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$2.48 [R]

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5 Foot & 6 Foot Balloons

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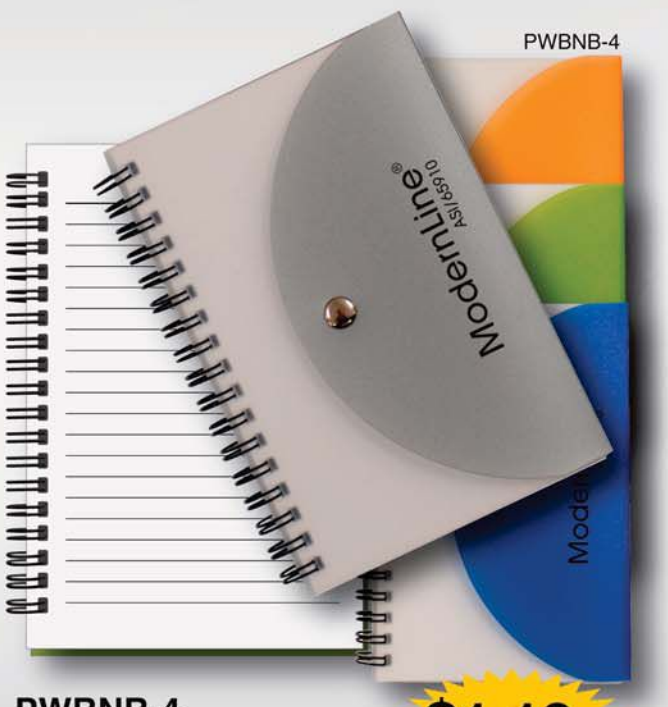

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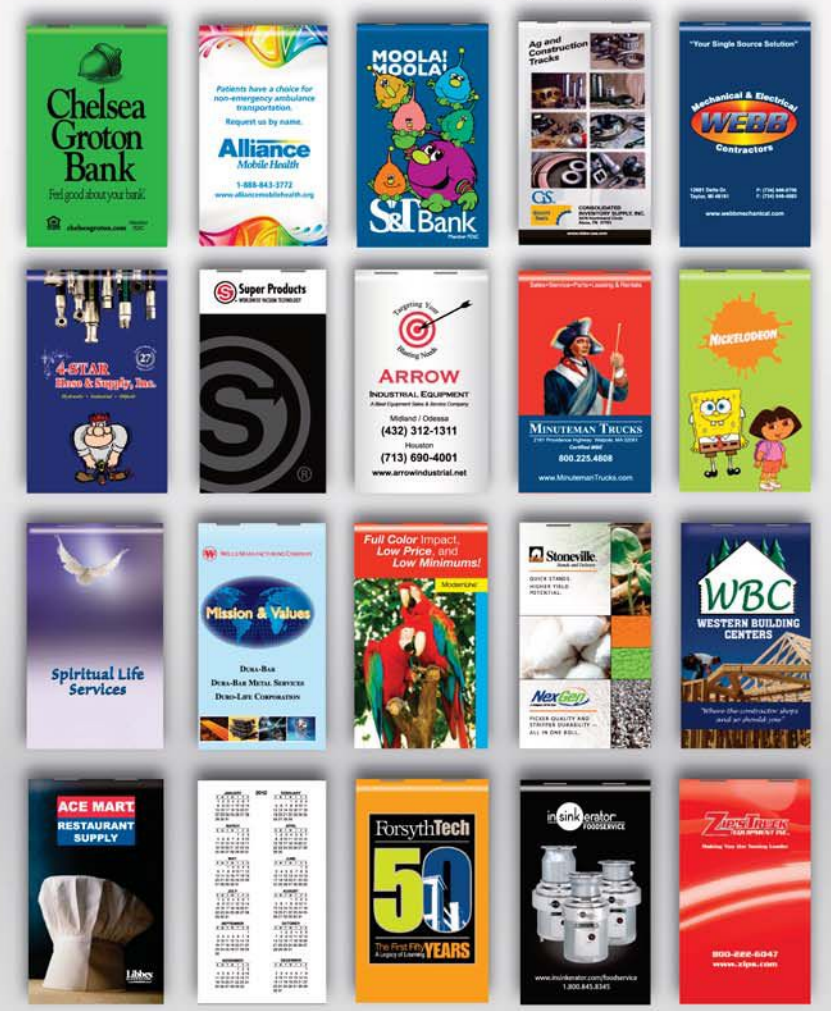

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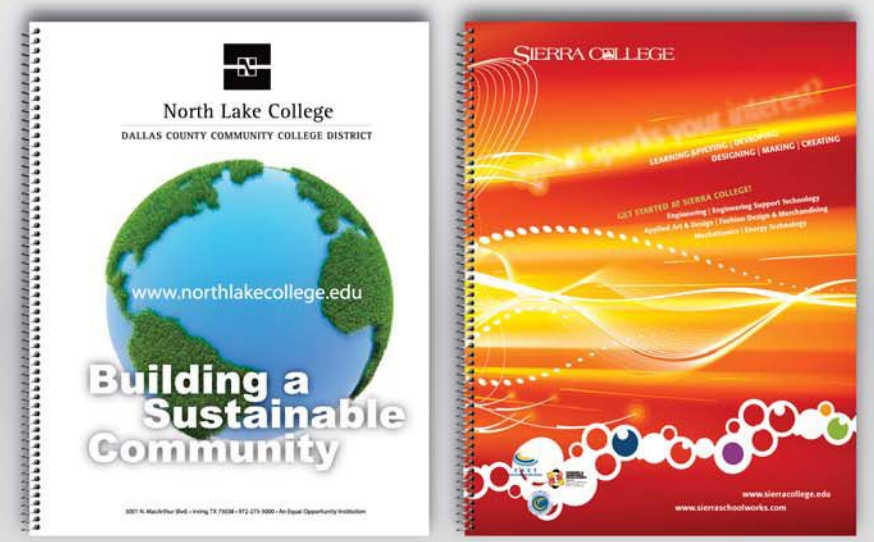

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BB2820R RED

BB2820N BLUE

BB2820G GUNMETAL

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- Aluminum Construction
- Colored Capacitive Stylus - For Touch Screen Devices
- Chrome Clip & Accent Rings
- Black Ink

Colored Capacitive Sylus

BB3620R RED

BB3620B BLACK

BB3620G GREEN

BB3620S SILVER

BB3620N BLUE

BV1220 FREE 24 RUSH

3-in-1 Ballpoint Pen & Stylus Keychain

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- Key Ring
- Black Ink

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3.5mm Connector

Key Ring

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BV1220N BLUE

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- Hex Wrench Included

VS2113B BLACK

Non-Permanent Adhesive Grip

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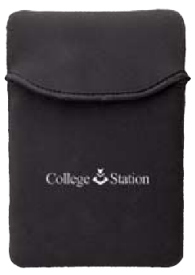

KB9706B BLACK

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- Ballpoint Pen with Blue Ink
- Capacitive Stylus - Works With Touch Screen Devices
- Microfiber Cleaning Cloth
- Swinging Easel Stand Holds Pens In Place for Transport

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VS2110B BLACK

VS2110R RED

VS2110G GREEN

VS2110N BLUE

Mechanical Pencil

Ballpoint Pen

Capacitive Sylus

Microfiber Cloth

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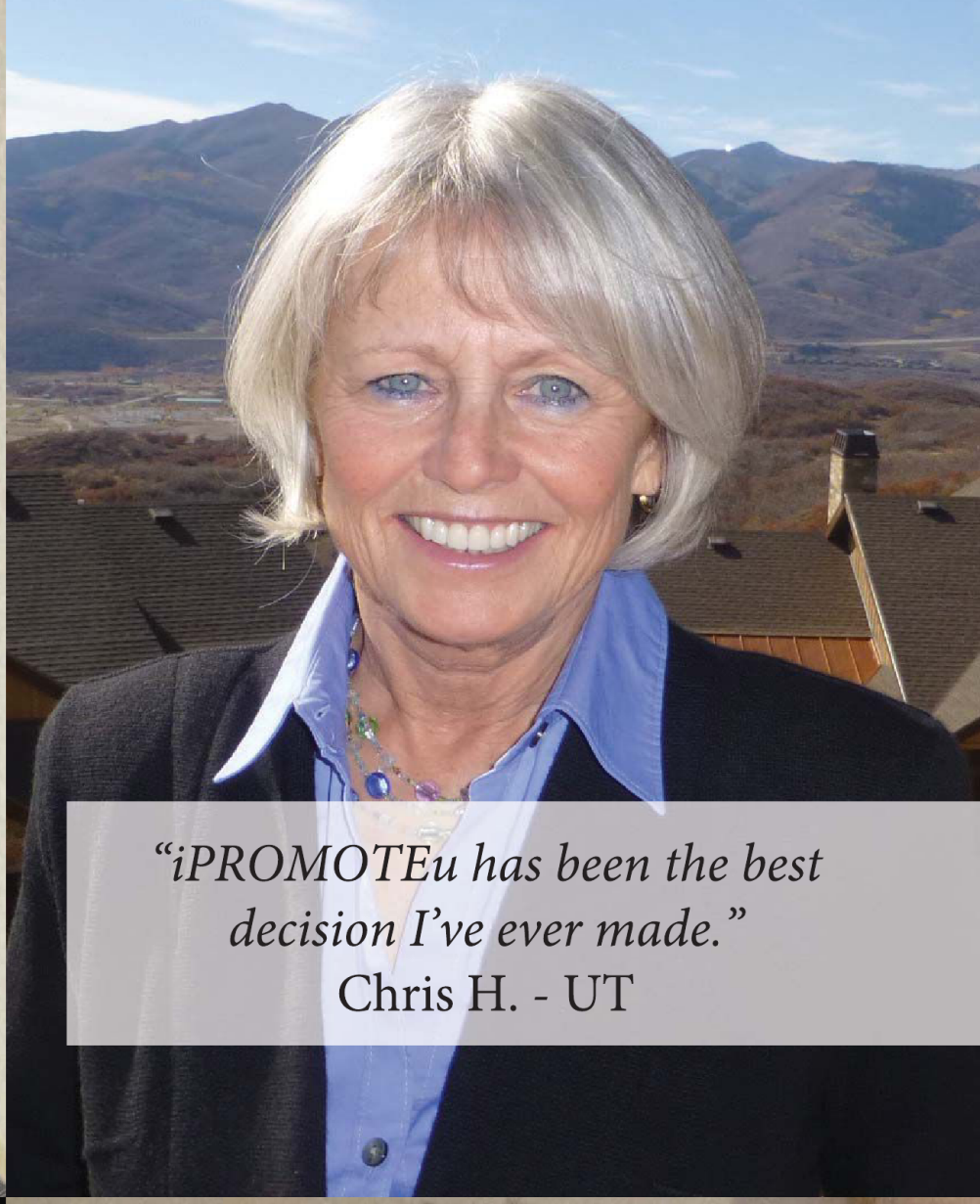

