

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.*

<p>BBQ ITEMS</p>  <p>▶ SALES TIP Some 80% of American households own a grill or smoker. p. 114</p>	<p>SUNGLASSES</p>  <p>▶ SALES TIP Protecting the eyes should be a year-round habit. p. 116</p>	<p>LIGHT-UP ITEMS</p>  <p>▶ SALES TIP Sell these for concerts, events and amusement parks. p. 118</p>	<p>SUMMER TEES</p>  <p>▶ SALES TIP Pitch for concerts. Rabid fans love cool swag from their favorite artists. p. 120</p>	<p>AWARD WINNERS</p>  <p>▶ SALES TIP These winners exemplify the height of product design. p. 122</p>	<p>BALLS</p>  <p>▶ SALES TIP For sporty, fun promotions. p. 123</p>
<p>MAGNETS</p>  <p>▶ SALES TIP These items aren't going anywhere. p. 124</p>	<p>FANS</p>  <p>▶ SALES TIP Give your clients some time to cool off. p. 125</p>	<p>BACKPACKS</p>  <p>▶ SALES TIP By May of last year, backpack sales for adults had jumped 33% from the previous 12 months. p. 126</p>	<p>PENS</p>  <p>▶ SALES TIP Note the style, function and fun factors. p. 127</p>	<p>SELL THIS ...</p>  <p>▶ SALES TIP Interactive seed packets from Powerful Plants will delight and educate children. p. 128</p>	<p>PITCH THIS ...</p>  <p>▶ SALES TIP Management retreats require a range of mementos. p. 130</p>

Case Study

A Global Toast

Beer and barbecue go together like... well... beer and barbecue. With summer heating up, custom-label logoed beer is the ideal tippie for corporate cookouts. Companies hosting sales conferences and other soirées for clients and employees will also be keen to clink “cheers” with branded bottles of suds.



Raffi Bouladian can confirm that. Recently, he was tasked with providing the beer for a world-wide corporate party.

The senior account executive at North-Point Printing (asi/285317) was working with an international software company gearing up to celebrate the release of its most important product ever with a launch party. The main shindig was occurring in California, but the company wanted employees at offices around the globe to get in on the fun. “They were thanking employees. They needed the products to tie in to a celebration theme,” Bouladian says.

He presented several options, but the winners were found after the client saw beer and champagne offerings from A+ Plus Wine Designs (asi/30223). The client ordered 336 custom-label India Pale Ale bottles (L-118) and 62 custom-label champagne bottles (L-126 Chandon). “It looked like they had their own micro-brew beer – their own brand of champagne,” says Bouladian, noting that A+ provided design ideas upon which the software company based the label graphics.

Working within a tight timeframe, A+ split-shipped the victuals to the global locations in time for the party. The tech firm’s key partners later received beer, too. “Feedback from our client was very positive,” says Bouladian.



BBQ ITEMS

America loves a good barbecue. Some 80% of American households own a grill or smoker.

What’s more, 97% of grill owners used their grill in the last year. With stats like that, it’s evident that branded BBQ items will get clients noticed. Start cooking up ROI for customers with barbecue products today. Your sales figures are sure to be finger-lickin’ good if you do.

BY CHRISTOPHER RUVO



BBQ ITEMS



This 12-oz. bottle of beer features a custom water-bucket resistant full-color label. Beer fill options include Mission Amber, Dogtown IPA, Cabotella Mexican Ale and more. From A+ Wine Designs, asi/30223, 800-201-9463.



Oven mitt features heat-resistant silicone palm with a cotton/polyester sleeve for added safety. From Mi Line by Fey, asi/71032, 800-328-8944.



This set of three spice rubs will add zest to any marketing campaign. Flavors include beef and burger, chicken and poultry, and fish and seafood. From MidNite Snax, asi/71685, 800-877-7629.



Utensil set includes knife, fork, spoon and bottle opener. All products are BPA-free. From Crown Products, asi/47700, 800-367-2769.



Gourmet, BBQ-ready spatula features an American flag design and a bottle opener. From The Premium Line, asi/79370, 800-407-2892.



Five-piece deluxe bamboo barbecue set uses only FDA-compliant materials. Comes in a bamboo case. From Starline, asi/89320, 800-831-2231.



