

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.*

BAR ITEMS



► **SALES TIP**
For home or place of libations, these products are something to toast to.
p. 118

PERFORMANCE WEAR



► **SALES TIP**
People expect their wearables to do more than look pretty.
p. 120

BEACH TOWELS



► **SALES TIP**
Sell through summer and year-round to warmer destinations.
p. 122

PICNIC ITEMS



► **SALES TIP**
The National Park Service welcomes 275 million visitors each year.
p. 124

NEW FROM LONG BEACH



► **SALES TIP**
Show clients these hot ideas.
p. 126

BADGE HOLDERS



► **SALES TIP**
Pitch to meeting planners and security.
p. 127

FLAGS



► **SALES TIP**
Sales of the U.S. flag alone consistently measure around \$150 million each year.
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CLOCKS



► **SALES TIP**
Give your clients the gift of time.
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SPORTS BOTTLES



► **SALES TIP**
Pitch for corporate wellness programs.
p. 130

PENS



► **SALES TIP**
Clients like multi-functional.
p. 131

SELL THIS ...



► **SALES TIP**
Totes and duffels from SailorBags are perfect for beach and boat.
p. 132

PITCH THIS ...



► **SALES TIP**
Microbreweries are popping up everywhere. Help them create a buzz.
p. 134

Case Study

A 'Vintage' Gift

An iconic Chicago steakhouse, Tavern on Rush, needs its branded merchandise to be every bit as upscale and tasteful as the high-end fare it serves.

Of this, Jennifer Gutilla was well aware. So when Tavern's owner desired an appreciation gift to give to loyal patrons, the senior sales representative for Art-Flo (asi/124896) knew she needed to source something special.

Gutilla's "Eureka!" moment came when she discovered the Gliss Wine Decanter Chiller (WN43) from Starline USA (asi/89320). It was the perfect item. "The decanter fits the personality of the restaurant," says Gutilla. "It's an attractive, high-end gift, and Tavern is a high-end place."

Crafted from handmade glass, the debonair decanter empowers end-users to chill their vino without diluting it. The elegant item features a stainless-steel ice core and elongated design, making it a classy tabletop accent. If that weren't enough, the decanter also boasts a silicone ice cube tray and bamboo lid. "It's a tall gift," says Gutilla. "It really gets your attention. It's pretty to set out on a bar or table."

From Gutilla, Tavern ordered 250 decanters. The contemporary American steakhouse had its logo etched onto the lid, so when recipients prepare to unwind with a glass of their favorite vintage, they see Tavern's logo. That's a positive association most any brand desires. "My client loved the product," says Gutilla. "They got great feedback."

Beyond restaurants, pitch the decanter to buyers interested in gifts for executives, important clients, high-achieving salespeople and more.



BAR ITEMS

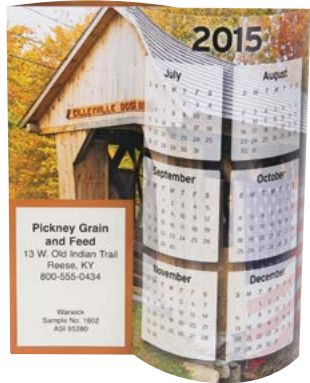
Revenue for the U.S. bar and nightclub industry already tallies about \$24 billion.

Encouragingly, the industry is poised to experience significant growth as unemployment declines and personal incomes increase. That makes now an excellent time to belly up to the bar in pursuit of new business.

BY CHRISTOPHER RUVO



BAR ITEMS



Excellent for restaurants, the 3-D Wave Table Tent comes in six stock designs. End-buyers can create their own design at no extra charge. From Warwick, asi/95280, 800-383-7149.



Aluminum bottle opener keychain makes a great gift-with-purchase item for package shops. From Norwood by BIC Graphic, asi/74400, 877-667-9663.



Crafted from handmade glass, the Gliss Wine Decanter Chiller has a stainless-steel ice core. From Starline USA, asi/89320, 800-831-2231.



Hand-etching and optional hand-painted color fills make this 1.5L bottle of cabernet sauvignon the kind of gift that will catch recipients' attention. From A+ Wine Designs, asi/30223, 800-201-9463.



