changed, but the orders have grown as large as 10,000. Basta continues to order regularly. Says Robertson: "Their reorders are evidence of their satisfaction."



GARDENING

Gardening makes you a part of a huge – and growing – community. By 2014, 42 million households were planting and producing food in their own garden or as part of a community garden, a 17% increase in just five years. Expect this do-it-yourself trend to continue.

BY CHUCK ZAK



GARDENING



Promo Planter stands 3" tall and comes with seed packets and soil disks. From Aakron Rule Corp., asi/30270, 800-828-1570.



Cotton drawstring pouch is filled with choice of seeds or potpourri. From Groline, asi/58295, 800-637-4823.



Stonewashed denim waist apron has three pouch pockets. From ERB Safety & Fame Fabrics, asi/51204, 800-800-6522.



Garden banner is printed on knitted polyester with acid dye inks. From Quinn Flags, asi/80228, 800-353-2468.



Poly-cotton bib apron features an adjustable neckband with three bottom pockets. From FIEL, asi/53509, 800-851-3435.



Polypropylene bird feeder uses a two-liter bottle (not included) filled with birdseed. From Beacon Brand Builders, asi/39250, 800-628-9979.



Canvas work gloves have white knit wrists and a seamless back. From Honest Abe, asi/62192, 800-342-5458.



Silver metal mini pail blossom kit includes seed packet and peat pellet. From Illini asi/62190, 800-935-5472.



Wooden cube is filled with nutrients and seeds. Just water and keep in a bright place. From Milano Worldwide, asi/71170, 561-266-0201.



Recycled hang tag/bookmark has a seeded paper tree shape attached. From Bloomin' Promotions, asi/40646, 800-894-9185.



Insect repellent and sunscreen pen sprayer combo is lightly scented. From Webb Company, asi/95838, 800-999-9322.



Herb watering can has a recyclable tin and four varieties of seeds. From Gordon Sinclair, asi/57800, 800-226-0808.

Case Study

All Tied Up



Take a look at the dogs being walked on a street or romping around the local park, and it's immediately clear that people love to dress up their pets. When branded, Fido's apparel makes for ideal promotional items, since the typical logo placement over the shoulder blades and along the back provides an unobscured view of the brand message.

A major pet food company certainly recognizes this.

The company is a regular customer of Bowers & Associates (asi/144035), which supplies the client with branded pet bandannas (TLASOL-100) from Caro-Line/Bandanna Promotions (asi/44020). The end-buyer consistently uses the bandannas for adoption events and fairs, shelters and fun outdoor gatherings of owners and their pets.

"It's great advertising for a brand," says Noel Jemas, executive vice president of Bowers & Associates. "Any pet-related events are a good fit for these bandannas. You can put just one logo, or even do several on one piece." Jemas adds that the bandannas not only display the brand well, but are also low-cost and come with fewer sizing concerns, since one size fits most.

Encouragingly, Jemas says the big pet food company typically makes high-volume purchases at once, then distributes 100 to 500 pieces at an event. "The pet market is a large one, and owners don't scrimp," Jemas says. "They might go out to eat less, but they take care of their pets."



PET ITEMS

The American Pet Products Association states that total pet market expenditures amounted to approximately \$58.5 billion in 2014. Capitalize on this thriving market by providing leashes, collars, apparel and more for pet-centered events.

BY SARA LAVENDUSKI



PET ITEMS



Pet waste bag dispenser comes in blue or white and contains 15 waste bags. From Fields Manufacturing, asi/54100, 800-654-1517.



Suds n Toss disposable towel is soap-infused for a quick bath and has a one-color imprint. From Sudz n Toss LLC, asi/90026, 844-783-7686.



Fully sublimation-dyed pet collar is made of heavy-duty polyester webbing and has a buckle, D-ring, tri-glide and loop. From Bullet, asi/42424, 800-749-7367.



Pet food scoop is dishwasher-safe and has a large logo area on the handle. From Garyline, asi/55990, 800-227-4279.



Retractable leash extends to 10 feet, and has a plastic lining on the handle for a comfortable grip and a locking mechanism. From Gold Bond Worldwide, asi/57653, 423-842-5844.



Polyester leash is 54" long and accommodates a silkscreened imprint. From Idproductsource, asi/62088, 866-798-1549.



Raglan sleeve T-shirt for dogs has ¾ sleeves and comes in six color combinations. From American Apparel, asi/35297, 213-488-0226.



