

Promotional Products **Work**

4imprint customers tell you how they have used promotional products to grab attention, unite their team, raise awareness, celebrate successes or otherwise spread the word!

**7th
Edition**

Lynette
with 4imprint
2 years

4imprint®



Welcome to our seventh edition of “Promotional Products Work”!

Welcome to the seventh edition of Promotional Products Work!

For the past several years, we’ve been collecting stories from our customers about how they’re using the promotional products they’ve ordered from us and creating an e-book called ‘Promotional Products Work!’. I’ve learned so much from their stories, and I look forward to every edition. I’ve been accused of saying this a lot, but we really do have the best customers. Their creativity, ingenuity and passion are truly remarkable.

Especially now, as many organizations have been grappling with challenges not faced before, we’re hoping this little book will provide you with a source of marketing ideas and inspiration for the new year—and bring you a smile along the way!

If you know someone who might find the book helpful, please share it. And if you have a story of your own to share—we’d love to hear it!

Here’s to a new year and better tomorrow!

Best,



Kevin Lyons-Tarr
CEO
4imprint, Inc.

Kevin Lyons-Tarr
CEO, with 4imprint
30 years

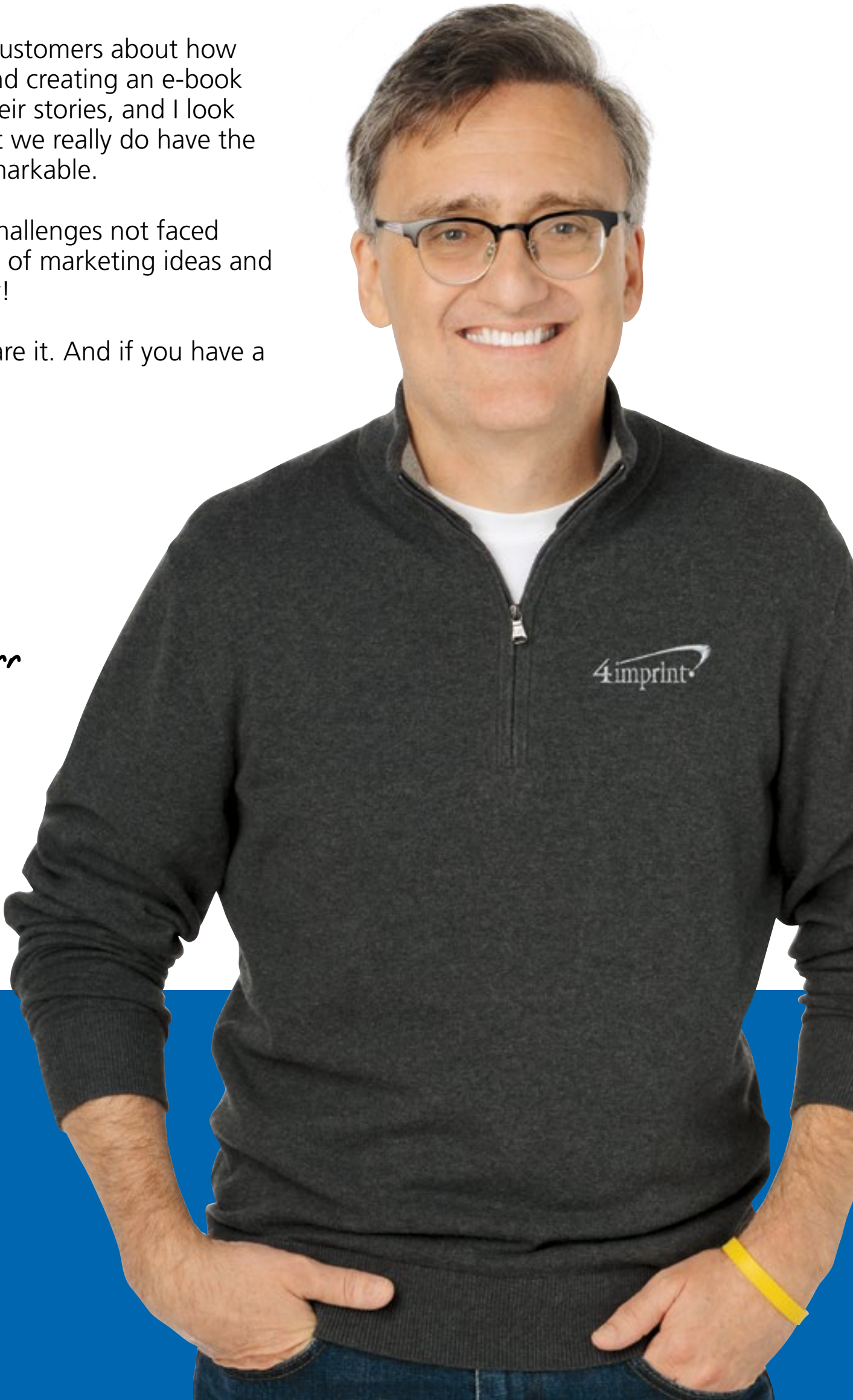


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Boost your brand



Promotional products
increase brand exposure
and attract new
customers—no matter
what business you're in.

Boost your brand

#1



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

Employees love wearing our branded products, It makes them more professional when coming face to face with our clients.

Lorne from Brantford

Boost your brand

#2



[#C142160, Wine Barrel Accessory Kit](#)

Silent auction Items/door prizes and customer give away.

Susan from Ryley

Boost your brand

#3

Chee La
with 4imprint
8 years

[#C103933, Laminated Fashion Tote](#)