Sturdy aluminum bottle top remover is pocket-sized for easy carrying. From Nu Promo Line, asi/74585, 888-294-5007.



Keychain with multiple tools has an LED light. Craft beer brands can feature this item in their online stores. From iMark, asi/35579, 817-385-0306.



Handmade round leatherette coaster includes a protective felt bottom. Dacasso, asi/48125, 866-322-2776.



Sleek and stylish 6" bottle opener is made from stainless steel. From Ariel, asi/36730, 800-270-7474.



This wine gift set is the ideal present for a special client. From Next Promotions, asi/73871, 877-851-9595.



Light-up shot glass is ideal for illuminating every celebration. From Buzline, asi/42963, 800-878-3413.



Reusable 16-oz. double-wall insulated party cup is great for bars and microbreweries. From Makana Line, asi/68366, 800-371-7050.



This 2-oz. "mood" shot glass changes color when chilled. From Aakron, asi/30270, 716-542-5483.

Case Study

Outerwear For Everyone

Versatility.

That word encapsulates the appeal Fersten Worldwide's (asi/53974) performance-infused raglan sleeve lightweight technical jacket (FW3104) held for one of Kelli Cobb's clients.



Indeed, it's that versatility that compelled the appliance manufacturer to order approximately 200 of the jackets from Cobb, senior sales associate at GatewayCDI (asi/202515). "This jacket has something for everyone," says Cobb.

The client came to Cobb looking for an outerwear item it could give to its sales and marketing employees. Cobb showed an array of options, providing virtuals and samples. In the end, the FW3104 emerged the clear winner.

The jacket has a form-flattering, fashion-forward style that younger wearers favor, says Cobb, but also conveys a sharp professional image that is attractive to more seasoned end-users. Plus, the adaptable lightweight item proves a practical wearable for different climatic zones – something essential given that Cobb's client has employees nationwide. "People in the south can wear it on chillier evenings, but it also obviously works great for people in the northeast, northwest and other regions," says Cobb.

Naturally, the FW3104's performance properties carry strong appeal, too. Made of polyester jersey and polyester mesh, the jacket is certified as waterproof. Since the outerwear item stands up to the elements, Cobb plans to pitch it to clients that include large farms and wineries. And because of the jacket's trendy style, she also sees sales opportunities with her technology clients. "It's a great layering piece for a lot of markets."



PERFORMANCE WEAR

Synonymous with performance wear, Under Armour increased its full-year net revenues 32% to \$3.08 billion in 2014. The figure highlights an undeniable fact: Performance wear is hot. Demand for apparel enhanced by element-defying features is fueling robust sales in the world of branded apparel, too. Capitalize on the demand by pitching high-octane items that look good and perform on the athletic fields, in the office and beyond

BY CHRISTOPHER RUVO



PERFORMANCE WEAR



Designed as a packable, emergency rain suit, the Provisional jacket is single-layered, fully seam-sealed and lightweight. From Sun Mountain Sports, asi/90139, 800-433-9224.



Polyester drawstring sports pack helps wearers perform on the go. Has slot for earbuds and drawstring closure. From Meijun Promos, asi/70351, 626-768-3785.



The stylish Champion Vapor Sportshirt sweeps moisture away from the body and helps control moisture build-up. From Champion, asi/59528, 800-685-7557.



Women's Latitude jacket is made of poly-textured water-resistant fabric. Includes an adjustable hood. From Charles River Apparel, asi/44620, 781-793-5300.



Bicycle helmet is made of breathable lycra material and has an extra-large imprint space. From EMT, asi/52263, 800-289-2911.



Wearable, see-through mesh phone wallet allows users to dial, text and navigate on the go. From Brandwear, asi/41545, 303-733-0410.



Raglan-sleeve jacket with bonded mesh lining and interior membrane is certified as water-proof. From Fersten Worldwide, asi/53974, 800-565-7462.



Gauntlet spandex compression crewneck has UltraCool moisture-wicking and antimicrobial technology. From Tri-Mountain, asi/92125, 800-824-6464.



ANSI-compliant, safety green T-shirt has antimicrobial and moisture-wicking properties. From The Greene Company, asi/58227, 276-638-7101.



Soft, lightweight jacket has a water-repellent rip stop shell and mesh interior for ventilation. From Stormtech, asi/89864, 866-407-2222.