Pet health pamphlet contains information on adoption, preventive medicine, emergency care and more. From Better Life Line, asi/40390, 800-635-1107.



Fire hydrant-shaped waste bag dispenser contains 10 biodegradable waste bags and comes in four colors. From Illini, asi/62190, 800-935-5472.



Pet leash is made of sturdy polyester and measures 72". From Norwood by BIC Graphic, asi/74400, 877-667-9663.



Pet scarf is made of anti-pill polar fleece and features a secure-loop design. From FIEL, asi/53509, 800-851-3435.



Triangle bandanna for pets is made of 100% cotton. From Caro-Line/Bandanna Promotions, asi/44020, 800-849-6644.

Case Study

Sweet Self-Promotion

The title company wanted something new – something unique its representatives could give out as self-promotional gifts to Realtors.



Kelly Hanslovan-Bond had a hunch that a certain attention-grabbing business card holder with a savory spin might be the right item.

She couldn't have been more correct.

The product was a briefcase-shaped candy container (CB-7) from Mid-Nite Snax (asi/71685). A few inches high, the case comes packed with delicious chocolate-covered sunflower seeds and features a front area where the giver's business card is inserted for prominent display. The client did an initial run of 250 pieces. So successful was the promotion that, as of press time, the company was gearing up to order 1,000 more. "They definitely loved them," says Hanslovan-Bond, owner of Redmond, OR-based Kevmarc. "They wanted to do a food gift that made them stand out. This was perfect."

Hanslovan-Bond is a big believer in the power of the candy container's self-promotional punch. She's given out several hundred of them. Each gift features her business card and candy that comes in the Kevmarc brand colors, which include a distinctive Tiffany Blue. "It brands you differently and sets you apart," Hanslovan-Bond says. "I give them out at chamber events, luncheons and in other networking situations."

The candy container card case will make an excellent self-promotion for other promo sales pros and their clients across industries, from financial planners and technology sales representatives to public relations executives. Indeed, the case is for anyone looking to make a lastingly sweet impression.



BUSINESS CARD HOLDERS

More than 10 billion business cards are passed out annually. The huge quantity makes it clear there is ample need in the marketplace for business card holders. With that in mind, connect clients with card holders that enhance their brand image.

BY CHRISTOPHER RUVO



BUSINESS CARD HOLDERS



The Tradeshow Assistant neck wallet features a clear ID window, pen holder, drawstring neck strap and zippered top. From CPI, asi/47971, 800-234-5740.



Shiny chrome house-themed card or memo holder is perfect for realtors, mortgage companies, charities, schools, contractors and more. From Acehigh Tech Corp, asi/30537, 888-869-7789.



Holder features a stylish fold-over design and easily fits into purses, pockets and briefcases. From Fey Line, asi/54040, 800-533-5340.



Stainless-steel ultra-slim business card holder accommodates up to 12 business cards. From Next Products, asi/73871, 877-851-9595.



Affordable and long-lasting, this wallet/card case holds notes, cash, coins or up to a dozen cards. From Nu Promo, asi/74585, 888-294-5007.



The Sip 'N' Sell can cooler features a pocket that allows you to include a business card, gift or sample. From Best Promotions, asi/40344, 972-552-3636.



The Discovery aluminum card case contains six file pockets to store credit cards and business cards and features a snap closure. From Bullet, asi/42424, 800-749-7367.



This briefcase-shaped candy container provides a slot into which business cards can be inserted and displayed. From Mid-Nite Snax, asi/71685, 800-877-7629.



Handy card holder and phone wallet sticks to the back of your phone with strong 3M adhesive. Includes a pop-out phone stand. From KTI Promo, asi/63776, 800-275-6387.



The EZ Paq combines full-color graphics and your premium along with the personalization of a business card. From DynaPaq, asi/51184, 585-869-6866.



Optical crystal business card holder ensures that clients' logos will glisten on the desks of recipients. A perfect award or customer gift. From Crystal D, asi/47759, 800-544-1131.



This business-card wallet is made from upcycled bicycle inner tubes, which provides water-resistant protection for your cards. From Ecologic Designs/Green Guru, asi/51567, 303-258-1611.

Case Study

Citrus With A Twist

Some people say there is nothing new under the sun. Marc Paulenoff begs to differ.

The president of Star Marketing (asi/334843) is known to impress clients by connecting them with new promotional products that put a novel twist on staple items. The CitrusZinger (Zing28) from VisionUSA (asi/80060) is a product with just that twist – literally.