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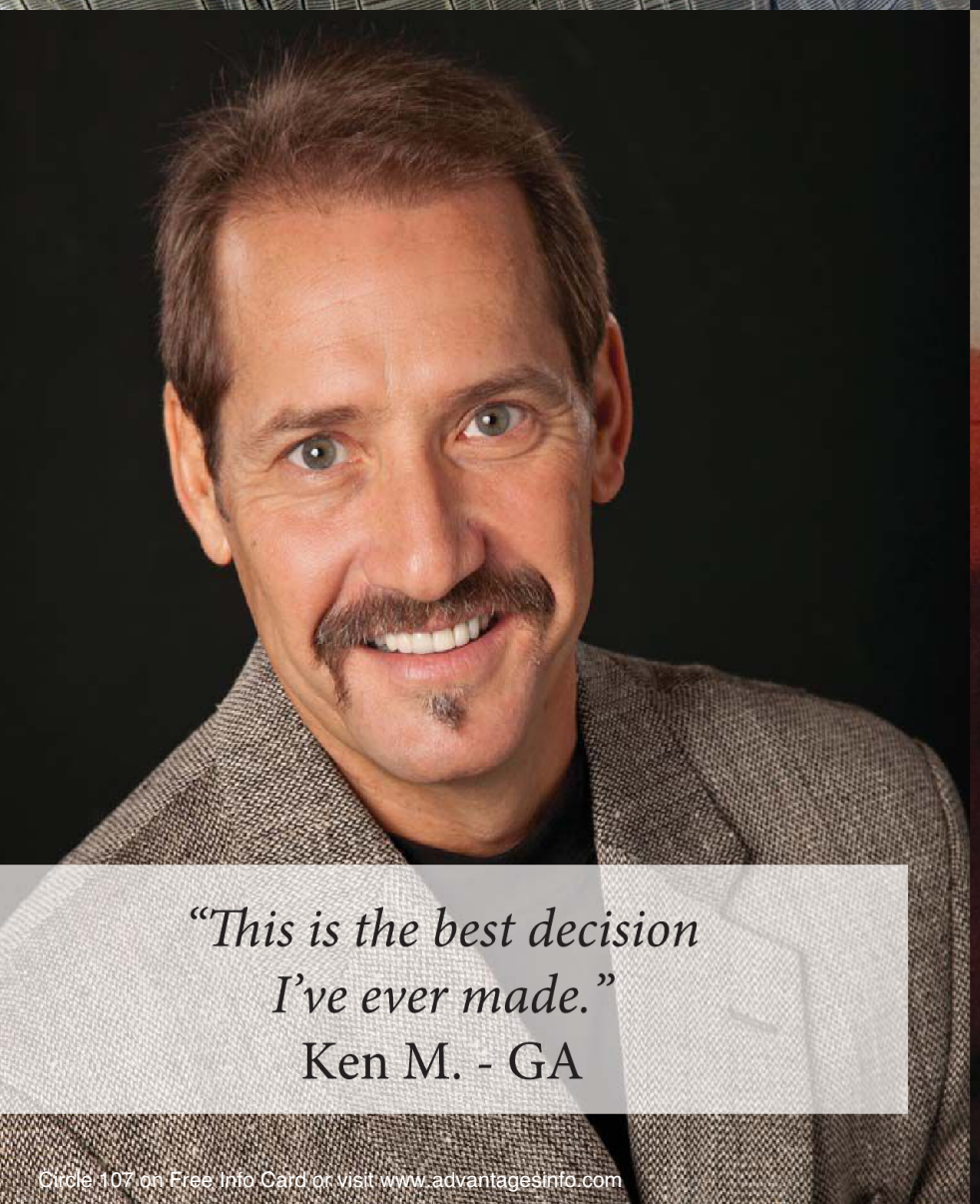

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- Black Ink

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BL5200B BLACK

*Shown Oxidized.

BL5200S SATIN-CHROME

*Shown Oxidized.

BL5200G GOLD

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- Metal Clip
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- Black Ink

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BB2100N BLUE

BB2100B BLACK

BB2100M BURGUNDY

BB2100S GUNMETAL

BB1700 FREE 24 RUSH

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- Colored Aluminum Barrel
- Diamond Etched Grip
- Metal Clip
- 2-Ring Chrome Accent
- Chrome Tip
- Black Ink

FROM $1.49 (c) Valumark

BB1700S GREY

BB1700G GREEN

BB1700R RED

BB1700N BLUE

BB1700B BLACK

BB3250S GUNMETAL

BB3250 FREE 24 RUSH

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- Cap-Off Design Rollerball
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- Chrome Clip & Trim
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BB3250G GREEN

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- Rubber Grip
- Metal Clip
- 2-Ring Chrome Accent
- Chrome Trim
- Black Ink

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BB1600N BLUE | BB1600S GREY | BB1600R RED | BB1600B BLACK

BB1500 FREE 24 RUSH

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- Metal Clip
- Etched Mid Rings
- Black Ink

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BB1500L LIGHT BLUE | BB1500B BLACK | BB1500S GREY

BB1500R RED

BA6250T ORANGE

BA6250 FREE 24 RUSH

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- Metal Clip
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BB1680B BLACK

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- Colored Aluminum Barrel
- Rubber Grip
- Metal Clip
- 2-Ring Chrome Accent
- Chrome Trim
- Gift Box

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BB1680R RED

BB1680N BLUE

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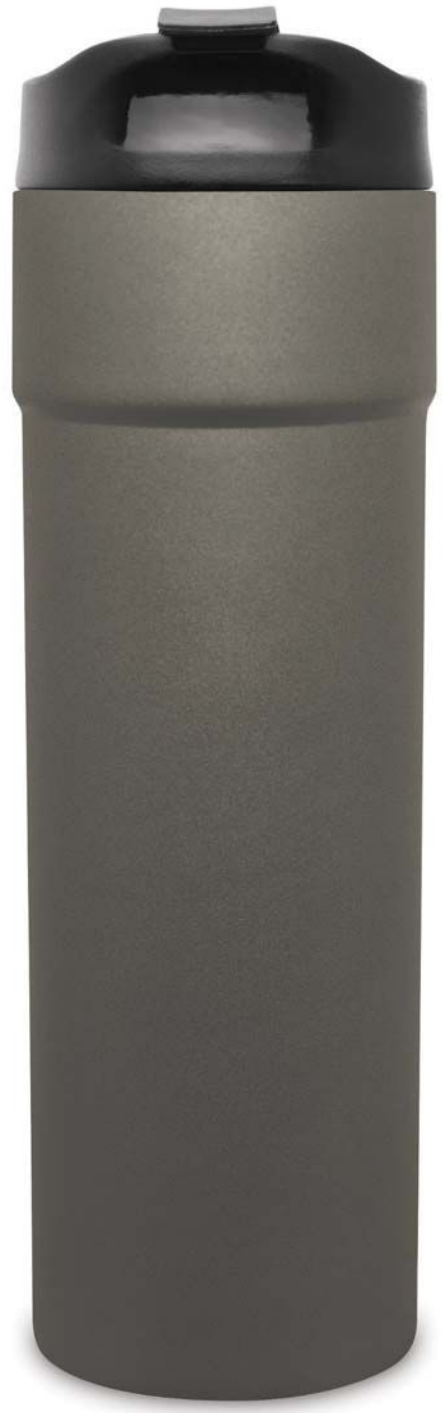

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Threaded snap-fit lid.

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running from top to bottom
for temperature stability.

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KT6106B
BLACK

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KM6411S
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Slider Lid

KM6411N
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KM6508R
RED

Contoured
Easy Sip Top

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BLUE

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- Polypropylene Liner
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2. Select Your Straw Color

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Price	4.49	4.29	4.09	3.99	3.89 (c)

AST38

14 oz. Travel Mugs w/Handles

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Price	3.59	3.37	3.17	3.07	2.99 (c)

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16 oz. Two Tone Tumblers

Qty	50	100	250	500	1000
Price	5.29	4.79	4.69	4.49	4.39 (c)

ATM256

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ATM254

16 oz. Curvy Handle Mugs

Qty	50	100	250	500	1000
Price	4.99	3.99	3.59	3.49	3.45 (c)

ATM111

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Price	6.95	5.95	5.79	5.69	5.59 (c)

ADM899

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A1703

16 oz. Two Tone Barrel Mugs

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Price	2.99	2.59	2.49	2.39	2.35 (c)

A9614

16 oz. Two Tone Cafe Mugs

Qty	72	144	288	576	1008
Price	3.99	3.49	3.29	2.99	2.79 (c)