Women's Vansport micro-melange pull-over has self-goods cuff with thumbholes and tagless label. From Vantage Apparel, asi/93390, 800-221-0020.



Ladies' Excursion Circuit half-zip features moisture-wicking and stretch fabric. From Alphabroder, asi/34063, 800-523-4585.

Case Study

Island Vibe

Classic Care Pharmacy focuses on the community's senior members. It's a serious job that requires



patience and a lot of genuine concern, but that doesn't mean the Ontario, Canada-based pharmacy can't have a little fun with its promotions.

The chain has developed a reputation for creating elaborately themed booths at trade shows, and the most recent incarnation was no exception. Following efforts that included Las Vegas and Mardi Gras themes, this year's Hawaiian thematic required just as much preparation and imagination, not to mention top-shelf promotional products.

Mark Shields, president of EMI Promotional Products (asi/187746), described the lengths Classic Care went to when outfitting its island paradise trade show booth. Palm trees, sand, lei and pina coladas were complemented by a beach towel that will keep promoting long after the event has ended.

"The thought behind the towels is that we want something that will last a long time," Shields says. "We sourced out a good towel and imprinted the client's logo across the entire front." The product was none other than the 30" x 60" velour towel (VTWL60C) from FIEL (asi/53509). Shields placed an order for 1,700 in royal blue.

"The client loves them," says Shields. "These will stay in homes for 10 to 20 years." A practical product hugely imprinted and built for years of use? Sounds like a prescription for a long, healthy promotion.

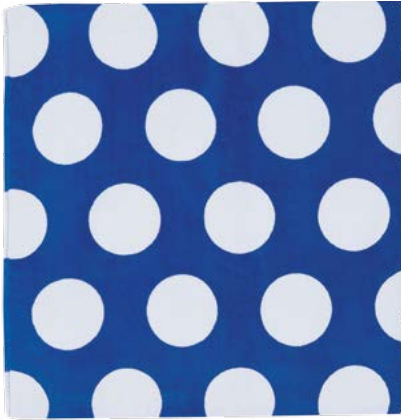
BEACH TOWELS

Summer vacationers are getting freer with their money, and smart branders want to be where those dollars are going. The average summer traveler spent more than \$1,200 in 2014, up roughly \$100 from 2013. Since many vacationers seek out beaches, it makes sense to put your client's logo right in front of them on the sand. Brand any of these comfy, colorful beach towels for a promotion that shines as brightly as the summer sun.

BY CHUCK ZAK



BEACH TOWELS



Hemmed edges and fiber-reactive dye highlight this 100% cotton velour towel. From River's End, asi/82588, 800-488-4800.



Soft terry velour beach towel is screen-printed in the USA with water-based inks. From LarLu, asi/66390, 800-533-8052.



Made from imported terry velour, this cotton beach towel has a velour front ideal for printing. From FIEL, asi/53509, 800-851-3435.



Towel N' Tote combo includes a towel made of ultra-soft velour. From Leed's, asi/66887, 866-533-3724.



Fully sublimated 15" x 26" sport towel is made of 55% microfiber polyester/45% polyethylene. From Limelight, asi/67557, 800-738-0271.



ColorFusion beach and fitness towel is made from absorbent Turkish cotton. From Towel Specialties, asi/91605, 800-938-6935.



Absorbent cotton terry loop towel reverses to an ultra-smooth microfiber velour face. From Terry Town, asi/90913, 800-742-9793.



Soft-spun cotton beach towels are made in the USA in either velour or full terry. From Loom Craft, asi/67935, 800-770-7809.



Cotton canvas tote with color-contrast handle includes a terry velour cotton beach towel. From Pro Towels, asi/79750, 800-547-8783.



This 100% cotton towel measures 27" x 54" and is available in ten colors. From J&K Gift Company, asi/63076, 323-588-2888.



Island-inspired pineapple and bamboo towel is soft and vibrantly printed. From Terry Collection, asi/90912, 800-728-6935.



One-color screen-imprinted hemmed towel is made with 100% cotton terry velour fabric. From WOV-IN, asi/92980, 800-558-1709.

Case Study

Eat Your Greens

Consumers are becoming increasingly conscious of where their food comes from, whether they eat it at the dinner table or on a picnic blanket. To set their minds at ease, many people decide to join food cooperatives, which sell fresh food that's locally made or grown.