Ten-piece barbecue set features stainless-steel tools with hardwood handles inside a polyester case. From Bullet, asi/42424, 800-749-7367.



Portable football-shaped charcoal grill is a tailgater's dream. From Hot Sports Grills, asi/61843, 773-647-1220.



Stainless-steel barbecue set includes high-quality tongs, spatula, fork, brush and knife. Comes in a sturdy case. From Norwood by BIC Graphic, asi/74400, 877-667-9663.



Add sizzle to your clients' next promotion with this three-piece stainless-steel barbecue tool set. From Artek, asi/36988, 800-952-1272.



Cooler with insulated interior lining keeps contents cool. Features include two collapsible dividers for separating items. From Victorinox Swiss Army, asi/93755, 800-243-4066.



Grill set features a silicone basting brush, heat-resistant mitt and FDA-compliant stainless barbecuing tools with bamboo handles. Comes with a black grilling apron. From Zipline, asi/99030, 866-344-7677.

Case Study

True Colors

A distributor client of Pop! Promos (asi/45657) recently came



to the supplier looking for a unique promotional item for a company in the automotive industry. Ideally, the product would meet two criteria: it would be customized with an employee-created design, and then easily distributed at each of the end-client's nationwide locations for events throughout the year. After brainstorming with the distributor, the end-user decided on a pair of custom sunglasses (PG201) from Pop! Promos.

"We make every order from scratch," says Katie Swinburn, senior account executive with Pop! Promos, "so the client had endless design options to choose from. We matched the frames to the company's exact PMS color and printed a complicated, custom pattern on the arms."

Pop! Promos continues to fulfill orders of custom sunglasses for this end-user, having manufactured more than 40,000 pairs as of April 2015. Furthermore, the sales volume hit \$70,000 in the past year, and the end-buyer has ordered other Pantone-matched items from the supplier's line.

"Sunglasses are walking billboards that allow the end-user to be creative while showcasing their brand," says Swinburn. "Customization options, such as Pantone-matched frames, full-frame step-and-repeat and printing on the lenses make a big impact. End-users can also print a website, Twitter handle or discount code on the inner arms to get the most out of their promotion."



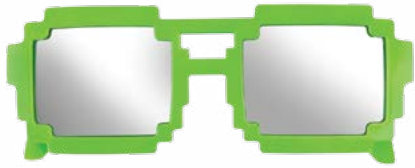
SUNGLASSES

Almost 22 million Americans over 40 have cataracts. Many of those cases were caused by years of overexposure to the sun's rays. Protect your clients' customers with fun sunglasses while offering a unique way to showcase your buyers' brands.

BY SARA LAVENDUSKI



SUNGLASSES



Pixel-style plastic frames are available in bright neon colors and hold mirrored lenses. From Brighter Promotions, asi/42016, 800-446-3200.



These clear lenses offer UV-400 protection and come in glow-in-the-dark frames. From Bullet, asi/42424, 800-749-7367.



Two-tone sunglasses are available in a variety of color combinations. Perfect for team promotions. From Evans Manufacturing, asi/52840, 800-745-3826.



High-contour sunglasses have rubber temple tips and nose pads, and scratch-resistant polycarbonate lenses. From Starline USA, asi/89320, 800-831-2231.



Custom sunglasses are made of recycled plastic and available in custom colors. From Pop! Promos, asi/45657, 267-858-4621.



Year-style sunglasses have an American flag print. From Jack Kingdom International, asi/63076, 323-588-2888.



Sunglasses feature 100% UV protection and are available in a variety of frame colors. From Prime Line, asi/79530, 203-331-9100.



Fully folding sunglasses come with a customizable microfiber pouch and lens cleaner. From Glass-U, asi/57361, 609-731-8193.



Tortoiseshell frames feature tinted lenses with UV protection. From Crown Products, asi/47700, 800-367-2769.



These camouflage frames have polarized glare- and scratch-resistant lenses. From GoodHopeBags, asi/57702, 800-634-8084.



Sunglasses with UV 400 protection come in a microfiber pouch and hard case. From Fields Manufacturing, asi/54100, 800-654-1517.



The frames of these sunglasses change color in the sunlight. From Aakron Rule Corp., asi/30270, 800-828-1570.