ACM1255

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A5000

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AST10

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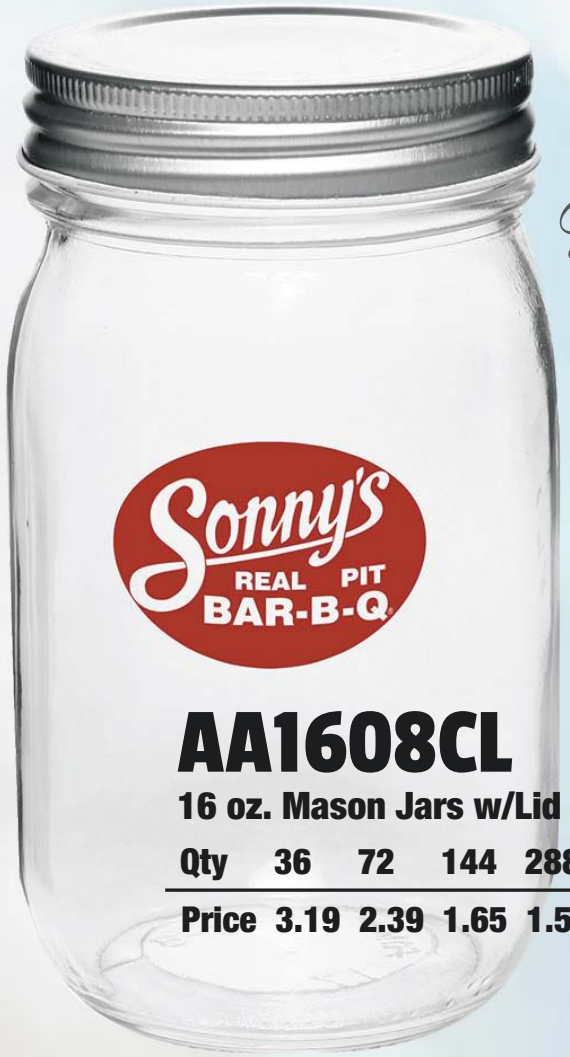

Glass

AA1608CL

16 oz. Mason Jars w/Lid

Qty	36	72	144	288	576
Price	3.19	2.39	1.65	1.50	1.45 (c)

Glass

AJ40014L

16 oz. Glass Handle Mason Jars w/Lid

Qty	36	72	144	288	576
Price	3.79	3.09	2.69	2.55	2.45 (c)

Glass

AA1205CL

12 oz. Glass Mason Jars w/Lid

Qty	36	72	144	288	576
Price	3.29	2.59	1.69	1.55	1.49 (c)

Glass

A9708L

16 oz. Glass Handle Mason Jars w/Lid

Qty	36	72	144	288	576
Price	3.99	2.99	2.55	2.39	2.35 (c)

APG130

25 oz. Tritan Mason Jars

Plastic

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Plastic

APG131

24 oz. Plastic Mason Jars

Qty	50	100	250	500	1000
Price	4.49	3.79	3.49	3.29	3.19 (c)

Plastic

APG132

17 oz. Double Wall Mason Jars

Qty	50	100	250	500	1000
Price	4.29	3.29	3.15	3.09	2 .99 (c)

Plastic

APG129

24 oz. Plastic Mason Jars

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Price	8.99	8.29	7.89	7.69	7.49 (c)

ATOT101

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Price	1.25	1.09	1.05	1.02	1.00 (c)

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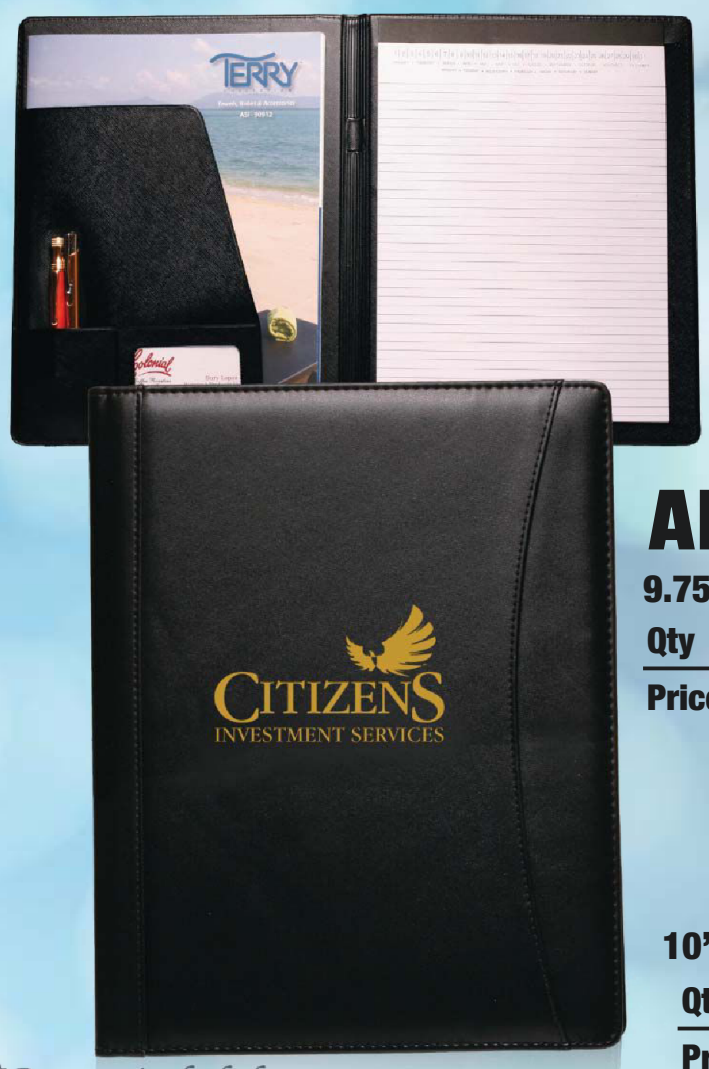

APF70

9.75” x 12.5” Portfolios

Qty	25	50	100	250	500
Price	7.99	6.79	6.49	6.09	5.99 (c)

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10” x 12.5” x Two Tone Portfolios

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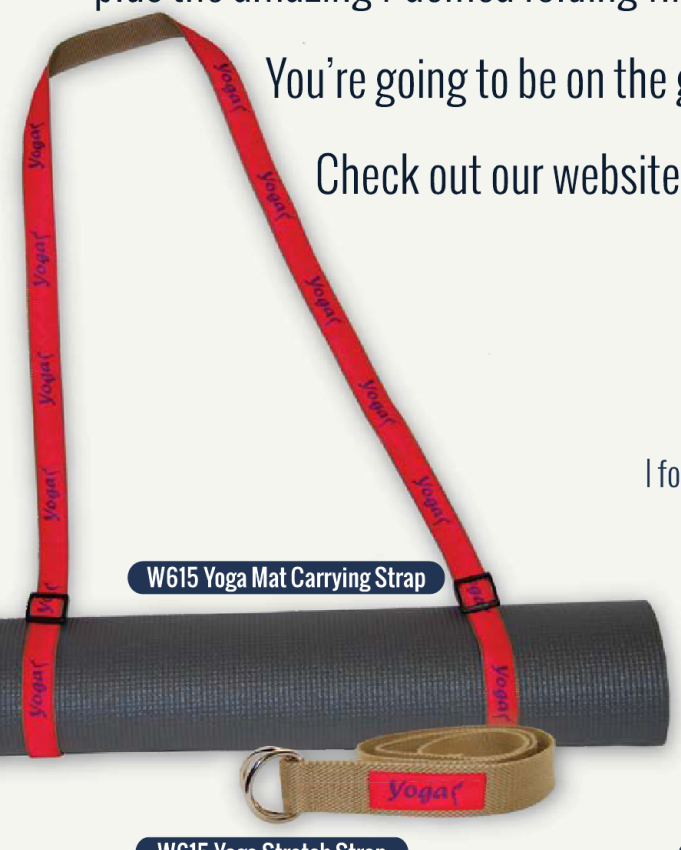

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EDITOR'S LETTER

Buddy Up

Where would Dolce be without Gabanna?

Dolce and Gabanna, Proenza Schouler, Kenzo and Valentino are all examples of high-end fashion houses that rely on designing duos to create and deliver their coveted lines. Their combined efforts prove the age-old saying, "two heads are better than one."

As Lazaro Hernandez, who is a founder and creative director of Proenza Schouler (along with Jack McCollough), told *New York* magazine, it's great to have "the opinion of someone you respect – it's never a solitary process."

The same can be said for your efforts navigating the world of wearables in the ad specialty industry. Sure, you're probably not going to be selling an embroidered laser-cut lace dress for $5K any time soon. But chances are at some point, a client will request an apparel piece that's something other than a one-size-fits-all tee. Wouldn't it be smart to take along an apparel expert?

For those of you who still hold onto a fear that some way, someday, your suppliers will swoop in and scoop up all your business for themselves, hold onto your logoed hats. I'm suggesting you take along a representative of your apparel supplier to your next apparel presentation. Someone who can help you explain to your client what's possible and what's not. Someone who can talk about fabric options, address sizing concerns and inventory issues. More and more, smart reps are doing just that.

"We started our business 13 years ago, and still to this day, we only deal with apparel providers that have outside sales reps willing to make end-user calls," Brad Simmons, owner of Logo Pros, told writer Andraya Vantrease. "It's the best way to generate sales because they are the experts." See? I told you. You can read all about it and get more helpful pointers on taking your apparel presentations to the next level in "Top Tips for Apparel Presentations."

Teaming up may be the key to your success.

Don't stop there. You can brush up on your own knowledge by reading "Orange Is the New Black," which highlights eight hot trends straight from the runways. Another must-read: "Upgrade Sales with Fabric Know-How." If your apparel supplier starts talking about "singles" and you think he may be looking for a date, I suggest you become familiar with fabric terms.

I'm sure you'll find this issue to be a good fit for future sales.