Recently, one co-op wanted to spread the word in their community about healthy eating and the importance of supporting the local economy. They teamed up with a neighboring company that had recently implemented an employee health and wellness program, and distributed imprinted foodware to encourage the employees to bring healthy foods for their day-time meals. "The co-op is located down the street from the company," says Ron Williams, director of marketing at Mi Line by Fey (asi/71032). "They encouraged their employees to shop at the co-op for fresh food before and after work."

One of the items employees received was the Salad/Snack Bowl Set (Mi6083) from Mi Line by Fey, decorated with the co-op's logo. More than 275 bowls were distributed, and the sales tally came to just under \$2,000. Other decorated items were also given out as part of the campaign.

"The distributor was able to tie the co-op's promotion to a specific health initiative, based on Affordable Care Act guidelines," Williams says. Since the changes are here to stay, "additional product implementation for the company's promotional needs will be that much easier."



PICNIC ITEMS

The National Park Service welcomes 275 million visitors each year, many of them spending the day hiking and picnicking. Make sure your client's message makes an appearance at these outdoor summertime meals.

BY SARA LAVENDUSKI



PICNIC ITEMS



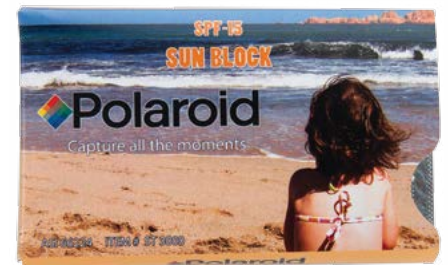
Travel bowl includes a snap-on lid, matching fork, interior tri-section condiment wheel and dressing container with lid. From Mi Line by Fey, asi/71032, 800-328-8944.



Gourmet gift set includes a cheeseboard, knife, salted caramel cookies, cheese crackers and more. From Givens and Company, asi/43464, 800-216-1183.



Salad hands are made of bamboo. From Zipline, asi/99030, 866-344-7677.



Two packets of sunscreen come in a silver dispenser wrapped in an imprinted envelope. From Lanco Corporation, asi/66224, 800-938-4500.



Blanket is made of 100% polyester. It measures 50" x 60" and has whip-stitched edges. From Terry Town, asi/90913, 800-742-9793.



Handheld cooler for bottles and cans is dishwasher-safe and features a double-wall construction. From Hooler Cooler, asi/61496, 512-266-3032.



Flavor enhancer for coffee, milk, and water is sugar- and calorie-free. Comes in six flavors. From Webb Company, asi/95838, 800-999-9322.



Barrel cooler is made of 600D polycanvas and has a zippered main compartment, open front pocket and adjustable shoulder strap. From Bullet, asi/42424, 800-749-7367.



Three-piece utensil set features a protective cover. From Innovation Line, asi/62660, 800-421-4445.



Dishwasher-safe sandwich container is made of BPA-free plastic. From Promovera Inc., asi/79996, 847-922-0532.



Fleece blanket measures 50" x 60" and features a convenient carrying strap. Comes in 11 colors. From ATT Headwear, asi/30245, 800-448-7031.



Food carrier has foil insulation for hot or cold items and a removable bottom support piece. From Crown Products, asi/47700, 800-367-2769.

▶ editor's picks

THE ASI SHOW LONG BEACH

Great new products, inspiring speakers and fantastic California weather made ASI Long Beach the place to be for creative suppliers and smart buyers. Positive impressions abounded. Below are a few of the many standout products that made their own.



Untangle cluttered cables in the house or office with the simple-to-use NEET cable system. From Beyond Mfg., asi/37783, 866-988-2634.



Temporary tattoo includes actual foil that can be used over the entire tattoo or partially. From California Tattoos, asi/43530, 877-977-4682.



This 16-oz. barista cup with silicone band, lid and pivot has thousands of color combinations. From Huffermen Inc., asi/62017, 866-349-9347.



Anti-odor sweatband and debossed panels make this performance cap the no-sweat choice. From Otto International Inc., asi/75350, 800-367-6886.