Case Study

See the Light

When a well-known outdoor brand recently planned to have a team-building retreat for 45 members of management, it chose a gift that would encourage these desk-bound employees to do the very thing they encouraged their customers to do: get up and go outside.



Working closely with their distributor, the company opted for a logoed LED flashlight/compact binocular gift set (product #69775) from Victorinox Swiss Army (asi/93755). “The sets were a room-drop gift,” says Kristin Oakes, marketing specialist for Victorinox. “They were used as an invitation for attendees to enjoy an outdoor adventure.”

The gift set combined two of the supplier's popular standalone outdoor products: a sturdy, metal-bodied flashlight equipped with nine LED lights alongside a set of glare-free binoculars, both held in a soft-sided case with Velcro closure.

Not surprisingly, the retreat was a great success. “Employees were excited to be able to get out of the office for some fresh air and enjoy the outdoors, which is something that is very important to the company,” Oakes says. The consensus from attendees was that the gifts not only were convenient for the various activities that their employer scheduled at the retreat, but that the set was a well thought-out gift that reflected the values of their employer perfectly and showed everyone involved in their best light.



LIGHT-UP ITEMS

When marketers find themselves fighting the darkness of dull promotions, they are well-advised to walk into the light. As the global LED market grows to an estimated \$63 billion by 2020, new ways of producing and displaying luminescence suddenly seem like very bright ideas.

BY CHUCK ZAK



LIGHT-UP ITEMS



Translucent fashion bracelet comes in colors that correspond to the color of the LED. From Alight Promotional Products, asi/34194, 888-217-8800.



Simply turn on this 18" LED galaxy spinner and twirl to create a mesmerizing light show. From Brighter Promotions, asi/42016, 800-446-3200.



This raver blinking wrist strap is a brilliant way to light up a party for hours. From Bullet, asi/42424, 800-749-7367.



Emergency hand-squeeze LED flashlight has imprint on choice of background color. From Next Products, asi/73871, 877-851-9595.



Safety armband has two light settings and expands up to 16". From Hit Promotional Products, asi/61125, 800-237-6305.



Pocket-sized worklight produces a powerful floodlight in a compact size. From Megapro, asi/70448, 866-522-3652.



Slim flashlight with super-bright LED light has flat rectangular body with silver trim. From Nu Promo Line, asi/74585, 888-294-5007.



Light-up safety cone keytag is equipped with a high-powered LED light. From Illini, asi/62190, 800-935-5472.



Activate these popular LED flashing buttons by simply pinning the button on. From Buzline, asi/42963, 800-878-3413.



Auto-opening 44" arc umbrella has fiberglass ribs, black rubber handle and a built-in LED flashlight. From Peerless Umbrella, asi/76730, 888-485-4900.



Flashlight/binocular combination set features a soft-sided case with Velcro closure. From Victorinox Swiss Army, asi/93755, 800-243-4066.



Tilting 36-LED work light with ABS plastic body has an easy-to-rotate 360 degree stand. From Zipline, asi/99030, 866-344-7677.

Case Study

Trendy Tank

It's easier to sell a product you love.

Sonya Porter proves the truth of that statement.

The sales pro at Gainesville, GA-based Cotton Eyed Joe's is a big fan of the Authentic Pigment 5.6-oz. Pigment-Dyed Cotton Tank (1976) from alphabroder (asi/34063). "I have one myself. It's so soft," she says. "I love to wear it."



Porter has translated that enthusiasm into sales, selling hundreds of the tanks to a college and a high school in the Peach State. Clubs at the college have invested in the fashion-forward top. At the high school, the student council, national honor society and cheerleaders have snapped up the shirts. "They really like the softness and the style, the way it has that trendy look," Porter says.

Carrying special appeal to younger demographics, the tank comes in 15 colors, including neons. The shades most popular with Porter's clients include blues and nautical red. "We do screen-printing to decorate them," she says, noting graphics are often school mascots or something related to an event end-users are participating in.

The way Porter sees it, the market for the pigment-dyed cotton tank extends beyond education. "I think 5K road races will like it too," she says. Other potential buyers include resorts, musical artists, skate/surf shops, startup tech companies, firms with a younger work force and any brand targeting millennial audiences. "Over the last two years," says Porter, "tanks like this have become a lot more popular."