A sports bottle, the CitrusZinger allows people to infuse their water with freshly twisted fruit juice. The product is easy to work: Users invert the bottle, remove the bottom cap and twist fruit into liquid on the built-in citrus press. Then, they replace the bottom cap, fill the bottle with chilled water, shake and enjoy.

Paulenoff loved the bottle right away. No wonder, then, that he engineered an order of 150 pieces of the item to a client that makes natural and organic products. “They really gravitated toward this because it was something new and interesting,” says Paulenoff.

The client incorporated the bottle into a promotion for its new nasal spray. To influence retailers to carry the spray, the health and wellness company sent target buyers a sample of the spray and the CitrusZinger. The bottle was embellished with the company’s logo and website.

Elsewhere, other organizations that can build their brands with the CitrusZinger include fitness centers, hospitals, teams, schools and organic food stores. “Anywhere you see a water bottle, this works,” says Paulenoff.



SPORTS BOTTLES

There are more than 30,500 health clubs in the United States. Nearly all of them could bolster brand awareness with the help of logoed sport bottles. Don't stop with gyms, though. Be sure to pitch sports bottles to any of America's nearly 25,000 public high school/secondary schools, which are filled with thirsty student athletes.

BY CHRISTOPHER RUVO



SPORTS BOTTLES



BPA-free bottle collapses in two easy steps. Features include a black sipper cap and flip-top drinking straw. From Debco, asi/48885, 800-263-3554.



CitrusZinger bottle features a built-in citrus press for juicing fruit. From VisionUSA, asi/80060, 800-422-2780.



Full-color graphics are digitally printed on white stock and inserted into this 16-oz. dual-wall travel mug. Mug has slider lid and handle in choice of colors. From Howw, asi/61952, 800-223-4699.



The BPA-free 40-oz. handled fishbowl comes in clear, but custom colors can be created for higher volume orders. From USB Plastics, asi/93135, 727-375-8840.



Made-in-the-USA Econo Bottle features a convenient push-pull lid that's available in four colors. From CPI, asi/47971, 800-234-5740.



The Tumbler Tournament Cup contains three custom golf balls, six custom tees, one poker chip ball marker, one divot repair tool and 20-oz. single-wall polypropylene cup. From Par One, asi/75912, 800-752-7618.



BPA-free 32-oz. Tritan water bottle has a smoky body, colored sipper, integrated carry handle and silicone seal. From Logomark, asi/67866, 714-675-6100.



Three-compartment shaker has 6-oz. bottom compartment for protein powder, a middle compartment with removable divider for vitamins and a 20-oz. main compartment for blending. From Leed's, asi/66887, 866-533-3724.



This 12-oz. cool can comes standard with a custom digital insert and double-wall insulation. From The Magnet Group, asi/68507, 800-458-9457.



This 32-oz. sports bottle comes in an array of fun colors and choice of lid: push-pull, super sipper or straw with tethered tip. From Bullet, asi/42424, 800-749-7367.



BPA-free, 24-oz. Tritan Safari Bottle has easy-carry handle and spill-resistant lid with protective cover straw. From Hit Promotional Products, asi/61125, 800-237-6305.



Hands-free wrist water bottle was a NASDAQ product-of-the-year semifinalist and is sold in 24 countries. From Swiggies, asi/90409, 310-444-7788.

▶ editor's picks

NEW FROM THE ASI SHOW DALLAS

The ASI Show recently headed to Dallas where thousands of distributors converged for sales-building education sessions and firsthand looks at exciting new products. Check out some of the great new items here to spark your creativity for clients' upcoming promotions.



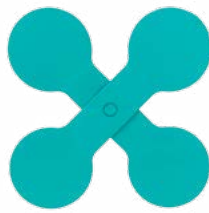
Trust-Tee golf tee reduces hook and slice on the course. Choose from four vibrant colors. From Trust-Tee Golf, asi/92289, 514-651-4644.



Graduation stole is made of polyester and measures 60" long. From Wolfmark, asi/98085, 800-621-3435.



Twist-action pen has rubber grip and is 11 1/4" long. Choose from six colors. From Hit Promotional Products, asi/61125, 800-237-6305.



The Flighter flying disc comes in five colors and fits in a standard USPS #10 envelope. From One29 Promotional, asi/86364, 888-963-4988.