This luxury eye shadow quad comes in a matte black case with a hot stamp of your choice. From Diamond Cosmetics Inc., asi/49640, 954-572-3462.



Comfortable and effective G-Klipz holds sunglasses in place securely and stylishly. From G-Klipz, asi/55579, 562-896-2204.



The egrips patented, anti-skid silicone material keeps smartphones from sliding around. From Flexible Innovations, asi/54596, 817-764-4333.



Zagasnack snack bag is filled with goodies and printed vividly with four-color process. From Admints & Zagabor, asi/31516, 866-556-4687.



These "diffraction" glasses create a prism effect that reflects off any light source. From Customeyez, asi/47945, 310-354-5929.



End the power struggle with these tiles designed to identify which cord belongs with what device. From iDbeadz, asi/62105, 831-421-2858.



Clear glass plate has a removable and reusable decal that adheres to the underside of the plate. From Create UR Plate, asi/47071, 415-429-8127.



Slide this ingenious bowl over a bottle neck so you can sip and snack at the same time. From Admanline, asi/31978, 888-218-8889.

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▶ editor's picks

BADGE HOLDERS

There are approximately 3.1 million registered nurses in America. Nearly 60% work in general medical and surgical hospitals. All of them could use convenient badge holders for entering, leaving and moving among different floors.



Neck wallet has clear ID window, pen holder and zippered top. From CPI, asi/47971, 800-234-5740.



Backlit badge lanyard has three white LED lights and three different light settings. From Brighter Promotions, asi/42016, 800-446-3200.



Badge holder includes a rubber stylus, mini ballpoint pen and a retractable cord that extends 32". From Bullet, asi/42424, 800-749-7367.



Metal badge holder features a full-color epoxy dome imprint. From Makana Line, asi/68366, 800-371-7050.



Round badge holder comes in seven colors. From Webb Company, asi/95838, 800-999-9322.



Retractable reel has a poly-domed insert and swivel bulldog clip. From SIMBA, asi/87296, 888-347-4622.



Rhinestone lanyard measures 14" and includes a badge holder and keyring. From J&K Gifts Company, asi/63076, 323-588-2888.



Teardrop-shaped badge holder features an imprint with up to four colors and a 36" retractable cord. From Next Products, asi/73871, 877-851-9595.



Polyester badge holder has a PVC window, zippered middle pocket for valuables and back pen holder. From Busrel, asi/42920, 800-661-5757.



Lanyard includes blue LED lights. From Buztronics Inc., asi/42963, 800-878-3413.



Retractable badge reel has a 24" cord and solid metal back clip. From Nu Promo International, asi/74585, 888-294-5007.



Hand-shaped badge holder includes a 35" retractable cord. From Norwood by BIC Graphic, asi/74400, 877-667-9663.

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FLAGS

Sales of the U.S. flag consistently measure around \$150 million each year. But Americans' love – and need – for all types of flags extends beyond the stars and stripes. Pitch flags to schools, colleges, booster clubs, sports teams, car dealerships and more.



Car flag and flex pole present your message on the flag and on the pole. From A.G.A.S., asi/30125, 866-269-3524.



More than 165 years of experience go into this USA-made, digitally printed custom flag. From Annin, asi/36256, 800-825-3524.



Ultra-knit fabric flag is screen-printed with water-based pigment inks. From Aprons, Etc., asi/36558, 800-467-1996.



Each 10" x 15" x 17" American flag comes with a car clip for easy display on any vehicle. From Tanslin Premium, asi/30219, 866-982-6288.



Pink ribbon flag will help your clients contribute to the battle against breast cancer. From Eder Flag, asi/51678, 800-558-6044.



The Bowflag Concave advertising flag is customizable by color and design, logo or message. From Tex Visions, asi/91075, 717-249-3273.



Customized mini-teardrop banner is digitally printed on knitted polyester. From Quinn Flags, asi/ 80228, 800-353-2468.



Your message and graphics go on the "book" cover that contains a surprise flag gift inside. From BookWear, asi/41044, 231-325-1122.



Rev up your racing day party with this black and white checkered racing flag. From U.S. Toy Company, asi/92439, 816-965-2315.



This 2' x 3' nylon POW/MIA flag comes with brass grommets and is made in the USA. From Valley Forge Flag, asi/93250, 800-352-4435.