SUMMER TEES

This month's Bonnaroo music festival could draw upwards of 100,000 people.

That figure highlights a broader trend: Summer is the season of music fests, when millions attend concerts looking for fun in the sun – and cool swag from their favorite artists, especially T-shirts and tanks. Be the one to provide the hip tops, and your sales will hit all the right notes.

BY CHRISTOPHER RUVO



SUMMER TEES



Pigment-dyed cotton tank top will be a hit with teams, colleges, schools and more. From alphabroder, asi/34063, 800-523-4585.



Champion Vapor long-sleeve tee is made of 100% performance polyester. Great for cool summer mornings. From Hanesbrands, asi/59528, 800-685-7557.



This four-way stretch performance tee features charcoal collar tipping for extra style. From White Bear Clothing, asi/97049, 800-884-4275.



This poly-rich tri-blend tee provides a soft hand for superior comfort and a great fit. From TSC Apparel, asi/90518, 800-289-5400.



Men's performance sport shirt is made of 100% moisture-wicking polyester. From Hit Promotional Products, asi/61125, 800-237-6305.



Pigment-dyed V-neck short-sleeve T-shirt is a comfortable, fashion-forward blend of cotton (60%) and polyester (40%). From Threadfast Apparel, asi/91163, 866-224-1116.



Adult muscle top is made of 100% preshrunk cotton. Available in safety colors, too. From Delta Apparel, asi/49172, 800-285-4456.



Tri-blend dolman T-shirt is made with a tri-blend poly/cotton/rayon jersey fabric. From Next Level Apparel, asi/73867, 310-631-4955.



Clients' logos will sparkle when embellished in eye-catching glitter designs on this performance tee. From Peace! Love! Bling!, asi/45181, 317-841-3757.



Available in men's and ladies' cuts, the made-in-the-USA MVPDri Jersey has contrast-color side inserts and moisture-wicking properties. From MVP Sportswear, asi/68324, 877-904-2801.



Heavyweight jersey-knit T-shirt is made with high-quality ringspun yarn, creating a tee that's perfect for screen printing. From Otto Cap, asi/75350, 800-367-6886.



ANSI-compliant, safety green T-shirt has anti-microbial and moisture-wicking properties. Great for crews out working hard in the summer heat. From The Greene Company, asi/58227, 276-638-7101.

▶ editor's picks

PRODUCT DESIGN AWARDS

These are some of the winners of our sister publication *Counselor's* design awards. They exemplify the height of product design in the ad specialty market today.



Solar Ice can be powered by indoor or outdoor light. Has a silicone strap and matching bezel. From International Merchandise Concepts, asi/62820, 800-331-6624.



Brookstone Helix Bluetooth Speaker is a stylish and unique twist on wireless speakers. From Gemline, asi/56070, 800-800-3200.



Sunglasses use digital printing on the lenses, with the dark or mirrored lenses as the logo background. From Eyevertising, asi/57371, 305-364-5805.



WHIZZIE is an effective luggage spotter and cable tie. Offered in various colors and fun shapes. From Logomark, asi/67866, 800-789-4438.



Trekbit Activity Tracker keeps track of steps, calories, distance, sleep patterns and more. Focus On FITT, asi/54895, 231-335-6203.



Immerge North End Sport insulated hybrid jacket has a detachable cloth system for cleaning eyewear. From alphabroder, asi/34063, 800-523-4585.



Crest Optical Crystal Award is made of eight layers of hand-cut optical crystal that's formed into crescent shapes. From R.S. Owens & Co., asi/75530, 800-282-6200.



Tritan Water Bottle is made from translucent material with a decorative white outer sleeve and matching color accents. From Logomark, asi/67866, 800-789-4438.



Camouflage BBQ set has two handles that attach to eight interchangeable stainless-steel tool attachments. From Logomark, asi/67866, 800-789-4438.



New Balance Foam Roller and Carrying Case has an internal storage space. The foam's grid pattern is ideal for any workout. From Leed's, asi/66887, 866-533-3724.



Sliding perpetual acrylic calendar has a sliding date window and MoMA logo screened on back. From International Merchandise Concepts, asi/62820, 800-331-6624.



OGIO Excelsior Pack has dual main compartments, a laptop sleeve and an ultra-padded air mesh back. From SanMar, asi/84863, 800-426-6399.