Kathy Huston

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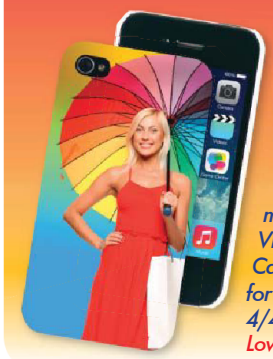

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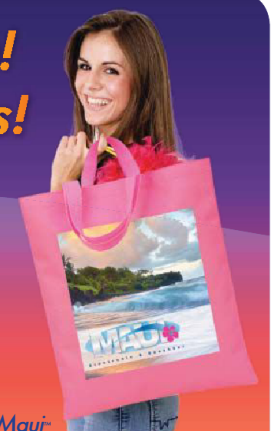

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Custom Team Apparel From Head To Toe

Outfitting your clients with spirited team wear is easy and economical with this North Carolina-based manufacturer. From custom-sublimated socks to field-tested jerseys, OT Sports is the one-stop resource for a winning program.

Kick start your sales with custom sublimated athletic crew and knee-high socks from OT Sports. The team apparel supplier has a patent-pending technology that provides a completely custom sock design with unlimited graphics and no color limitations. The custom socks are even affordable in minimums as low as 24 pairs per style and design.

Sounds to good to be true? Not at all. It's just the sort of customer support this U.S. manufacturer has made its calling card. "By offering a custom sock in such low minimums with unlimited design capabilities, OT Sports opens up a whole new market for promotional distributors," says Scott Gollnick, vice president of sales and marketing at OT Sports. "With socks being the new craze, companies and organizations are looking for new ways to promote their image and brand outside of the traditional T-shirt. Our ability incorporates logos and images into the socks, making this product a perfect fit for team uniform socks, corporate promotions and school and organization fundraisers."

Expect high quality and fast turnaround when you turn to OT Sports for team apparel."The fact that our socks are made in the USA, in our North Carolina factory, enables us to turn orders in as little as 10 to 14 days," Gollnick explains. "We also offer custom sublimated apparel and uniforms for sports such as soccer, hockey, football, baseball, basketball, wrestling, volleyball and lacrosse. All jerseys and shorts are made in our NC factory and most carry a four to five week turnaround with minimums starting at 24 units."

When you present OT Sports apparel and accessories to clients, be sure to mention its U.S. pedigree. Another selling point is the company's stature and experience within the sports arena. "Our uniforms have been worn at all levels of sports, so our quality and service have been game-tested by some of the top professional athletes in their sports," Gollnick says. "We have outfitted professional lacrosse teams, baseball teams, hockey teams, soccer teams as well as Division 1 collegiate teams for over 15 years."

Jim Craig, a 1980 USA Hockey Olympic Gold Medalist, can attest to OT Sports' quality and reliability. Craig is founder of Gold Medal Strategies, a Boston-area based motivational speaking and sales training company. He has repeatedly used OT Sports for producing custom jerseys in conjunction with his corporate speaking engagements. "Based on his client's needs and logos, we put together artwork designs and completed jersey programs for his company and customers to be used for branding, promotions and corporate team building," Gollnick says.

The quality and service that a gold medalist expects are two things that often get overlooked when companies turn to overseas production for low prices. In the end, sourcing domestically with a partner such as OT can lead to a better value overall. Gollnick explains: "Our uniforms can be worn for multiple seasons, so over the course of three to four years, teams actually save money using OT Sports. We also have the ability to service smaller fill-in orders quickly and efficiently year to year, something that becomes more difficult to do off-shore."

To learn more about how OT Sports can help you with successful team apparel sales, visit *www.OTsports.com*.

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Scott Gollnick, OT Sports

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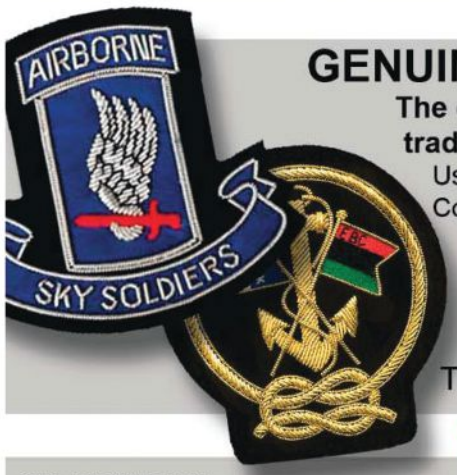

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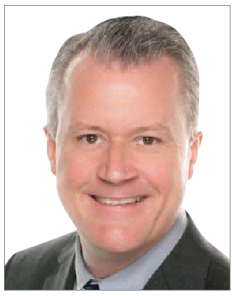


Warp Speed

Thanks to the creativity of distributors and suppliers, our industry is about to set a new annual sales record and surpass an impressive milestone: $20 billion in North American promotional product sales for 2013. We are in an exciting, fun, growing industry that provides the best return on investment of nearly any advertising medium. I take great pride in what everyone in our industry does every day, and hope you share my enthusiasm.

I'm equally proud of a new initiative ASI has been working on, the results of which will start appearing in our products and services in 2014. It's been so secret, and so important, that we created an internal code name, "Velocity," to represent its chief goal: Vital, lightning-quick data sharing and communication across the entire industry.

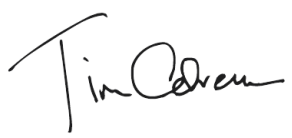
Velocity isn't a standalone product – it's an online data warehouse that you'll enter through the front door of ESP to access a whopping one terabyte of product data. (To put that number into perspective, a typical DVD stores about 4.5 gigabytes and one terabyte is equal to 1,000 gigabytes.) This virtual storehouse will accommodate 1.24 million continuously updated products with over 12 million price points, 2.5 million product images, 450,000 virtual sample-ready images and 29 million product attributes from 3,400 ASI suppliers.

Velocity represents an enormous investment of time and resources by ASI. Over 18 months, our technology and user experience teams identified every single product characteristic across every possible product and product category. In the shirt category alone, specs will go way beyond color and size to include sleeve length, fabric, imprint possibilities, collar shape, all associated charges and country of origin. We're now compiling each and every detail into a data matrix that addresses the entire product spectrum – there are literally millions of combinations, each accommodated in our new data powerhouse, and each in e-commerce-ready form.

ASI is working with dozens of the industry's largest suppliers to link their individual product databases directly with Velocity and ESP. Several suppliers are already implementing this live link, and we'll be adding others throughout 2014.

But Velocity isn't all we've been up to in 2013. I'm equally proud of our growing trade shows and events, record-setting educational offerings and certification program, award-winning magazines and global research studies you can use to prove the value and efficiency of promotional products.

ASI very much appreciates your business. If there are additional ways we can help, I'm always eager to hear from you. Please e-mail me anytime at *tim.andrews@asicentral.com*, or look me up at one of our ASI Shows in 2014. I look forward to learning what we can do to help you be even more successful.



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Survey: Workers Prefer Holiday Gifts from Employers

Nearly 80% of American workers would rather receive a great holiday gift than have an office party, according to the 2013 Holiday Business Gift Survey by Lands' End Business Outfitters *(asi/250566)*. The percentage of employees preferring a holiday gift grew 12% compared to one year ago.

"The holidays are a natural time to recognize employees and business partners with a thoughtful gift," said Carl Atwell, senior vice president of Lands' End Business Outfitters. "Our survey shows that people really appreciate those gifts."

For the holidays, data shows that many employers (42%) prefer to give workers apparel, with gift cards (28%) and bags/totes (27%) close behind. Yet, 45% of employees prefer to receive a holiday cash bonus, followed by gift cards (23%) and apparel (11%).

While employees value cash as gifts, Linda Stevens, owner of LS Enterprises *(asi/246865)*, has had success providing staff gifts like logoed vests, zip-up hooded sweatshirts, duffel bags and blankets. "Employees like cash, yes, but as we all know, it is spent and there is nothing tangible," she said. "Their employees are proud of the items they receive."

POLYCONCEPT AND ZIPPO BREAK EUROPEAN DISTRIBUTION TIES

Polyconcept and Zippo Manufacturing Company have announced a restructuring of a long-standing joint venture between the companies. Per the agreement, Zippo will now assume full control of its own product distribution in Europe, specifically in Austria, Benelux, France, Germany and Spain – a responsibility previously held by Polyconcept. The two companies have worked together for 20 years and say the restructuring decision was arrived at mutually, as a result of changes in business strategies for both companies.

"Zippo has been a good friend to Polyconcept over the years and we sincerely hope to continue that friendship," said Polyconcept chairman Michael Bernstein. "We are in full support of Zippo's desire to manage the distribution of their products in this very important sales market. We wish them every success moving forward."

Zippo has markets in more than 160 countries and is a globally-recognized brand. Zippo's product line includes lighter accessories, watches, as well as heat and flame products.

"Over the past years, Polyconcept and the Zippo Manufacturing Company have worked well together in regards to the distribution of Zippo products in Europe," said Greg Booth, president and CEO of Zippo Manufacturing. "As the companies have evolved, we realized that this change will contribute to an enhanced service to our customers. We hold Polyconcept in the highest regards and are grateful for the opportunity to have worked together and for their contribution to Zippo's success story in Europe."

TOP 10 THIS MONTH

These were the top word searches on ESP:

DIGITAL AD SPENDING POISED TO RISE

Advertising's future is looking increasingly pixilated. A new survey from Duke University's Fuqua School of Business reveals that both B2B and B2C product and service companies plan to increase investment in digital advertising spending over the next 12 months. Overall, B2C firms project an 11.1% jump in spending, while B2B companies estimate a 9.9% hike, the survey found.

The dollars that companies invest in the social media sub-segment of digital advertising is poised to increase over the next 12 months, according to Duke. In August, for example, social media ads accounted for 6.6% of marketers' budgets. Within the next year, that share will climb to 9.1%, and in five years it will hit 15.8% of budget spend, according to forecasts from the survey.

This August, the B2B service industry reported the highest percentage of marketing budget going to social ads. Still, over the next 12 months, B2C service and product firms will spend a greater percentage of their budgets on social. Despite the rising investment, businesses are still uncertain about how effective social marketing is in building business. Nearly half of marketers in the Duke survey said they hadn't been able to show the impact of social marketing their business.

Moderne Glass Acquires MB Works

Supplier firm Moderne Glass Company Inc. *(asi/71920)*, also known as Glass America, has acquired fellow drinkware supplier MB Works *(asi/68218)*.