Customized power bank comes in a microfiber pouch. From Toddy Gear, asi/91411, 312-416-5070.



Coloring book teaches kids about swimming and water safety. From Fields Manufacturing, asi/54100, 800-654-1517.



Silicone lanyard securely holds almost any electronic device for easy access. From LogoInclud, asi/67837, 877-211-7220.



Impression Journal measures 7" x 7" and has a foil-stamped cover in durable 50-pt. stock. From Drum-Line, asi/50873, 800-284-2456.



Trunk organizer holds 20 cans in a built-in cooler. From Continental Marketing, asi/46420, 800-238-4858.



GolfRound towel has absorbent terry cloth for cleaning golf balls. From JSM Golf, asi/63072, 602-206-1377.



Coaster is made of custom-printed pulpboard and features four-color printing. From Coaster Factory, asi/43677, 866-233-7628.



Clip-IT Vent Mount holds cellphones on car air conditioning vents for easy access. From HandStands, asi/59525, 800-228-8987.

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Colors: ■

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SYDC-235	55.00	52.00	50.00	48.00

The prices include one color one position imprint. Additional color or location running charge: \$1.25(v). Imprint screen set-up charge: \$50.00(v) per color.



SYBC-807

Folding Beach Chair with Carry Case, Armrest and Cup-Holder
600D Polyester Fabric
16mm Diameter Steel Frame

Colors: ■

▶ editor's picks

BASEBALL CAPS

End-users consider logoed caps one of the most "attractive" promotional products, a trait that makes the headwear pieces an exceptional source of exposure for advertisers, with more than 3,000 impressions per cap over the course of the item's lifetime.



Cotton twill structured cap includes contrasting eyelets, button and visor-binding trim edge. From Otto, asi/75350, 800-367-6886.



CamoHex cap has a moisture-wicking sweatband and sublimated print on back panels. From SanMar, asi/84863, 800-346-3369.



Lightweight polyester six-panel cap has a medium profile and pre-curved visor. From Hit Promotional Products, asi/61125, 800-237-6305.



Fashion camo cap has a pre-curved bill and solid mesh back. From KC Caps, asi/58760, 800-321-9888.



Soft-textured polyester mesh cap has a medium profile with contrasting stitching and eyelets. From Cap America, asi/43792, 800-487-2227.



Hawaiian-print, structured cap has an adjustable-snap closure. From Otto, asi/75350, 800-367-6886.



Hat features running buck design and comes in three colors. Consider hunting outfitters. From Dri Duck Traders, asi/50835, 866-852-8222.



Camo and neon mesh back cap has a structured crown and Velcro closure. From Outdoor Cap, asi/75420, 800-826-6047.



Structured, low-profile camouflaged cap has a barbed wire design. From HTT Apparel & Headwear, asi/58842, 951-304-0400.



Structured six-panel polyester cap has an adjustable back and diamond plate peak inserts. From Fersten Worldwide, asi/53974, 800-565-7462.



Cotton unisex adult baseball cap includes an embroidered logo. From Hisen Toys, asi/61650, 951-553-8181.



Heavy-washed unstructured cotton twill cap has mesh back panels and jockey shape. From Paramount Apparel, asi/75945, 866-274-4287.

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▶ editor's picks

SAFETY

Research shows that the 10 most disabling workplace injuries cost U.S. businesses a staggering \$1 billion a week. Help clients encourage employees to follow safety protocols and stay injury-free by providing appealing products that serve as rewards in safety incentive programs.



Outdoor nylon vest is water-resistant and has reinforced stitching at stress points. From FIEL, asi/53509, 800-851-3435.



Adorable duck flashlight is easy to recharge and features a super bright white LED. From Brighter Promotions, asi/42016, 800-446-3200.



Adjustable PVC/vinyl armband has light with standard and flashing settings. From Norwood by BIC Graphic, asi/74400, 877-667-9663.



Bike safety is the theme of this entertaining coloring and activity book. From Better Life Line, asi/40390, 800-635-1107.



Tagless 5.3-oz. short-sleeve tee is 50% cotton and 50% polyester. From The Greene Company, asi/58227, 276-638-7101.



Lightweight polyester performance pullover has microfleece lining. From White Bear, asi/97049, 800-884-4275.



Single bright LED keylight has an emergency auto window breaker and seatbelt cutter. From Bullet, asi/42424, 800-749-7367.