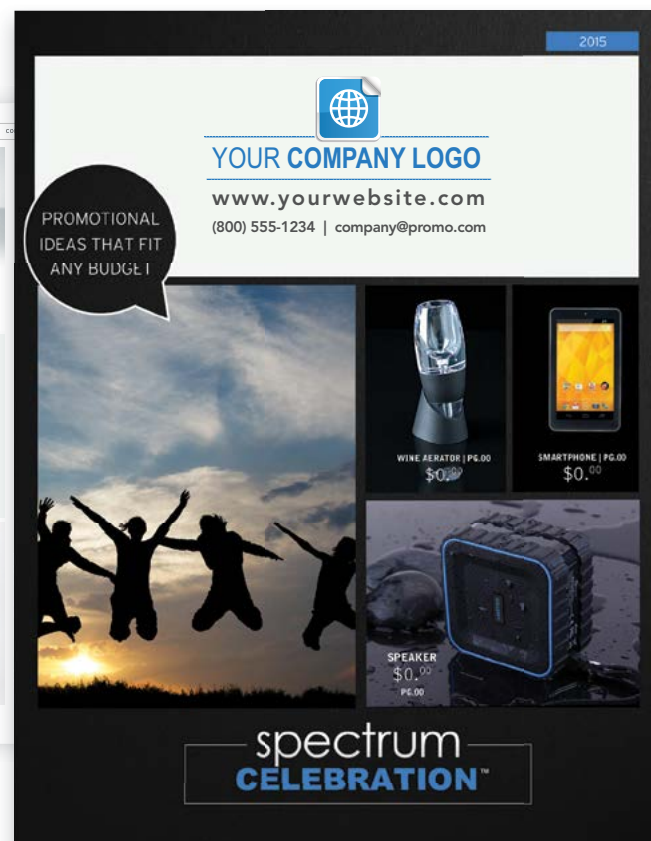
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▶ editor's picks

BALLS

Travel + Leisure magazine recently compiled a list of the most-visited beaches in the U.S., any of which would be perfect for logoed balls. At the top of the list is Venice Beach, CA, which welcomes approximately 16 million visitors annually. Make sure your client's message makes an appearance there – and at other surf and sand hot spots.



Baseball stress reliever is perfect for team and spirit promotions. From Fields Manufacturing, asi/54100, 800-654-1517.



Official league leather baseball can be silkscreened. From Ball Pro Inc., asi/38120, 800-225-5818.



Beach ball features a leak-proof valve and comes in a variety of colors. From Lanco Corporation, asi/66224, 800-938-4500.



Kickball comes in four color combinations and has a silkscreened imprint. From Aakron Rule Corp., asi/30270, 800-828-1570.



Choose from a variety of colors for this beach ball, which measures 16". From Hit Promotional Products, asi/61125, 800-237-6305.



Football stress reliever features a digital camo print. From Jetline, asi/63344, 877-858-9908.



Rainbow kickball has a shell made of knitted yarn. From U.S. Toy Company, asi/92439, 816-965-2315.



Super bouncy ball comes in eight different colors. From American Greenwood Inc., asi/35500, 800-323-5051.



Beach ball contains LED lights and measures 15". From Buztronics Inc., asi/42963, 800-878-3413.



Bouncy ball contains two bright blue flashing LED lights. From Brighter Promotions, asi/42016, 800-446-3200.



Light ball has red and blue flashing lights when bounced. From Ariel Premium Supply, asi/36730, 800-270-7474.



Magic 8 ball helps with making important decisions. From Alpi International Ltd., asi/34415, 800-678-2574.

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▶ editor's picks

MAGNETS

Magnets are a low-cost promo with one high-profile function: to stick around. If their ubiquity in the home and office isn't enough evidence of their promotional primacy, consider also that magnets have the ability to increase response rates by over 70%.



Custom-shaped magnet-backed pin is strong enough to stay secure on any clothing. From Zoogee, asi/99280, 866-532-4935.



Custom magnet features 1/4"-thick acrylic and can be cut into almost any shape. From Morris Magnets, asi/72521, 360-863-8141.



Genuine, full-color metal bottle cap includes a super-strong magnet attachment. From Wehr Industries, asi/96235, 800-755-8088.