Digitally printed 200 denier nylon golf flag comes with rotating tube for easy display. From Aprons, Etc., asi/36558, 800-467-1996.



Custom sports car flags include teams from the NFL, MLB, NHL, NBA and college sports. From Expressions Displays & Flags USA, asi/53458, 828-423-1533.

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CLOCKS

The average parent logs about 1,250 miles a year driving kids to school and extracurricular activities. The timepieces here will promote your client while keeping parents and their charges on schedule.



Folding frame has a clock on one side and a 3" x 3" photo on the other. From AP Specialties, asi/30208, 866-258-6647.



Glass desk clock includes an alarm. From Time Products International, asi/91320, 800-933-8885.



Alarm clock has a sweeping second hand and gold base. From AP Tanslin Premium, asi/30219, 866-982-6288.



Alarm clock features a matte titanium finish and includes a roll calendar. From Chass Inc., asi/44623, 800-886-2427.



Clock includes a photo frame, calendar, alarm, thermometer and hygrometer. From Zipline, asi/99030, 866-344-7677.



Executive clock is made of optically perfect crystal and has an analog face with exposed inner gears. From Crystal D, asi/47759, 800-544-1131.



Die-cast clock is shaped like a vintage fuel pump. From Fields Manufacturing, asi/54100, 800-654-1517.



Clock uses water to power time, alarm and temperature functions. From Ariel Premium Supply, asi/36730, 800-270-7474.



Clock features a flexible body for positioning on a desk, and can also hold pens and messages. From Bullet, asi/42424, 800-749-7367.



Wooden alarm clock includes a silver metal plate and accents. From Busrel Inc., asi/42920, 800-661-5757.



Piano wood clock has a swivel feature and generous imprint areas on the top and back. From Ventura Inc., asi/93520, 800-722-5201.



Clock can be set to count down to a specific date while also displaying the current time. From Countdown Clocks Novelty Corporation, asi/45451, 516-723-9800.

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▶ editor's picks

SPORTS BOTTLES

The number of protected bike lanes in the U.S. has quadrupled since 2010. Bike lanes can now be found in 24 states and 53 cities. Your client's message is sure to garner countless impressions on sports bottles that accompany end-users' long rides alongside metropolitan traffic.



Tritan bottle is BPA-free and features a leakproof lid. From SeventhColour, asi/86559, 949-394-9063.



BPA-free bottle has a wide opening and double-wall insulation. From Zipline, asi/99030, 866-344-7677.



Mug measures 16 oz. and has double-wall construction and a slide-open lid. From VisionUSA, asi/80060, 800-422-2780.



Plastic water bottle has a drinking spout, safety strap and carry handle. Flattens for easy transport. From Logomark Inc., asi/67866, 800-789-4438.



Stainless-steel bottle has vacuum insulation, leakproof screw-on lid and adjustable side-carry strap. From Starline USA, asi/89320, 800-831-2231.



Tritan plastic bottle holds 24 oz. of liquid and is dishwasher-safe and BPA-free. From Garyline, asi/55990, 800-227-4279.



Fitness shaker bottle includes pill box and extra container. From Debco, asi/48885, 800-263-3554.



Double-wall bottle accommodates a carabiner and comes in five colors. From Gold Bond Worldwide, asi/57653, 423-842-5844.



Can-shaped bottle has double-wall insulation, spill-proof sliding closure and custom digital insert. From The Magnet Group, asi/68507, 800-458-9457.



Bike bottle comes in six colors. From Lanco Corporation, asi/66224, 800-938-4500.



Tritan water bottle has a pull-up spout with a straw and a loop handle. From Webb Company, asi/95838, 800-999-9322.



Bottle measures 16 oz. and features a push-pull lid. From American Zebra Line, asi/35745, 800-847-0030.

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PENS

In 2014, the U.S. writing instrument industry exported \$137 million worth of its wares to 120 different countries. The domestic market for branded pens remains voluminous, too. Start capitalizing on the demand today.



Two-in-one twist-action ballpoint stylus features a striped grip with chrome accents. From Alstar Line, asi/34800, 800-678-6688.



Retractable ballpoint pen has a soft rubber stylus for touch-screen devices. From Bullet, asi/42424, 800-749-7367.