Super-bright LED flashlight has solid metal construction and five beams. From Nu Promo Line, asi/74585, 888-294-5007.



Hard-wearing waterproof jacket has reflective piping along front and back yoke. From Stormtech, asi/89864, 866-407-2222.



This 2-in-1 safety armband has a flashing light, a glowing light and a reflective tab. From Mi Line by Fey, asi/71032, 800-328-8944.



Snap-on wrist reflector enhances a person's safety outdoors at dusk or in the dark. From Reflectix, asi/81233, 800-533-2800.



Slim, translucent bandage holder includes five bandages and is refillable. From Graphcoline, asi/57956, 866-636-7367.

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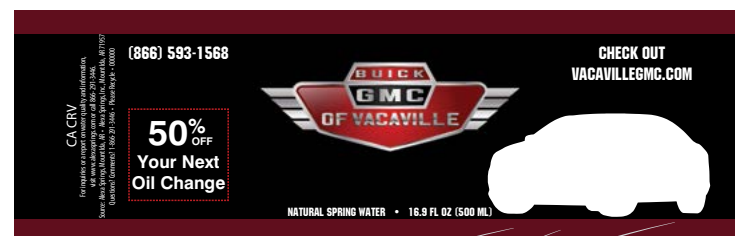
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▶ editor's picks

PAPER ITEMS

Each year, Americans purchase approximately 6.5 billion greeting cards. Stimulate sales by pitching everything from presentation folders to personal journals to buyers in industries that range from corporate and education, to hospitality and real estate.



Hardcover 192-page journal with pen port is a modern twist on the classic thinker's journal. From The Book Company, asi/41010, 800-367-9388.



Foil-stamped and ink-printed presentation folder comes in 22 stock layouts. From Warwick, asi/95280, 800-383-7149.



Heavy-duty, 16-oz. paper hot cup creates lasting, high-quality impressions. From Visstun, asi/93975, 800-873-9133.



Eco-friendly greeting card is made in the USA and has foil-lined envelope. From Cardplant, asi/43823, 888-789-9189.



Notebook has three floaters in a liquid-motion front cover. From Colorstrike/Liquid Tech, asi/45820, 631-261-4922.



Impression Journal has durable 50-pt. cover stock and black wire-O binding. From Drum-Line, asi/50873, 800-284-2456.



Precision die-cut seed paper wine necker is made with recycled, post-consumer paper. From Bloomin Promotions, asi/40646, 800-894-9185.



This cube starts as a brandable flat greeting card and includes stock or custom graphics. From The Chest, asi/44830, 800-238-7411, 866-274-4287.



Greeting card is a great way to say thanks to any coach, trainer or advisor. From ThunderBay Creations Inc., asi/91137, 817-249-0342.



This 5" x 7" notebook's environmentally friendly paper is made from natural stone. From Gold Bond, asi/57653, 423-842-5844.



Pre-designed polypropylene project file jacket has an 8 mil. gauge. From Janco Line, asi/63121, 800-418-7888.



Tyvek headrest/chair-back cover is strong, waterproof and recyclable. From Aprons Etc., asi/36558, 800-467-1996.

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▶ editor's picks

CLIPS

According to the U.S. Department of Commerce, there are an estimated 126.5 million residential refrigerators in the U.S. Convenient magnetic clips hold important papers within easy reach and offer brand impressions.



Stainless-steel KeepaKlips have a full-color laminated label imprint. From PromoBiz USA LLC, asi/79903, 866-539-5527.



Jumbo memo clip has a strong grip and high-intensity magnetic back. From Nu Promo International, asi/74585, 888-294-5007.



Magnetic memo clip also has a bottle opener. From Bullet, asi/42424, 800-749-7367.



Magna Clip has a magnetic back and domed imprint. Available in five colors. From Next Products LLC, asi/73871, 877-851-9595.



EZ Clip is ideal for binding materials at conferences and meetings. From CNIJ, asi/43008, 800-739-2645.



Custom bookmark clip comes in brass, gold-plated brass and stainless steel. From Ever-Lite Co., asi/52910, 800-891-4670.



Micro Clip is an eyeglass cleaner, screen cleaner, bookmark, golf ball marker and cable organizer. From Ideamax, asi/62135, 949-754-0960.



Magnetic clip features a polyurethane dome over full-color imprint. From Gold Bond Worldwide, asi/57653, 423-842-5844.