Full-color fridge clip features a protective epoxy dome and extra-strong magnetic back. From Makana, asi/68366, 800-371-7050.



Magnetic gun caddy conveniently secures your rifle when you need to set it down. From SpecTech, asi/88576, 612-719-1990.



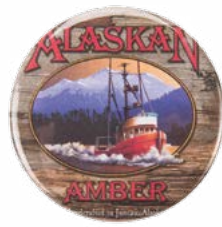
Rectangular chalkboard magnet lets you write in the dates for any month of the year. From The Magnet Group, asi/68507, 800-458-9457.



Eye-catching nickel-plated meteor magnet perfectly complements fridge or memo board. From Tonata, asi/91439, 888-686-6282.



Custom engraved wood magnet is made in America from real wood. From Unique Custom Products, asi/92531, 970-282-9591.



Custom full-color button comes with a magnetic bottle opener on back. From Ads On Magnets, asi/31061, 888-324-3995.



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



Durable jumbo magnetic memo holder features a heavy-duty spring-loaded hinge. From Bullet Line, asi/42424, 800-749-7367.



Add a large custom-printed magnet to your car, refrigerator or any other magnetic surface. From Post Up Stand, asi/79052, 800-935-3534.

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▶ editor's picks

FANS

Even with air conditioning, attendees of summertime trade shows can get more than a little hot around the collar. Help them keep cool with branded fans, which are also ideal for any number of outdoor events.



Hand fan has a four-color process stock design on the front. From Aakron Rule Corp., asi/30270, 800-828-1570.



Circle-shaped hand fan features a high-gloss finish. From Admits & Zagabor, asi/31516, 866-556-4687.



Hand fan is available in a variety of different shapes. From American Greenwood, asi/35500, 800-323-5051.



Handheld battery-powered fan features LED lights. From Brighter Promotions, asi/42016, 800-446-3200.



Mini breeze fan comes with a protective cap. From Bullet, asi/42424, 800-749-7367.



Cyclone-shaped fan comes in black, blue, lime green and red. From Crown Products, asi/47700, 800-367-2769.



Fabric fan is made in the USA. From Cool & Unique Products LLC, asi/46527, 619-671-7830.



Desk fan is powered by USB port and adjusts 360° up or down. From Gold Bond Worldwide, asi/57653, 423-842-5844.



Hand fan changes colors with multicolor LED lights. From Buztronics Inc., asi/42963, 800-878-3413.



Transparent hand fan features a solid white handle. From Innovation Line, asi/62660, 800-421-4445.



Hand fan is made of die-cut corrugated plastic and comes in a variety of shapes. From Pepco Poms, asi/77280, 800-992-1048.



Stickless hand fan is made of 16-point coated board stock. From Ventura Inc., asi/93520, 800-722-5201.



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▶ editor's picks

BACKPACKS

The digital age requires commuters to be hands-free at all times. Backpack sales are one big beneficiary of this trend. By May of last year, backpack sales for adults had jumped 33% from the previous 12 months.



Deluxe computer backpack has a tablet pocket and a padded laptop compartment. From Victorinox Swiss Army, asi/93755, 800-243-4066.



Accent 18-can cooler has an insulated main compartment with a heat-sealed PEVA lining. From CMBags, asi/46420, 800-238-4858.



Sports bag drawstring backpack is made of nonwoven polypropylene. From Amaco, asi/47971, 800-234-5740.



Two-tone drawstring backpack is made of nonwoven polypropylene with a framed imprint area. From Evans Manufacturing, asi/52840, 800-745-3826.



Colorful drawstring backpack is incredibly spacious for low-hassle loading and unloading. From Gold Bond, asi/57653, 423-842-5844.



The Mission backpack has a tablet pocket that fits up to a 10" device with case. From Gemline, asi/56070, 800-800-3200.



Nonwoven drawstring backpack is constructed with heavyweight polypropylene. From Heritage Sportswear, asi/60582, 800-537-2222.



Polycanvas tablet backpack has a zippered front pocket sized to fit most tablets. From Bullet, asi/42424, 800-749-7367.



Unique nautical-styled backpack has waterproof lining and three large compartments. From SailorBags, asi/84293, 585-924-3937.



Pink camo is a hot pattern and this hydration-ready 600D poly backpack has it. From Kati Sportcap & Bag, asi/64140, 800-392-5559.