Click-action ballpoint with capacitive stylus tip has comfortable black grip and chrome accents. From Gold Bond, asi/57653, 423-842-5844.



Ballpoint pen with soft-touch stylus also has a comfort grip and metallic-finish barrel. From Nu Promo Line, asi/74585, 888-294-5007.



Budget plastic stylus gel pen writes smoothly and features a black barrel and transparent clip. From SeventhColour, asi/86559, 949-394-9063.



The Shea Stylus Pen features plunger action and a rubber grip for comfort and control. From Hit Promotional Products, asi/61125, 800-237-6305.



The EZ Paq combines custom packaging with a personalized business card and pen. From DynaPaq, asi/51184, 585-869-6866.



The pull-out banner on this unique writing utensil offers a large imprint area on both sides. From Quinn Flags, asi/80228, 800-353-2468.



This kit includes a plastic pen along with an eraser and ruler. From Hisen Toys, asi/61650, 951-553-8181.



The Provo is a twist-top metal pen that features black ink and a medium point. From TargetLine, asi/90640, 800-337-2462.



Stylish dual-purpose ballpoint/stylus is ideal for either tablet or smartphone. From IMARK, asi/35579, 817-385-0306.



Retractable pen has colorful plastic barrel, tip and clip. From Promo Idea Solutions, asi/79870, 213-814-4277.



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Editorial Spotlight

Totes and duffels from SailorBags



ANNE ZIMMER
President
SailorBags
(asi/84293)

Q. Please give us some company background.

A. SailorBags was founded in New England by a lifelong sailor, who came up with the idea to make bags from the same material used to make

yacht sails. Our headquarters are now in upstate New York, between Lake Ontario and the spectacular Finger Lakes, so we're surrounded by nautical inspiration. Our growing line includes tote bags, duffels, insulated wine and picnic bags, tech cases, messengers, even home décor items. What started as a bag for boaters is now a diverse collection of products appealing to a much broader market.

Q. Which products are hot sellers right now?

A. Our day-in, day-out staples are tote bags and duffels, but we're seeing really exciting growth in new categories like insulated cooler bags. We have a half-dozen of them to choose from, ranging from a two-bottle wine tote to a bag that can hold up to 24 beverage cans. They work really well and are fantastic promotional items that people will use for years. We're also seeing lots of interest in new exterior treatments, like the three-color geometric blocking in our new Tri-Sail collection.

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

A. As you can imagine, we get lots of business from beach, boating, cruise and resort companies. Similarly, we get picked for promotions and events with a nautical theme (see *Toyota case study below*). But interestingly, some of our strongest segments are financial services and professional firms. They are typically looking for better-quality products that aren't "aesthetically generic," to coin a phrase. Companies like that have responded very well to both the substance and style of SailorBags.

Q. What makes these products unique?

A. Our sailcloth is custom made for us without the stiff coatings applied to the fabric sailmakers use. So our bags are soft and supple, yet super tough and, of course, incredibly water-resistant. The result is a bag that's uniquely suited to any environment, from office to offshore. We stay true to our nautical heritage down to the last detail, like marine-grade metal hardware and our signature zig-zag sailmaker's stitching.

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

A. Everything noted above, plus the important fact that the nautical theme is always in fashion, so a SailorBag never has to be put in a closet because it's out of style. It's one of the reasons promotional product buyers are drawn to us – they want a bag that will be carried as a brand ambassador for years, rather than being so trendy that it has a short life. We're in the sweet spot of being stylish yet timeless. And in addition to standard logo application, we can "mass personalize" bags with individual employee names or initials.

CASE STUDIES & GREAT IDEAS

▶ Cardinal Health asked us to make a custom version of our multi-purpose StowBag to use as a room drop, to be filled with snacks and water for attendees of a large conference. They liked the clean, white look of the bag – it resonates with the health-care audience – and we added a "Cardinal-red" cinch top to the bag, along with an embroidered logo. We also added a shoulder strap, so recipients could use it as a beach bag, carrying Cardinal's brand long after the event.



▶ Toyota was hosting a beach-themed incentive trip for its President's Club honorees, held at a high-end Caribbean resort. The company wanted an exclusive, upscale recognition gift that suited the island setting and selected one of our insulated bags. We added Toyota's logo to our 12-can soft cooler and shipped the bags to the event site. The response we got from Toyota and the recipients was great.