Magnetic bag clip has a bottle opener on the back and can opener on the outer rim. From Aakron Rule Corp., asi/30270, 800-828-1570.



Magnetic clip has two antenna hooks for hanging keys and other items. From Alstar Creations, asi/34800, 800-678-6688.



Magnetic paperclip dispenser has colorful paperclips and large imprint areas. From Nu Promo Line, asi/74585, 888-294-5007.



Medium clip holds 5/8" of paper. From Custom Clips, asi/47944, 800-457-2501.

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▶ editor's picks

PENS

In the U.S., the cost per impression of a pen is 1/10th of a cent, according to the most recent ASI Ad Impressions Study. Consider writing instruments for clients who want the most bang for their buck.



Push-action ballpoint has a metallic barrel and soft rubber grip. From Nexus Identity, asi/73882, 866-262-7575.



Ballpoint with stylus comes in four barrel colors. From Nu Promo International, asi/74585, 888-294-5007.



Baseball bat-shaped pen includes a stylus. From KTI Networks, asi/63776, 800-275-6387.



Pen/stylus combo comes in four metallic barrel colors and chrome accents. From Aakron Rule Corp., asi/30270, 800-828-1570.



Pen has antibacterial additive that's water-, scratch- and UV-proof. From Stilolinea SRL, asi/89814, info@stilolinea.it.



Ballpoint pen compresses into a capsule, perfect for pharmaceutical companies. From SeventhColour, asi/86559, 949-394-9063.



Twist-action pen comes with a stylus and comfort grip. From Lanco Corporation, asi/66224, 800-938-4500.



Click-action pen has a stylus and comes with black, blue or red ink. From Norwood by BIC Graphic, asi/74400, 877-667-9663.



Twist-action pen has a striking satin finish. From Klio, asi/63759, as@kilo.com



Pen features a customized clip. From DreamPen, asi/50796, dreampen@dreampen.pl.



Retractable ballpoint with stylus comes in six barrel colors. From Bullet, asi/42424, 800-749-7367.



Metallic plunger pen comes with a stylus and rubber grip. From Hit Promotional Products, asi/61125, 800-237-6305.



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Editorial Spotlight

Champion Award Belts from Simba



Casey Schechter,
King of Recognition

CASEY SCHECHTER
President/King of Recognition
Simba (asi/87296)

Q. Please give us some company background.

A. Since 1974, Simba has steadily grown into a premier supplier of emblematic jewelry and promotional items. From its humble suburban California beginning to recently opening its third warehouse and manufacturing facility, we have you covered. We provide creative, stock and custom products at low cost without compromising the quality or integrity of the Simba brand.

Q. Which products are hot sellers right now?

A. Our new line of Champion Award Belts is making a big splash. Our belts are authentic, full-sized boxing-style belts fully customized in as few as three days.

The belts are great for anything that calls attention to the big winner, top seller or anyone who deserves over-the-top recognition.

Q. What are some of the top markets for your products?

A. The list of markets to target with all of our products is eclectic, and the champion award belts are no exception. From top sellers

in the automotive or real estate market, to the league champs or hole-in-one golfer, the belts work for any market or occasion you can think of. The fun, over-the-top novelty really makes them a universal winner.

Q. What makes them unique?

A. The whole idea of the award belt as a promo item is fairly new to the industry, and our belts are the first to be available fully customized in as few as three days with no setup. They arrive in an attractive black satin-lined presentation box or black velvet bag. The belts are big, heavy and impressive.

Q. What features should distributor sales reps note when pitching your products to clients?

A. High quality, low price, and fast, reliable delivery from three U.S. locations. Domestic custom-

izing and decorating in as few as three days. Free setup.

Simba's Line of Products Includes ...

- ▶ Custom die-struck and die-cast medals
- ▶ Stock medals for athletic and academic achievement
- ▶ Variety of custom insert medals
- ▶ Custom coins, lapel pins, trading pins and hat clips
- ▶ Full-color and mylar emblems for medals, coins, dog tags, keychains and badge reels
- ▶ Custom and stock neckbands
- ▶ Exotic hardwood plaques
- ▶ Glass awards
- ▶ Desk accessories, including pen sets, nameplate holders and gavels
- ▶ East Coast and West Coast distributor for the Pitchfix golf divot tool
- ▶ Featuring the wine-chilling Corkicle

Great Ideas!