"Our acquisition of MB Works complements our overall drinkware offering and enables us to better serve our distributors and the needs of their customers through a much broader selection of drinkware," said Tom McKnight, president and CEO of Moderne Glass. "We look forward to the opportunity to combine the strengths and talents from the management team from MB Works with our team at Moderne Glass."

The supplier firm will launch a new look for 2014 that will include items from both its Glass America line, as well as a premium line of drinkware that will now be called The MB Works Line.

Jornik Acquires Zan Enterprises

Supplier Jornik Manufacturing Corp. *(asi/63549)* recently acquired Zan Enterprises Inc., a contract printer formerly located in Brooklyn, NY.

"The acquisition of Zan Enterprises has afforded us increased capacity for handling the significant growth of Jornik's product line, as well as providing a full-service department for a myriad of contract printing projects," said Jacquie Herz, president of Jornik. "This will not only enable us to provide enhanced service to our distributors on our regular line, but significantly boosts our capabilities in decorating a vast array of items. Zan's current customers have been very pleased with the smooth transition."

Jornik will retain a small number of Zan's employees. Kathy Mazzanti, the owner of Zan, will join the supplier as well on a reduced schedule. "We have known of Kathy and Zan for some time and have had a good relationship with them," said Jornik CEO Peter Herz. "Over the years, we have seen that the quality of their printing has been superb. They have taken on challenging contract decorating jobs that were only possible with imaginative leadership and knowledge. This workmanship and management philosophy fit in with our organization perfectly."

Zan Enterprises specializes in a number of printing methods, including pad printing, injection molding, hot stamping and CAD/CAM.

ENNIS COMPLETES TWO ACQUISITIONS

Supplier Ennis (*asi/52493*) recently completed two company acquisitions. On September 30, Ennis closed on its agreement to acquire the assets of Folder Express from Wright Printing Company of Omaha, NE. Ennis said that the Folder Express business generated approximately $20 million in sales during the most recent calendar year and will continue to operate under the Folder Express and other brand names.

"We are very pleased to have closed this transaction," said Keith Walters, president and CEO of Ennis Inc. "Expanding our folder operations makes us one of the largest producers of this product in the market and gives us another state in which we operate. These products are sold through our normal sales channel of independent distributors. Overall we feel very excited to bring the Folder Express line to our distributor channel."

In a separate transaction, Cenveo Inc. announced that it has completed the previously announced sale of its Custom Envelope Group to Ennis. The Custom Envelope Group was comprised of the Wisco brand of envelopes, produced in Tullahoma, TN, and the National Imprint Company, operating out of Claysburg, PA. Ennis said that the business generated about $40 million in sales during its most recent calendar year.

#6 Wine

#7 Calendar

#8 Blanket

#9 Charger

#10 Bag

Study: Friday is Ideal for Marketing E-Mails

A new study released by software firm GetResponse shows that out of the five days of the workweek, marketers send the fewest number of e-mails on Friday – just 14.9% of their weekly total. While marketers send so few e-mails on Fridays, consumers are actually highly-responsive on the last day of the workweek, opening 19.6% of e-mails. In fact, the worldwide marketing e-mail click rate is the highest on Friday, according to GetResponse results.

The study showed that e-mail inboxes worldwide receive the most e-mail marketing material on Tuesdays (17.9%), followed by Thursdays and Mondays. During the study period, consumers opened 19.9% of the marketing e-mails received on Tuesday, more than they do any other day of the week. But, consumers also opened nearly one out of every five Friday marketing e-mails, producing the second highest e-mail open rate of the week.

ONLINE RETAIL TAX RULES COULD REACH SUPREME COURT

Following two opposite lower court decisions, the legality of states taxing Internet retail sales now appears more likely to reach the U.S. Supreme Court, according to analysts.

In October, the Illinois Supreme Court voided a state law established to collect sales tax from online purchases, while a recent New York judicial ruling upheld similar legislation in the Empire State. Because two lower courts have disagreed on their rulings, the chances of the U.S. Supreme Court hearing a petition on the case are better.

In the New York case specifically, Amazon and Overstock have appealed to the U.S. Supreme Court. The decision in Illinois is much more impactful, as it represents the first time a court has invalidated an Internet sales tax law among the 18 states that have passed them. The Illinois' tax collector and the Department of Revenue are reportedly considering asking the U.S. Supreme Court to intervene as well.

Writing for the majority, Justice Anne Burke of the Illinois Supreme Court didn't see much difference between out-of-state businesses reaching Illinois' consumers by a click-through approach vs. other advertising that is not taxed. "The click-through link makes it easier for the customer to reach the out-of-state retailer," Burke wrote in her opinion. "But the link is not different in kind from advertising using promotional codes in Illinois newspapers or radio broadcasts."

Aside from lower judicial divergence, action by the Supreme Court may also take place because Congress has failed to offer a definitive solution. "Brick-and-mortar businesses, which pay property taxes and income taxes, and are hiring people, are at a significant competitive disadvantage with their remote-selling counterparts," said David Vite of the Illinois Retail Merchants Association. "It's time for the federal government to clarify and finish putting retailers, who are making payroll and putting people to work, on equal footing."

Despite the issue's high-profile nature, Congress has not passed legislation that would give all states the power to enforce their own online sales tax laws. Amazon backs federal legislation for nationwide state sales tax enforcement, but eBay and Overstock don't. If the Supreme Court does take up the state online tax issue, oral arguments could be heard by April.

SURVEY: SMALL-BUSINESS OWNERS FOCUSED ON EXPANSION

Concentrating on driving revenue gains, a growing number of small-business owners plan to ratchet up hiring and make capital investments, according to a new survey.

The American Express OPEN Small Business Monitor found that owners of companies with fewer than 100 employees are increasingly abandoning a "wait and see" approach, with one-third now making growth a top priority. "Small-business owners appear poised to flip the switch to growth mode," said Susan Sobbott, president of American Express OPEN, in a statement.

Data shows about 54% of owners are making capital investments, up from 49% a year ago, while 35% have hiring plans – up six percentage points. Entrepreneurs are now better positioned to make such investments as cash flow has become less of a dilemma – the survey found that 52% of respondents reported a cash squeeze compared to 59% six months ago. While a quarter of business owners believe the economy remains in recession, that's down from 36% last fall, according to survey results. And, significantly, 56% of small-firm owners have a positive outlook on business prospects, with 43% confident about an ascent in sales.

Growth is already well underway at distributor Added Incentives. Overall sales at the Northbrook, IL-based firm are up this year over last and vice president Danny Friedman expects revenue to keep rising in 2014. Friedman says the gains are being powered, in part, by companies in certain key markets that are increasing their spend on ad specialties – so much so that they are starting to approach pre-recessionary levels. "Legal, construction and education are all coming back," he said. "Right now, I see no reason why it won't continue."

Millennials Prefer Demanding Managers

Maybe the millennial generation isn't so different after all. A new survey shows that workers between the ages of 18 and 34 define what makes a good manager much the same way as other generations. These young employees prefer a high-achieving, demanding boss over a nice but ineffective one, and they would prefer their bosses to invest in their professional development rather than programs that make the workplace more fun, according to a survey released by workforce management firm Kronos.

"In recent years, we've been hearing that Millennials will completely change the workplace," said Joyce Maroney, director of The Workforce Institute at Kronos Incorporated. "Significant shifts are clearly underway, but this research reveals workers who are earlier in their career don't differ significantly from other generations in how they want to be managed and motivated by their boss."

Conducted to correspond with Boss's Day, which was October 16th, the survey also revealed that 69% of employees of all age groups believe their managers set a good example by behaving ethically, honestly, collaboratively and creatively. Of those who believe their managers establish the right tone, 92% said that their bosses exhibit proper values and behavior on a regular basis.

"The results of this survey shatter the stereotype of the clownish boss made popular by countless sitcoms and movies," said David Creelman, CEO of Creelman Research, a human capital management researcher.

When it comes to being recognized, most employees would rather receive praise privately, the survey found. About 43% of workers prefer direct individual praise from their managers, while 32% favor praise to their manager's manager, and 25% prefer praise in front of their peers. The survey found that Americans and Australians most typically appreciate recognition from managers through individual praise. However, Indian workers with managers prefer to be recognized in a peer environment.

The survey, which included 2,000 adults, was conducted online within the U.S. in late September by Harris Interactive on behalf of Kronos.

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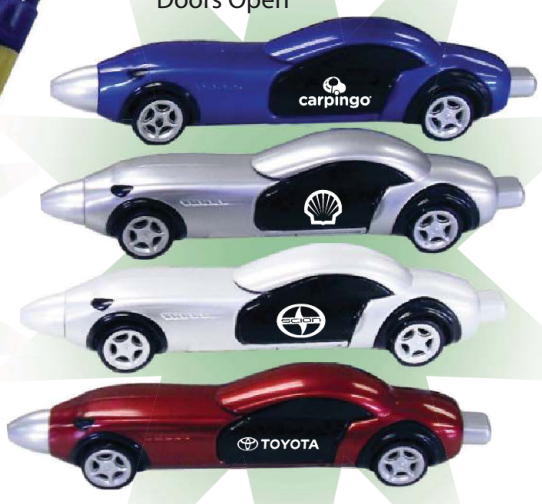

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Jump Rope
$1.90 (R)

AD699
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54 Card Deck
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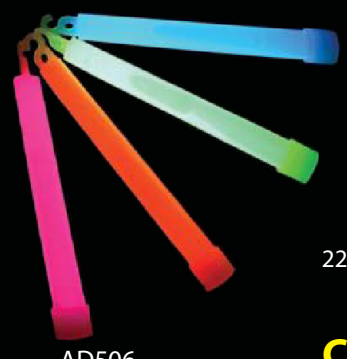
$0.86 (R)



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BACK IN THE DAY

Editor's Note: The following was sent to Joe Haley in response to a recent "Blast from the Past."

Joe,
In the September issue of *Advantages*, you highlighted the car rear-view mirror with the Budweiser imprint.

