

PRODUCT CATEGORIES



CATEGORIES

PROMOTIONAL PRODUCTS

Wearables	T-shirts, golf-shirts, aprons, uniforms, blazers, caps, hats, headbands, jackets, neckwear, footwear, etc.
Writing Instruments	Pens, pencils, markers, highlighters, etc.
Calendars	Wall and wallet calendars, desk diaries, pocket secretaries, etc.
Drinkware	All - glass, china, ceramic, crystal, plastic and stainless steel drinkware
Desk/Office/Business Accessories	Folders, desk pen sets, calculators, non-dated paper products, cubed paper, scratch pads, adhesive notes, stationery, etc.
Bags	Tote bags, shopping bags, satchels, gift bags, drawstring bags, cosmetic bags, paper bags, duffel bags, briefcases, etc.
Recognition Awards/Trophies/Jewelry	Awards, trophies, plaques, certificates, figurines, jewelry, etc.
Games/Toys/Playing Cards/Inflatables	Kites, balls, puzzles, stuffed animals, etc.
Textiles	Flags, towels, umbrellas, pennants, throws, blankets, etc.
Sporting Goods/Leisure Products/Travel Accessories	Picnic/party products, camping equipment, barbecue items, bar products, binoculars, luggage, passport cases, etc.
Housewares/Tools	Measuring devices, kitchen products, picture frames, household decorations, ornaments, tool kits, first aid kits, furniture, flashlights, cutlery, weather instruments, etc.
Clocks and Watches	Clocks, watches, etc.
Automotive Accessories	Key tags, bumper strips, road maps, floor mats, window shades, etc.
Stickers and Decals	Stickers, decals, etc.
Computer Products	Mouse pads, monitor frames, disk carriers, wrist pads, software, etc.
Magnets	Magnets and magnetic products.
Food Gifts	Candy, nuts, gourmet, meat, spices, etc.
Electronic Devices & Accessories	Radios, TVs, video tapes, music CDs, phone cards, etc.
Buttons/Badges/Ribbons	Buttons, badges, ribbons, signs, banners, etc.
Personal/Pocket-Purse Products	Pocket knives, grooming aids, lighters, matches, sunglasses, wallets



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PROGRAM CATEGORIES



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EVENTS

Business Gifts	Gifts to foster customer goodwill and retention
Employee Relations	Morale and motivation, corporate and employee identity, communications, employee training, referral programs, safety awareness, new employee orientation
Trade Shows	Trade-show traffic generation
Brand Awareness	Promotion of brand awareness and brand loyalty
Employee Service Awards	Anniversary recognition, service awards, etc.
Dealer/Distributor Programs	Dealer incentives, co-op programs, company stores
Public Relations	Corporate involvement with community, fundraising, sponsorship, school programs, media relations, corporate image
New Customer/ Account Generation	New customer or new account generation
Internal Promotions	Sales incentive, TQM/quality programs, productivity, inventory reduction, safety, error reduction, attendance improvement
New Product/ Service Introduction	New product or service introduction
Safety Education/Incentive	Employee safety and education
Not-For-Profit Programs	Not-for-profit use for fundraising, public awareness campaigns (health, environment, public safety, etc.)
Customer Referral	Customer referral incentive programs
Marketing Research	Marketing research, survey, and focus group participation programs



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