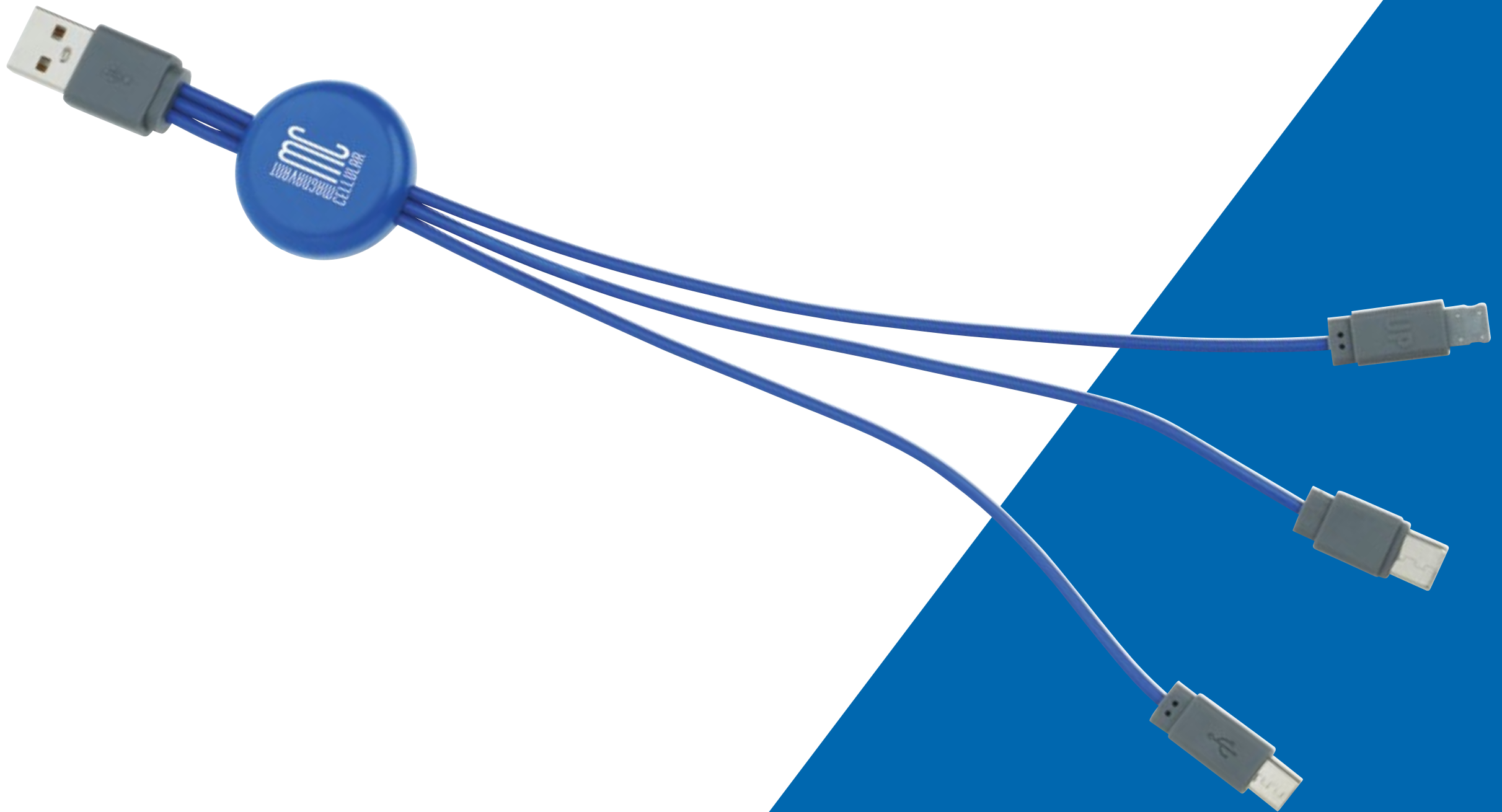


We ordered the laminated-tote bags, and these really were well received by passerbys when we were promoting our Contest. We should've order more bags as they are durable and sharp looking, when we ran out, people were still coming to ask for one. Now I see our brand on these bags being used for time to time.

Andrew from Listuguj

Boost your brand

#4



[#C154116, Snap Charging Cable](#)

Great retention item that people will have at their fingertips and use to remember you.

John from Calgary

Boost your brand

#5



[#C152061, Neo Vacuum Insulated Cup](#)

These are give aways for visitors and or non-profit groups looking for auction items or what have you.

Gillian from Oromocto

Boost your brand

#6



[#C141145, Bic® Non-Adhesive Notepad](#)

At Christmas we like to thank our customers for shopping at our store. No one seems to do this much anymore but I believe in giving a little back. It makes people smile and that's what its all about at Christmas.

Nola from Lloydminster

Boost your brand

#7



[#C109678, Folding Tote in a Pouch](#)

Promotion material was placed in the bright orange bag for students that were doing guided tours in our Health Care establishments!!! It is reusable and very practical for students!!!

Anonymous

Boost your brand

#8



[#C138755, Colouring Bookmark](#)

I use all of the products I purchase to promote my business but also as Xmas thank yous for our clients. I find the book marks easily fit into cards when mailing. The larger or bulky items that do not are used to directly hand to potential clients so I carry them in my purse, give out at my home office or use if participating in a silent auction fair etc.

Qualified Tutors from Thornhill

Boost your brand

#9

Marilou
with 4imprint
6 years



[#C115055, Serged Open-Back Polyester Table Throw](#)

We use it for our many career fairs, it's great because it never wrinkles and easy to wash and handle.

Anonymous

Boost your brand

#10



[#C104212, Wolverine Pen](#)

We combined the need to provide sanitized unused pens for customer signoffs with brand promotions by handing out customized branded pens. The pens seem such a small contribution, but customers are really excited and appreciative with this small 'gift'.

Lynne from Abbotsford

Unite your team



Whether they're remote, in person or a mixture of both, promotional products can bring people together as one unified team. Help them look (and feel!) the part with branded apparel and accessories.

Unite your team

#1

Tyler
with 4imprint
5 years

Libby
with 4imprint
10 years

[#C116386, Coal Harbour Tricot Snag
Protection Wicking Polo](#)



Provides uniform appearance
which looks clean and tidy in
team environment.