That image brought back pleasant memories of my winning the (SAAI) Gold Pyramid Award for a promotion I did for our Detroit ABC-TV affiliate, WXYZ Television, in 1974. The featured gift was that same mirror, bearing the inscription, "Reflecting 25 Years of Service to the Motor City". I put them together in my basement!

The mirrors were actually surplus auto parts that were originally mounted on an early '60s-era Chrysler 300, and had a blank insert area for the car emblem on the back where you see the "Bud" logo. The supplier (I can't remember who) bought them as scrap, and sold them for quite a while to our industry.

As a 44-year veteran of the promotional products industry, I have to say that I really look forward to your feature each month, and occasionally cringe at the sight of something that I might have actually sold, "Back in the Day"...

Best regards,
Mike Harrison
A Kaeser and Blair dealer

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FACEBOOK FEEDBACK

We posted: What are some of the songs/artists on your playlist right now?

Adam Brown Little bit of Macklemore on there.

Chris Piper Zac Brown

Dana R Zezzo Pandora - Usher Channel and Phillip Phillips Channel

Sue McCormick Toby Mac

Scott Meade Citizen Cope!

Jason McSweeney Annie Mac, Disclosure and Tom Petty

Quote Of The Month

Want to win a $25 Visa gift card? E-mail me: *khuston@asicentral.com* and let me know who said this and where in the magazine:

"Partnerships are the name of the game. It's all about helping each other, and if they trust me with their product, I will be able to sell it much more effectively."

E-mail me for a chance to win (we will draw a name)!

WRITE US!

Got something to say? Why hold it in? Share your tips and opinions on what you've been reading in *Advantages* or anything else about the industry or sales. We welcome the good, the bad and yes, even the ugly – praise or constructive criticism – nothing is off limits! Send your e-mail to Editor Kathy Huston at *khuston@asicentral.com*. You can also post your comments, pictures, etc. on our main ASI Central Facebook page. And be sure to follow us on Twitter: *@kathyadvantages*, *@Jen_Advantages*.

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A70-95 14 oz. Bling Traveler

Quantity	72	144	288-2500	pk	wt
Price per item	11.99	10.99	**9.99**	24	36
Ea. add'l color	0.98	0.95	0.85		3C

A70-95 White | A70-95-3 Red | A70-95-2 Blue | A70-95-29 Pink | A70-95-1 Black

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ATTRACT LOCAL MEDIA

You want to attract local media attention, so how do you do it? Chris Ruvo, senior writer for *Stitches*, gives you tips in his most recent "Stitch Report." Plenty has to do with sending great press releases, so be sure that you play up the local angle. What's news to you might not be news to everyone, so gear your release to your audience. For much more, visit our "Stitch Report" videos at *youtube.com/asicentral*.

ON THE ROAD AGAIN

Counselor editors hit the road visiting companies on *Counselor*'s Best Places to Work list. One of those was supplier SanMar (*asi/84863*). Melinda Ligos asked Jeremy Lott to describe his company's culture. Lott noted the company is such a great place to work because of its stability. "We have never laid anyone off," he said. For more insights from Lott and to view other Road Tour videos, visit *youtube.com/asicentral*.

RAISE A GLASS

"More than a fifth of consumers in the U.S. say they own a branded drinkware item. These items are kept and valued by recipients." – *Counselor*'s Dave Vagnoni, in a new online video series, *Counselor*'s Product Close-Up, this month focused on drinkware.

ASI's Online Learning Center Upgrade

ASI's Online Learning Center now includes innovative features to enhance your learning experience. These include an intuitive, user-friendly, widget-style interface that's compatible with Mac and PC; the ability to communicate and share photos with other members through social media tools; and new resource tools, such as discussion boards and wikis.

For more information, e-mail *asieducation@asicentral.com.*

Listen to Our Podcasts

Jen Vishnevsky interviewed Brian Blake of ROBYN Promotions about niche markets. His tips:

1 **Pay attention** to where you spend your time in online communities.

2 **Look at certain groups** in Pinterest where people share their interests.

For more advice from Blake and to listen to all of our podcasts, go to *advantagesmag.com.*

E-NEWSLETTER ROUND-UP

Missed a deal from "*Advantages* Hot Deals?" Wondering what's up in the world of *Wearables*? Haven't caught up on your "*Counselor* PromoGram" e-mails? You can access all archived issues of our e-newsletters by going to *asicentral.com* and clicking on "Newletters." In the meantime, here are snippets from recent editions.

From "*Counselor* PromoGram":

"Inevitably, the most expensive employee at a company is the owner," says Mike Michalowicz, host of the Business Rescue segment on MSNBC's *Your Business* and author of *The Pumpkin Plan*. "Because we own the business, we think the first employee we hired is the most expensive, or it's the person we pay the most in salary, but we never consider ourselves."

When business owners use working time to do something other than make money, productivity is lost, Michalowicz says. "It would be absurd for me to say to my most expensive employee, 'Hey, can you run out and get some food for the rest of the office and skip all of the activity you're doing?' And yet, with ourselves, we do it all the time," he says.

Michalowicz says a lot of small-business owners take on the most remedial tasks without realizing the cost of doing so. "The cost is huge because they've taken their best employee off revenue generation and servicing clients," he says.

From "*Wearables* Style":

You'd have to go a long way back to find a time when wool wasn't in fashion. The benefits that were obvious then are still there: Wool regulates temperature in both warm and cold weather, it naturally wicks away moisture, it's easy to clean and even resists odor buildup.

Aside from its practicality, wool enjoys a perception of superior quality that adds an intangible advantage to any garment. "Due to its origin as a fiber from a living animal," says Bayo Simmonds, president of Assertive Creativity, LLC (*asi/37166*), "wool is often regarded as higher in value." For any professional looking to make a good impression, that's a strong appeal.

BY THE NUMBERS

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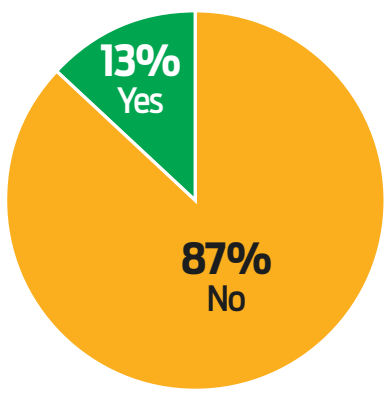
Do your clients ask about product safety and compliance?



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SEEN ON THE SCENE

By Jean Erickson

Rock On

Boost Rewards hit the top of the charts with its "Recognize Your Rock Star" program, which it showcased at the Society for Human Resources and Management Conference and Exposition (SHRM) in Chicago this summer. Boost, a subsidiary of Shumsky (*asi/326300*), had debuted the campaign at SHRM a year earlier, and it was so successful that the company continued and built upon its rock-star theme at the 2013 show.

Boost's goal at SHRM, which typically draws about 12,000 people, was to engage new customers by encouraging companies to adopt employee recognition programs, says Boost partner Michael Emhof. The company hired look-alike talent to resemble rockers, but kept the identity of the rocker a mystery until the day of the event. This year's talent was "Bono," and he so closely resembled and acted like the U2 front man that some attendees actually thought it was him.

In addition to Bono, the booth featured umbrella-style photography lights and visitors could get their picture taken with the faux rocker.

They were then given a "Bono" star business card which directed them to the company's Facebook page. By posting their pictures and liking Boost on Facebook, visitors could enter a Red Carpet Rollout giveaway that featured chances to win a Yamaha guitar, SpaFinder gift card, home accessories from Whispers Home and beauty products from Preen Apothecary.

Boost distributed an array of branded promotional merchandise that struck solid gold with trade show attendees. Among the giveaways were guitar-shaped sunglasses, Bono-style sunglasses, custom tattoo sleeves and guitar-shaped carabiners to hang from attendees' trade show bags. "We came back with no giveaways; we ran out of everything," says Emhof.

At the show, Boost showcased its Boost On Demand Cogz Rewards, an employee incentive and recognition program that allows for on-the-spot employee recognition, allowing companies to reward exceptional performance as it happens. The company also highlighted its Boost Wellness Program, which encourages employees to participate in specific wellness initiatives and features its Wellness Cogz Rewards.

"We had people from competing booths tell us, 'your booth is fantastic,' " Emhof says. "Some competitors even came and asked if they could have a tattoo sleeve – logoed with our company's name – and they wore them home on the plane.

"We generated 80% more leads this year," he says "We didn't spend a lot of money, but we made it fun."

Holiday Ornaments In Stock

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ONM-004
French Horn

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Spinning - Two Sided Logo

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ONM-002
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Angel

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MCB-656
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NEWS

PROFILE

KIRBY HASSEMAN
Owner
Hasseman Marketing & Communications *(asi/221824)*

→ **I went** to college at West Liberty University and got a degree in communications (with an emphasis on broadcast).

→ **My childhood** ambition was to be a pro tennis player.

→ **I got into** this industry because my family was a part of the industry as I grew up. As I gained experience with other jobs, I loved the idea that if I worked harder in sales, I could make more money. Crazy. So I was drawn back to the industry. I left a salary, benefits, etc. and went straight commission. It was a great decision for me and my family.

→ **You might** be surprised to know that I have run a marathon, done triathlons, have written a book and I cry at sad movies.

→ **The best advice** anyone has given me is find out what "everyone" is doing and do the opposite. The masses are usually wrong. Also, you can tell the true integrity of a person by how they treat people they don't have to be nice too.

→ **A couple of interesting programs** I've worked on recently are: 1. Annual Customer Appreciation Show: We just finished (October 10th) our annual Customer Appreciation Show where we bring in some of our best supplier partners for an end-user show. Our theme this year was Oktoberfest and we went all out. All the way from photo ops (see Facebook) to the imprinted mints and napkins. We even brought in a speaker. Huge success! 2. Box Mailer: We worked with great supplier partners to create a special flyer. We included selected samples and had a theme of "Fall Into Savings" and mailed them out to nearly every customer. This "sales" piece merited thank-you notes from customers, along with orders. We are really pleased with the results.