▶ SELL THIS PROGRAM

BY CHUCK ZAK

Make a **\$17,406** profit with your client's next promotion. Micro Brewery

The rise of the microbrewery has rescued suds-enthusiasts from an era of boring beer monoculture. These small brewers are perfect candidates for fun promos, and the wise owners of Skunk City Brewing have already brewed up a batch of giveaways.

First up is the popular local tavern that is hosting the big Friday night unveiling of this latest libation. When patrons put their coins down for the 24-oz. size, pour it into a tall colorful yard "glass" and send them to the back of the line. Skunk City is up on their beer trends, the latest of which is the revival of canned craft brews. Skunk's summer ale is a dependable seller, and a bunch of neoprene, four-color can coolers are a sure way to keep the buzz about this brew from settling. In addition, every bottle set upon the bar should have a pulpboard circle coaster beneath it, printed in brilliant four-color process.

For retail sales, the retro-appeal

of a die-cast bottle opener makes for a memorable handout with purchase of a full case of any Skunk City offering. The brewer's 22-oz. bottles of Knockout Stout wisely carry a seed-paper neck tag that details the painstaking process by which it is created, and also its robust ABV percentage. Four-packs of their seasonal Pineapple Ale run a bit pricey, so a fun Hawaiian patterned cap makes a great gift-with-

purchase that proves wearers have a good head for beer.

When Skunk City pitches their tent at the annual Spring Brew Festival, serve the visitors in a rugged 16-oz. cup. When loyal Skunk fans have one of each of the brewer's varieties, serve the last in a stainless-steel brew cup with built-in bottle

opener. About this time, visitors may have sampled from the many food booths as well, so a logoed soap-infused towel would be nice to mop up with.

With an in-demand product made by committed, conscientious brewers, this is a promotion that is sure to go down easy.

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.

Yard glass 500 @ 2.36 (R)
Coolie 500 @ 2.29 (R)
Coaster 500 @ 0.27 (U)
Opener 1000 @ 6.30 (P)
Necker 1000 @ 1.00 (P)
Cap 1000 @ 5.59 (R)
Plastic Cup 5000 @ 0.51 (R)
Pint Glass 100 @ 11.99 (R)
Towel 500 @ 1.07 (S)

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
Yard Glass	\$2.36	r	500	\$1,180	\$472
Coolie	2.29	r	500	\$1,145	\$458
Coaster	0.27	u	500	\$135	\$34
Opener	6.30	p	1,000	\$6,300	\$3,150
Tote	2.09	p	1,000	\$2,090	\$1,045
Hat	1.00	r	1,000	\$1,000	\$400
Plastic Cup	5.59	r	5,000	\$27,950	\$11,180
Pint Glass	11.99	r	100	\$1,199	\$480
Towel	1.07	s	500	\$535	\$187
TOTAL				\$41,534	\$17,406

NEW PRODUCT



This 16" tall plastic yard drinkware holds 24 oz. of beverage. From USBEV Plastics, asi/93135, 727-375-8840.

This collapsible coolie is made in the USA from high-quality 3.5mm neoprene. From Best Promotions USA LLC, asi/40344, 972-552-3636.



Custom pulpboard circle coaster features full-color printing on both sides. Available from Coaster Factory, asi/43677, 866-233-7628.

RETAIL SALES



Durable, die-cast bottle opener has handy hook for belt loop and antique brass finish. From Innovation Line, asi/62660, 800-421-4445.

Seed paper bottle necker is the perfect medium for an eco-message. From Bloomin' Promotions, asi/40646, 800-894-9185.



Structured six-panel Hawaiian pattern cotton twill pro-style cap features a low-profile fit. From Otto Cap, asi/75350, 800-FOR-OTTO.

FESTIVAL GIVEAWAYS



Unbreakable Thermoform plastic tumbler measures 16 oz. From The Dooley Company, asi/50410, 800-647-2462.

Stainless-steel brew cup has opener for twist-open lids and snap-off lids. From Ad-N-Art, asi/31518, 888-738-9021.



Soap-infused imprinted towel is great for camping and travel – just add water. From Suds n Toss, asi/90026, 844-783-7686.