Simba worked with a distributor who had the championship belts made for a Major League Baseball team. They were fully customized with their team logo. Suggest something similar for all of your sports-related clients. Target HR execs, also, who are seeking a unique approach to the usual employee recognition programs. Finally, don't forget to pitch the belts to clients looking to reward their most loyal patrons.



▶ SELL THIS PROGRAM

BY CHUCK ZAK

Make a **\$12,659** profit with your client's next promotion. Music Festival

Soon, the sound of music will fill the summer air as the annual three-day music festival brings artists both young and old to the waterfront. Established to raise awareness for hunger relief in the county, the festival is a good cause that only gets better with the right giveaways.

Music fans are generous, so when folks show up with a donation for the drive, acknowledge their largesse with goodies like a neoprene can holder, one of those simple but effective giveaways. Hand these out along with a unique anti-dust charm designed to protect headphone ports in phones and tablets for a fun surprise. The summer sun should be blazing by the time this festival gets underway, so a pair of fold-

able sunglasses will keep guests from squint-induced headaches.

Another fun item: how about handing out a silicone phone stand/speaker that boosts a device's sound without electricity? Find attendees who've installed the festival's new app on their phone, and hand them out along with a pair of handy earbuds encased in a polyester zip pouch. The aforementioned summer sun will undoubtedly be punishing the dry lips of anyone resisting the overpriced bottles of water sold at concession stands, so a tin of SPF 15 lip balm will help keep dry lips in ruddy, plump Jagger-esque health.

Often folks show up only to see their favorite artists, but plenty of hardy souls spring for the three-day pass and soak up every note of music. Encourage these fanatics to keep coming back with some choice gear like an insulated six-pack tote that complements both the region's craft beer fascination and its explosion of BYOB eateries. Ladies may

be less apt to lug around a cold sixer, so have various sizes of comfy cotton, pigment-dyed tees to give out, too. Have some fun with these diehards; invite them to share their experiences or pop-quiz them on previous headliners and reward them with a uniquely packaged power bank to keep their mobile devices

running smoothly throughout any of the festival's events.

By the time the last notes fade into the evening, the festival will have raised funds for a good cause and given thousands of guests an excuse to return. For smart promoters and their clients, that's music to the ears.

PROFIT POTENTIAL

Here is a breakdown of our suggested items, their list prices and price codes, all boiled down to your potential profits. Keep in mind, supplier prices were current as of press time but are subject to change.

	Price	Code	Quantity	Total	Profit
Can Holder	\$1.67	r	2,500	\$4,175	\$1,670
Anti-Dust Charm	1.09	r	2,500	\$2,725	\$1,090
Sunglasses	4.00	t	2,500	\$10,000	\$3,000
Speaker	1.90	r	1,000	\$1,900	\$760
Earbuds	2.09	r	1,000	\$2,090	\$836
Lip Balm	1.32	r	1,000	\$1,320	\$528
Six-Pack Tote	8.80	p	500	\$4,400	\$2,200
T-shirt	7.50	p	500	\$3,750	\$1,875
Charger	20.00	s	100	\$2,000	\$700
TOTAL				\$32,360	\$12,659

Don't target only one group. Think of all groups that will be involved with an event and pitch products for each. Here are your stretch goals.

FOOD DONATIONS



Neoprene can insulator is designed with a burlap/neoprene pocket. From NUMO, asi/74710, 800-253-0434.

Custom-shaped plug charm prevents dust from entering your headset ports. From Zoogee, asi/99280, 866-532-4935.



These foldable all-over imprint sunglasses come with an imprinted bag. Available from Glass-U, asi/57361, 609-731-8193.

APP FANS



This 2-in-1 iPhone accessory acts as both a phone stand and speaker. From Innovation Line, asi/62660, 800-421-4445.

Set of earbuds comes in a polyester and mesh zip pouch with metal keyring. From Jetline, asi/63344, 877-858-9908.



This SPF 15 lip balm is made with natural oils and waxes for protection against harsh conditions. From AZX Sport, asi/30250, 800-558-4836.

PASS HOLDERS



Insulated neoprene tote holds six 12- to 20-oz. bottles or cans and has soft-grip handles. From Sportsman Cap & Bag, asi/88877, 800-221-4744.

Pigment-dyed tee is made of 100% cotton and has a distinctive textured feel. From Dyenomite, asi/51185, 888-777-1916.



The JuiceBox is a 4000mAh lithium ion power bank that works with all mobile devices. From OrigAudio, asi/75254, 949-407-6360.