→ **My proudest** recent achievement is being named to the *Counselor* Hot List this year.

→ **On my days off,** you will find me spending time with my family, running, at the lake, or back at the office trying to catch up.

→ **My theme song** is "Growing Older But Not Up," by Jimmy Buffett.

→ **If I could** trade places with someone for a day, it would be Jimmy Buffett, coincidentally.

→ **My favorite websites** are: *Inc.com*, *ESPN.com*, *Youtube.com*, *sethgodin.typepad.com* and *HMCpromos.com*! Oh ... and *advantagesmag.com*.

→ **Most recent books I read:** *Never Go Back* by Lee Child, *Epic Content Marketing* by Joe Pulizzi.

Five things I'm loving now:

1	2	3	4	5
Travel	Reading	Social media	Family time	Running

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NEWS

TRADE SHOW CALENDAR

APRIL 2014

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The ASI Show
(800) 546-3300; *www.asishow.com*

3-5
Orlando, FL
ISS Show
(800) 241-9034; *www.issshows.com*

6-9
Marlboro, MA
New England Apparel Club Show
(781) 326-9223; *www.neacshow.com*

8-11
Detroit, Cleveland, Pittsburgh, Buffalo, NY
The *Advantages* Roadshow
(800) 546-3300; *www.asishow.com*

22-25
Orlando, FL; Tampa, FL; Sarasota, FL; Ft. Lauderdale, FL
The *Advantages* Roadshow
(800) 546-3300; *www.asishow.com*

IN DEPTH

The ASI New York show will feature wildly successful businessman Daymond John, known as "The Shark." He is an entrepreneur, fashion icon, author, speaker, CEO, branding expert and co-host of ABC TV's hit reality business show *Shark Tank*. He is the creator of the iconic fashion brand FUBU, which has global retail sales exceeding $4 billion to date.

IN DEPTH

ISS is the largest trade show dedicated to the decorated apparel industry. Attendees that primarily screen print or embroider on T-shirts, sweatshirts, hoodies, baby apparel and bags, will find a huge selection of vendors for supplies and screen-printing equipment. There will also be live demonstrations of equipment and specialty products such as performance stretch inks and glitter threads.

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STRATEGY

CASE STUDIES

By Jennifer Vishnevsky and Sara Lavenduski

Market: Entertainment
Program: Concerts

The team at A&P Master Images (*asi/702505*) recently had the opportunity to showcase their promotional work for a high-profile entertainer. When KISS FM, a Utica, NY-based radio station, hosted its annual Summer Concert Series at a local bar, David Correy, a singer known for appearing on *The X Factor*, was slated to perform.

"David talked to S-DOT, one of the DJs from the station, letting him know that he needed shirts fast so he could have them to sell after he performed," says Howard Potter, CEO of A&P Master Images. "S-DOT told him about us, and we were asked to do the shirts. We had fewer than 72 hours to recreate his T-shirt design from a photo, order the blanks, and print them in-house."

A&P Master Images got to work. "When he got into town, his order was already done and waiting for him," says Potter. "He was amazed at how fast we turned the order around, along with the level of quality we were able to provide. Then we gave him a tour of our store and he realized how many other promotional products and apparel pieces we had access to."

Since that first promotion, the entertainer has invested in a variety of products from A&P, including stickers, patches, lip balms, stadium cups, T-shirts, hoodies, beanies, girl's shorts, letterman jackets, bandannas and more. The approximate revenue for these promotions has reached about $30,000.

BIZ TIP

Even though Correy is a well-known entertainer, A&P started off simply. "We didn't try to oversell just because he's in music," says Potter. "Work with entertainers. Help them grow and you will grow with them. It's really paid off for us: Some of our work that David wears is in the new 'The World is Ours' music video put on by Coca-Cola for the 2014 FIFA World Cup."

Market: Event Marketing
Program: State Fair

In August 2013, the organizers of the Wisconsin State Fair wanted a unique way to promote merchandise offered at Official FairWear, the onsite gift shop. T-Shirt Tycoon Solutions (*asi/341346*) worked with client TSMGI to develop a T-shirt with Near Field Communication (NFC) capabilities that allowed attendees to become eligible for giveaways.

To design the shirt, T-Shirt Tycoon Solutions chose a USA-made Topshelf tee made of 100% ringspun cotton, and decorated it with a one-color waterbase imprint and an NFC-enabled SMART Dome. "The SMART Dome, in the shape of the event's official snowflake logo, includes NFC technology," says Mima Cavan, marketing manager at T-Shirt Tycoon Solutions. "NFC utilizes a compatible device and an enabled chip to establish wireless communication. When scanned, it can launch a website, location-based searches, social media and data capture. Here, we used it to increase the value of a giveaway."

Once a shirt was purchased, the buyer scanned it with a staff-provided Google Nexus tablet for a chance to win a prize. Out of 500 shirts sold, one shirt took the attendee to a site congratulating them on winning a Google Nexus tablet; 100 attendees won a six-pack of cream puffs; and the remaining items thanked them for participating and directed them to visit the gift shop.

The shirts were sold for $19.95 each for total product revenue of $9,975. "The real value of the campaign was measured by revenue at Official FairWear," says Cavan. "It increased exponentially from the previous year."

BIZ TIP

Look to NFC technology as a new way to add value to promotions and build buzz, says Cavan. "The possibilities are endless," she says. "The SMART Dome allows virtually any promotional item to be interactive with the end-user. You can turn a cap, duffel bag, umbrella, padfolio, tee, polo or sweatshirt into a mobile marketing piece. This exponentially increases the value of packaging, giveaways, POP, displays, rewards/loyalty programs and more."

Market: Aerospace
Program: Trade Shows

For Matt Gledhill, marketing consultant at Walker Advertising (*asi/354440*), breaking into the aerospace market was all in the family. Gledhill's wife is an aircraft interior designer and started working at a design company in 2006. "Naturally, I found my way into the company and through the attendance of Christmas parties and company events, I got to know their marketing and HR folks very well," he says.

After they found out what Gledhill did for a living, they asked why he hadn't contacted them sooner. "That was great news for me and the first step to realizing that this industry has a lot of potential," he says.

Over time, Gledhill's contacts have turned into friends through successful projects and reliability. Many of the products are targeted toward a very big picture rather than a specific demographic. "Saturating their industry with products people enjoy in combination with other strategic marketing strategies keeps them at the top of their industry and separates them from their competition," he says.

Typically, Gledhill works on small products that are easily packed for travel, like airplane-shaped stress relievers. "At trade shows, they have been wiped out of their stock a quarter of the way through the show," he says. Gledhill's sales from 2012 to present time are $248,337 in this area alone.

BIZ TIP

Like with any niche market, it's important to show your expertise and interest. Many specialized markets, whether they are aerospace or engineering, look for salespeople who can establish themselves as consultants.

Market: Oil
Program: Awards

During the 2008 presidential campaign, Winner & Associates purchased numerous promotional items from Bonnie Freeman, account executive at Rosebud Marketing Group (*asi/312076*). She had a busy and successful season selling T-shirts, pins, tote bags, stickers and more.

"When it came time for my Winner & Associates contact to provide his client in Chad, Africa with a very special memento item, he came to me, knowing he could count on me to find him the best," says Freeman.

The client was looking to embed an oil field pipe fixture into acrylic and present it to several members of Chad's cabinet as a memento of 10 years of oil production there. They needed 30 awards at a budget of $300 each.

Freeman contacted BCH Unique (*asi/37700*) for glass and/or acrylic awards. After many mockups, the client decided on an award featuring a wood base and engraved plaque. BCH Unique worked on this intricate design and completed the order. "The client is not only happy with the order, they are coming back for a reorder," says Freeman.

BIZ TIP

When you are dealing with an international delivery, it is important to choose the right supplier. This relationship is even more valuable when a unique item needs to be presented, such as the award featured here. In this case, BCH Unique came recommended to Freeman from Rosebud Marketing Group president Mary Jo Diemer. It's wise to use referrals and recommendations when you're searching for the right partner.

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STRATEGY

SELL THIS PROGRAM

By Chuck Zak

Make a $10,143 profit with your client's next promotion.

Apartment Complex

After making significant investments to update their properties, Meadowlark Apartments has decided to reintroduce themselves to the community. With refurbished facilities that include new amenities such as a gym with a pool and a pet-friendly rental policy, the owners feel confident that they now offer the area's premier living space.

What Meadowlark has always had is a great location, convenient for both city and suburban excursions. Tie that convenience into great giveaways like a dual USB car charger – the type of on-the-road product someone is always reaching for. A compact umbrella also appeals to commuters rushing to the nearby train station; "It's a shame about the rain," this product might say, "but aren't you glad you live near the train?" And with all the fun activities within easy reach, a vinyl stadium cushion not only guarantees a comfy seat, but it'll get seen at all sorts of crowded events.

The sparkling new fitness center is sure to attract a lot of attention, so capitalize on its appeal with some sweat-worthy goodies like a cotton terry workout towel with zippered pocket. A biodegradable 20 oz. sports bottle is another fundamental gym item; present both items inside a poly/canvas sports duffel to each new resident who comes aboard.

Not only does the apartment complex welcome pets, but it features a private, off-leash dog park as well. Make the most of this advantage with a pet waste bag dispenser that has the added benefit of encouraging responsible pet ownership. A portable, water-tight pet bowl is a great item for indoor or outside, dog or cat, as is a 72" woven pet leash with a great imprint.

There's no place like home and there's no better way to get people into theirs than with smart marketing that connects renters and owners. Put these products in the hands of visitors, new residents or as a thank-you for timely rent payments, and give your clients a new lease on life.