Anonymous

Unite your team

#2



[#C152464, Tonal Zig Zag Accent Lunch Cooler](#)

the balloons and bags were used for a pizza and ice cream social event we had for our staff.

Anonymous

Unite your team

#3



[#C124915, Red Kap Industrial Cargo Pants](#)

We updated our Operations team uniforms following re-brand, our new uniforms are professional looking, of good quality and are very well made. We are very proud of our Operations team and they look professional and confident when they are out in the field. We are very happy with the product and with the team at 4imprint, who are dedicated and hard working, they made ordering quick and easy and we got exactly what we wanted.

Anonymous

Unite your team

#4



[#C111483, Pedova Zippered Padfolio](#)

As a school, we want to provide our employees with branded items that promote our school and make them feel like part of a team.

Scott from Kelowna

Unite your team

#5



[#C128913, Bodie Heathered Blend Tee](#)

Working on a Pediatric floor at a hospital we love T-shirts. The option of having shirts with bright colours and fun prints is not only nice for staff but fun for our patients. These shirts are not as intimidating to children as approaching them with standard medical uniforms. As well we love being able to differentiate our staff from others within the facility.

Stefani from Belle River

Unite your team

#6



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

Christmas gift for our staff.

Anonymous

Unite your team

#7



[#C136205, Crossland® Microfleece Jacket](#)

I ordered jackets for the whole team so that we looked like a team. It was a gift to show appreciation for all they do. All staff wear their jackets with pride!

Cindy from Aylmer

Unite your team

#8



[#C134361, Tidy Tech Accessory Case](#)

The items provided were used as end of year gifts which I believe were well received by members within my team.

Anonymous

Unite your team

#9



[#C111452, Refresh™ Cyclone Water Bottle](#)

our orders have been sent to our staff for not only staff appreciation but for the team motivation. We are Team!

Thuzar from Surrey

Unite your team

#10



[#C105790, Drawstring Sportpack](#)

With the pandemic happening I wanted to give all of my kids a free bag with one of our studio T-shirts!

Denise from Schomberg

Unite your team

#11



[#C122360, Gildan® DryBlend® 50/50 T-Shirt](#)

Our small family-owned and operated metal roofing company had just rebranded so we wanted new items with our logo to inspire our team and it is always nice to hand out gifts to our employees that they can actually use, so we ordered T-shirts.

Marion from Victoria

Raise awareness



No matter your mission,
promotional products work
when it comes to raising
funds, spreading the word,
thanking donors and drumming up
support for your cause.

Raise awareness

#1



[#C106977, Therm-O Tote Insulated Grocery Bag](#)

Think Turkey is a National campaign in Canada and by giving away the insulated bags it keeps our message alive!

Anonymous

Raise awareness

#2

Jeff
with 4imprint
9 years

[#C1384, Stress Reliever](#)



We are an organization that helps promote suicide prevention and are always looking for ways of talking about the stigma of mental illness. The stress balls were chosen for their effectiveness in reducing stress. As a bonus our website is on the ball should anyone need our help in spreading suicide prevention awareness as well as helping individuals find the resources they need.

Melanie from Brandon

Raise awareness

#3



[#C132708, MopTopper Stylus Pen](#)

At the Canadian Association for Play Therapy these Mop Top pens really capture what we are all about. Play Therapy helps families cope with all the mental health challenges in the world today. There is so much out there anything we can do to help is what we are here for.

Kip from Guelph

Raise awareness

#4



[#C121402, Silicone Smartphone Wallet](#)

Item was giving to new students as a way to promote the library and also be a useful item. Most students have a phone and their student ID is needed throughout the university.

Carla from Sydney



[#C155583, Emoji Smiley Stress Reliever](#)

We use our promotional items to reach agencies and families in order to promote our services in our rural region. We are a non profit and provide in home services free of charge to assist families whose children need more help in reaching their developmental milestones as well as support families in navigating services.