Heavy-duty 600D polyester backpack features hooded bi-directional zippers. From Superex, asi/90231, 866-214-4393.



The rugged TacPack is built from 600 Denier polyester with a water-resistant coating. From Starline, asi/89320, 800-831-2231.

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▶ editor's picks

PENS

If you have logoed pens to offer, look to clients in the Southeastern region of the United States. According to the ASI Ad Impressions Study, 32% of consumers in the Southeast own a branded desk accessory, the highest percentage of any region studied.



Choose from bright tropical colors for this ballpoint, including grape, orange and sapphire. From Zenith Promotions, asi/98980, 516-371-2727.



Combination writing instrument includes blue ink, black ink and a mechanical pencil with eraser. From Makana Line LLC, asi/68366, 800-371-7050.



Pen has a ballpoint on one end and a highlighter on the other. From Bullet, asi/42424, 800-749-7367.



Push-action ballpoint has a matte metallic barrel and rubberized grip with diamond pattern. From Evans Manufacturing, asi/52840, 800-745-3826.



Twist-action pen can be imprinted on the barrel and inside a clear epoxy dome on top. From Garland Writing Instruments, asi/55870, 401-828-9582.



Stylus pen features a barrel filled with decorative crystal rhinestones. From Ideasmart Promos Inc., asi/62359, 518-227-1678.



Ballpoint click pen features two bright LED lights. From Brighter Promotions, asi/42016, 800-446-3200.



Ballpoint has a soft-touch stylus and metallic finish. From Nu Promo International, asi/74585, 888-294-5007.



Leather pen case has a top flap and holds two pens. From Ashlin BPG Marketing, asi/37138, 888-427-4546.



Twist-action ballpoint doubles as a highlighter. From Crown Products, asi/47700, 800-367-2769.



Twist-action pen features a stylus and LED light. From Gold Bond Worldwide, asi/57653, 423-842-5844.



Twist-action pen includes hand sanitizer sprayer. From Webb Company, asi/95838, 800-999-9322.

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Editorial Spotlight

Interactive Seed Packets From Powerful Plants



AL BENNER
Owner
Powerful Plants
(asi/79076)

Q. Please give us some company background.

A. I'm a health-conscious father of twin eight-year-old boys, an avid gardener, and someone who is concerned about the wellbeing of our planet. I was looking for a fun, yet educational way to connect with kids by using technology to inspire them about plants, protect-

ing the earth and healthy eating habits.

After two years of development, and a little coaching from my boys and their friends along the way, we now have 36 heirloom vegetable, herb and flower seed varieties with characters that come to life right on the seed packs.

Q. How do your Talking Veggie Seed Packets come to life?

A. By utilizing a cutting-edge technology called augmented reality. To make this happen, a person

must first download our free app to their smartphone or tablet (the link is on our website). Once loaded, aiming the camera at the character on the front of each pack will cause the video for that character to play. It is very realistic as the video starts with the character in its current position on each pack. They "pop" to life.

Our products are very unique for several reasons:

1. We are the only line of vegetable seeds created specifically for kids with characters that actually come "to life" using our free app.

2. Each of our seed packs provides 2-3 minutes of "edutainment" for children: fun plant facts, history, nutrition information, and growing and preparation tips.

3. Our interactive story books encourage reading retention, as kids must first answer three questions about what they just read before the characters come to life to complete each scene.

4. For an additional cost we can create video content for customers that ties directly to their customer's logo or image on the back of our seed packs. This would be done by using our augmented reality technology described previously.

5. We are in the process of offering several free contests with fun prizes on our website.

Q. How can distributor sales reps sell your products?

A. Sales reps should pay particular attention to what sets us apart and makes us special – the augmented reality messaging that delivers high-quality educational and inspirational content to children and families. They should also keep in mind that we can further customize seed packs and books by creating unique video messaging for their clients.

Q. Can you tell us how these products were used in particular promotions?

A. We just launched this spring, but already we have several schools using our seed packs and books as healthy, educational alternatives for their fundraising efforts. We anticipate many more organizations will be looking for ways to reach families with kids by using cool technology to get them interested in protecting our planet, growing plants and eating what they grow.

CHECK IT OUT

To see the seed packet characters (Casper Pumpkin, Rosa Bianca Eggplant and the rest) in action, go to: www.powerfulplants.net.



HOT MARKETS

- ▶ Fundraisers – Schools and Nonprofits
- ▶ Cross Promotions for Healthy Eating
- ▶ Municipalities – Promoting Health and Environment
- ▶ Novelty/Point of Purchase
- ▶ In Store/Event Demos
- ▶ Environmental Causes
- ▶ Healthy Party/Event Favors
- ▶ Educational Packages for Schools

▶ SELL THIS PROGRAM

BY CHUCK ZAK

Make a \$4,162 profit with your client's next promotion. Management Retreat

Though their professional lives revolve around appealing to customers' desire for outdoor adventure, some members of TriAthletics Apparel's management team look like they haven't seen the sun in years. For this year's annual staff meetings, organizers have chosen a much more rugged location than last year's get-together at the airport hotel, and they've rounded up a passel of prime promotions to encourage hearty outdoor exploration in between Power Point presentations.

The trail up Mt. Marshmallow is, frankly, not very challenging, but to help get these laptop jockeys out of their seats, throw in a sun protection kit with sunscreen lotion and a flavorful lip balm. Boldly colorful gifts like a pair of flexible plastic

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.

sunglasses and a reusable sandwich bag are fun products and an effective medium for reinforcing the get-off-your-butt theme of the getaway.

For day two, what was billed as a motivational speech to be held in the conference room turns out to be a surprise river-rafting trip piloted by a former stuntman turned corporate speaker. Team members can't turn back, but they can still appreciate a sporty mesh backpack stuffed with a few sturdy goodies. An attractive wood-patterned, insulated tumbler will keep beverages warm and safe while bobbing violently over surging waters. A floatable waterproof phone pouch can protect any devices unlucky enough to make the trip, and even allows for full-use while contained, so rafters can freely send panicked texts to loved ones during the adventure.

At week's end, the wind-down party promises to be a welcome relief, so give out some light-up bottle openers with the well-

earned libations. Some comfy, 100% cotton military caps are perfect to hand out to the brave soldiers of sales and marketing. Make them extra-special by decorating them with a memorable custom-embroidered appliqué that will preserve the memory and message of the retreat for years to come.

Imprinted promotions aren't only for gaining new business, they help to rejuvenate the relationships you've already built, even among people working side-by-side each day. Combined with the right message, these quality products turn the roughest of promotional challenges into a walk in the park.

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
Sun kit	\$2.73	r	2,500	\$6,825	\$2,730
Sunglasses	0.99	r	250	\$248	\$99
Sandwich bag	3.08	r	100	\$308	\$123
Backpack	11.12	r	100	\$1,112	\$445
Tumbler	10.90	r	50	\$545	\$218
Phone pouch	13.00	r	50	\$650	\$260
Opener	1.46	r	250	\$365	\$146
Cap	4.50	r	50	\$225	\$90
Appliqué	2.04	p	50	\$102	\$51
TOTAL				\$10,380	\$4,162

BEGINNER'S TRAIL



Sun protection kit includes an SPF 30 sunscreen lotion and a premium lip balm. From Admint & Zagabor, asi/31516, 866-556-4687.



Flexible black plastic sunglasses have colored temples and a smoke lens. From Fields, asi/54100, 800-654-1517.



Sandwich bag is made with a machine-washable blend of recycled bottles and organic cotton. From NUMO, asi/74710, 800-253-0434.

RAGING RIVER



Two-pocket mesh sport pack is made of 420 denier doobby and 210 denier polyester. From Vitronic, asi/93990, 800-666-7117.



Wood-patterned 14-oz. insulated tumbler features a push-button open and close. From Zipline, asi/99030, 866-344-7677.



Clear waterproof pouch is perfect for carrying devices while traveling. From Penguin Products LLC, asi/77074, 631-393-2860

WRAP PARTY



This bottle opener lights up by pressing the button on the key chain. From Bay State, asi/38980, 866-947-6708.

Garment-washed cotton military-style cap has an adjustable hook-and-loop closure. From Otto Cap, asi/75350, 800-FOR-OTTO.



Custom-embroidered appliqués offer the high-quality look and feel of direct embroidery. From World Emblem, asi/98264, 800-766-0448.