Lynda from Tisdale

Raise awareness

#6



[#C142179, Prism Tote](#)

Making a move to reduce plastic in our store. Our customers were very receptive of our movement and have shared their common values with us.

Anonymous

Celebrate successes



Big or small, honouring their achievements is a great way to build lasting relationships. Celebrate their successes with promotional products they'll treasure.

Celebrate successes

#1



[#C139594, Newbury Melange Fleece](#)
[1/4-Zip Pullover](#)

We were extremely happy that we had all of the sweaters to distribute to our employees in time for our anniversary!

Michelle from Brantford

Celebrate successes

#2



[#C134896, Up Front Square Portion Control Lunch Set](#)

It was for a graduation gift for my clients.

Jackie from Kentville

Celebrate successes

#3



[#C110608, Value Sport Bottle with Push Pull Lid](#)

Gave this to our skating students to celebrate the end of our fall skating session.

Anonymous

Celebrate successes

#4



[#C111416, Lapel Pin](#)

This year is our 30th Anniversary at the Centre. We marked the occasion with giving our volunteers a visible thank you that says “I am a valued volunteer.”

Kim from Dauphin

Celebrate successes

#5



[#C144569, Clique® Basics Pullover Hoodie](#)

We loved these hoodies that were given out to high school students who completed our one-year leadership training program! Ordering was easy and the hoodies themselves are great quality—so comfy!

Shannon from Hamilton

Celebrate successes

#6



[#C9812, Two-Tone Tote Bag](#)

100th Anniversary of IODE.
Brenda from Carstairs

Celebrate successes

#7



[#C7068, Allegro Pen](#)

These items were used for our 1 year work anniversary celebration. The staff appreciated the items and the quality was wonderful.

Anonymous

Celebrate successes

#8

Jason
with 4imprint
7 years

[#C110122, Challenger Grande Coffee Mug](#)



I ran a curling tournament for 64 brand new, 1st year, adult curlers. They weren't expecting anything and to get a mug commemorating their "first ever event" was very exciting to them. Hard to believe adults getting so excited about a "free mug". It was fun to be part of.

Trudy from Carleton Place

Show gratitude



Sometimes the simplest ways to show your appreciation mean the most. When you want to thank teammates, donors or loyal customers, promotional products can work wonders.

Show gratitude

#1



[#C155911, Crossland® Picnic Blanket](#)

All of our staff members give so much of themselves every day and we want to acknowledge that they are valued even when they are taking time for themselves... reading a book or going on a picnic by providing them with items that enhance their personal time.

Anonymous

Show gratitude

#2



[#C125645, Louvre Smartphone Wallet and Stand](#)

To promote and educate through workshop, having thank you gifts does bring in the crowd we are searching for and they appreciate it.

Verna from Kylemore

Show gratitude

#3



Baylee
with 4imprint
5 years

Matt
with 4imprint
9 years

[#C146001, Crossland® Toque](#)

The toques were given to our Board and Council members who volunteer and attend meetings throughout the year. This was a thank you at Christmas time for their commitment to our members.

Anonymous

Show gratitude

#4



[#C131323, Satin Flat Ornament](#)

Our most recent order was Christmas Ornaments which we have started giving out yearly to our employees.

Anonymous

Show gratitude

#5



[#C152061, Neo Vacuum Insulated Cup](#)

The insulated wine cup we received was very well liked by all the poster judges. They thought the cup was very nice and unique (different from the typical ceramic mug they receive). They felt very much appreciated for their efforts in judging and taking the time and effort to help out with the symposium.

Anonymous

Share your success story!

Have you found success with your promotional products?

Share your expertise by visiting

[**4imprint.ca/SwaggingRights**](https://4imprint.ca/SwaggingRights) and clicking the #SwaggingRightsSM button in your order history. Submit your photo with a description of your story. We'd love to share it with others via social media and maybe even in our next edition of **"Promotional Products Work"!**

See more ideas and past editions of 4imprint's **"Promotional Products Work"** at [**4imprint.ca/EBook**](https://4imprint.ca/EBook)