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
Charger	$5.99	r	500	$2,995	$1,198
Umbrella	4.95	r	500	$2,475	$990
Cushion	4.49	r	500	$2,245	$898
Towel	8.77	r	500	$4,385	$1,754
Bottle	0.69	r	1,000	$690	$276
Duffel	8.46	r	500	$4,230	$1,692
Bag Dispenser	2.40	r	1,000	$2,400	$960
Bowl	2.75	r	1,000	$2,750	$1,100
Leash	5.10	p	500	$2,550	$1,275
TOTAL				**$24,720**	**$10,143**

CONVENIENT LOCATION

Square vinyl stadium cushion is 2" thick and is made in the USA. From The Magnet Group, asi/68507, 800-458-9457.

Compact flat-top umbrella has automatic-open technology and includes a matching cover. From The Premium Line, asi/79370, 800-407-2892.

Car charger features dual USB ports and an LED power indicator. From Netguru, asi/73571, 714-678-0173.

HEALTHY AMENITIES

Biodegradable 20-oz. sports bottle is made of HDPE and has a push/pull lid. From The American Zebra Line, asi/35745, 800-847-0030.

Retro-style sport duffel has a front zippered compartment and adjustable shoulder strap. From Bullet Line, asi/42424, 800-749-7367.

Highly-absorbent cotton terry workout towel has a convenient zipper pocket. From FIEL, asi/53509, 800-851-3435.

PETS ALLOWED

Woven pet leash includes one-color woven imprint and heavy-duty snap hardware. From WOV-IN, asi/92980, 800-558-1709.

Refillable pet waste bag dispenser comes with carabiner and holds 20 bags. From PromoPet, asi/79698, 888-558-1709.

Portable pet bowl folds flat and is water-tight and phthalate-safe. From Garyline, asi/55990, 800-227-4279.

Performance Apparel from Ash City

LEANN RANKIN
Director of National Accounts, Western USA
Ash City (*asi/37127*)

Q: Please give us some company background.
A: Ash City Worldwide is an innovative manufacturing and distribution company that provides customizable promotional apparel for corporate and casual markets. From concept to completion, we are a single-source North American solution, supplying everything from design to decoration to delivery. With over 12 million garments in-stock and on the shelf, inventory remains one of our greatest priorities.

The company has grown over the last 35 years from a small distribution center in Toronto to an organization that staffs over 500 employees worldwide, including Canada, the United States, Malaysia and Bangladesh.

Q: What are some of the top markets for your products?
A: Uniform programs (hospitality, retail, manufacturing, medical, service, trade show, etc.); events (company anniversaries, team events, sales trips, trade shows, employee appreciation gifts, etc.); incentives (employee, team).

Q: What makes your products unique?
A: As both a manufacturer and designer of promotional and corporate apparel, we have full control from the conception to completion stages at Ash City.

We have also set ourselves apart with the technology we use in our designs.

Q: What features should distributor sales reps note when pitching your products to clients?
A: Our products fall under a "Good, Better, Best" approach:

GOOD

For those looking for value-driven products that offer functional styling, the CORE365 collection is a good solution. It features jackets, soft shells, polos, shirts and fleece with great value for every day, everywhere, every event, all year 'round.

BETTER

The Extreme product line offers superior quality in polos, crewnecks and active tops with performance features such as moisture wicking, antimicrobial and snag protection. The North End product line incorporates performance features that deliver the right amount of protection in style.

BEST

Our North End Sport Blue product line is a sophisticated, city-inspired collection that blends downtown style with outdoor performance and functionality, while our North End Sport line is an unrestricted, active-inspired collection driven by the latest technology, styling and trends.

CASE STUDY

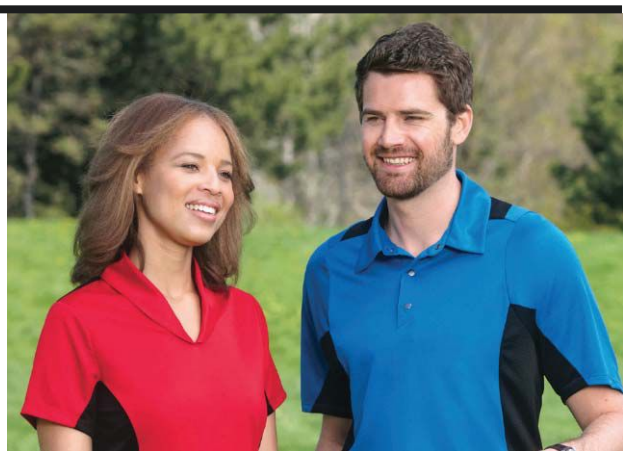
INDUSTRY: Manufacturing Company
AUDIENCE/DEMOGRAPHICS: Sales representatives, male and female, 30+
APPLICATION/EVENT: Offsite Retreat/Sales Conference

SOLUTION: The client was about to host their annual sales conference and wanted to show their appreciation for employees with a branded apparel piece to wear during the retreat. Since it was in the summer and situated outdoors, the company wanted to give a performance shirt suitable for the weather conditions while still making an impact with vibrant colors and unique design details. After sending them a few recommendations, the company decided to select the ROTATE polo (88683/78683), which incorporates moisture-wicking properties and UV protection. Its unique Quick Dry technology and UTK cool.logik performance make this shirt both practical and stylish. Another advantage in selecting this polo was its distinctive neckline for ladies – the V-neck collar is both on-trend and sharp-looking.

Hot Sellers

A few of our hot sellers include:

NORTH END SPORT TEXTURED BONDED FLEECE JACKET WITH PRINT (PULSE)
#88681/78681
If it's chilly enough, but not that cold outside, consider layering. The PULSE offers comfort and practicality. The incorporation of color is quite unique – with matching zippers and coverstitch details, this bonded fleece jacket comes in three crossover colors.



NORTH END SPORT UTK cool.logik AND QUICK DRY PERFORMANCE POLO (ROTATE)
#88683/78683
With its vibrant colors and unique ladies' neckline design, the ROTATE will set your end-user apart from the rest. In addition to its UTK cool.logik fabric and UV protection, this unique piece features Ash City's innovative Quick Dry technology, which takes moisture wicking to a higher level. This functional, stylish shirt is offered in six crossover colors.

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"Only Proforma has the $4 million in proven sales tools and marketing resources to be able to offer such a risk-free program," says Greg Muzzillo, Founder of Proforma. "Most distributor networks say, 'Join us. Pay us fees. And THEN you will get results.' But with the Proforma 'Results First' program we say, 'We will get you sales and bottom line results first. Then join us. Then continue to grow.' You can't lose. No other distributor network can offer such a bold promise because no one else has the breadth and depth of proven resources of a $450 million leader."

In addition, Proforma provides you with a 150 member support services team and a $10 million technology platform that has been recognized for two consecutive years on the InformationWeek 500 list of the nation's most innovative users of information technology. You'll also benefit from Proforma's purchasing clout and proven supplier network, opening the door to preferred pricing and special vendor programs.

Proforma has over 100 million dollar owners including over 40 multi-million dollar owners with annual sales ranging from $2 million to more than $25 million. All members are given the freedom to join Proforma without changing their business name and are free to leave the system after 60 days' notice and continue to own all the customer accounts they brought with them.

Need proof it works? Check out these success stories.

RESULTS FIRST FACT

Salespeople turned Proforma owner-members earn 80% of their gross profit. Proforma has helped 400 salespeople to make a successful transition to business ownership.

Proforma One Solution, Matt Muratore / DOUBLE SALES, AIMS FOR MULTI-MILLION MARK

Meet Matt Muratore of Proforma One Solution. After years as a sales rep, he was ready for a change. He wanted more control than working for a distributor allowed. "I wanted the processes, support and structure to allow me to run my business in my clients' best interest," he recalls. "I did not want to recreate the wheel. Proforma provided a brand as well as the best tools in the industry to allow me to reach and exceed my goals."

Today Muratore makes more than twice what he made as a sales rep. He is his own boss. "The freedom to take care of the client in their best interest without initiatives being forced from corporate was a breath of fresh air," he says. To reach that point, Proforma provided an important bridge to Muratore. "They were very generous to me both financially and legally in aiding me to separate from my previous employer with a smooth transition of my clients' needs," he explains.

"The most important benefit to my decision of joining Proforma is the enhanced quality of life of owning my own business, while having the best tools, name and support in the industry. It's a fantastic equation."

Matt Muratore

Proforma's resources enabled Muratore to build true wealth as a business owner for himself and his family. "My quality of life has never been as good as it is today in business," he continues. "The Proforma structure allows me to sell less and make more than any previous company where I was employed. My business is taking off and I am tapping into the great advanced features Proforma has to offer to help grow my business. Appointment setting and mergers and acquisitions have shown signs that they will really pay off in the near future."

With a taste of success, Muratore looks ahead: "My goals are to be in Multi-Million Dollar Club in the next few years. I started Proforma with over $1 million dollars in sales and have a plan to get to $3 million in the next few years from both organic growth and acquisitions."

ABC Printing, RJ Strauss / SALES GROW OVER $1 MILLION IN FIRST MONTH

When Chicago distributor RJ Strauss of ABC Printing Company was presented with an opportunity to realize his business goals, risk-free, he gave it a try. After all, there was nothing to lose and much to gain. Very quickly, his decision paid off.

"In just one month Proforma has given us more than $1 million in new business," Strauss says. At the outset, Proforma's Recruiting Team added a sales rep with more than $750,000 in annual sales to Strauss's team and developed a pipeline of nine additional sales reps with more than $12 million in total sales within a one-hour radius of ABC Printing powered by Proforma. Additionally, Proforma's Business Development Team landed a new account worth $2 million and assigned the account to Strauss. To-date this new account has ordered more than $250,000.

"Proforma has helped put us on track to reach our initial goal of $10 million in sales and to double our business to $15 million over the next few years."

RJ Strauss

"I'm confident that with Proforma we can add more than $3 million in sales by 2014," Strauss says. "Proforma has helped put us on track to reach our initial goal of $10 million in sales and to double our business to $15 million over the next few years. Proforma's purchasing power alone easily put more than $200,000 directly back into our bottom line. Now I have access to tools and resources to grow my business that I never could have developed on my own."

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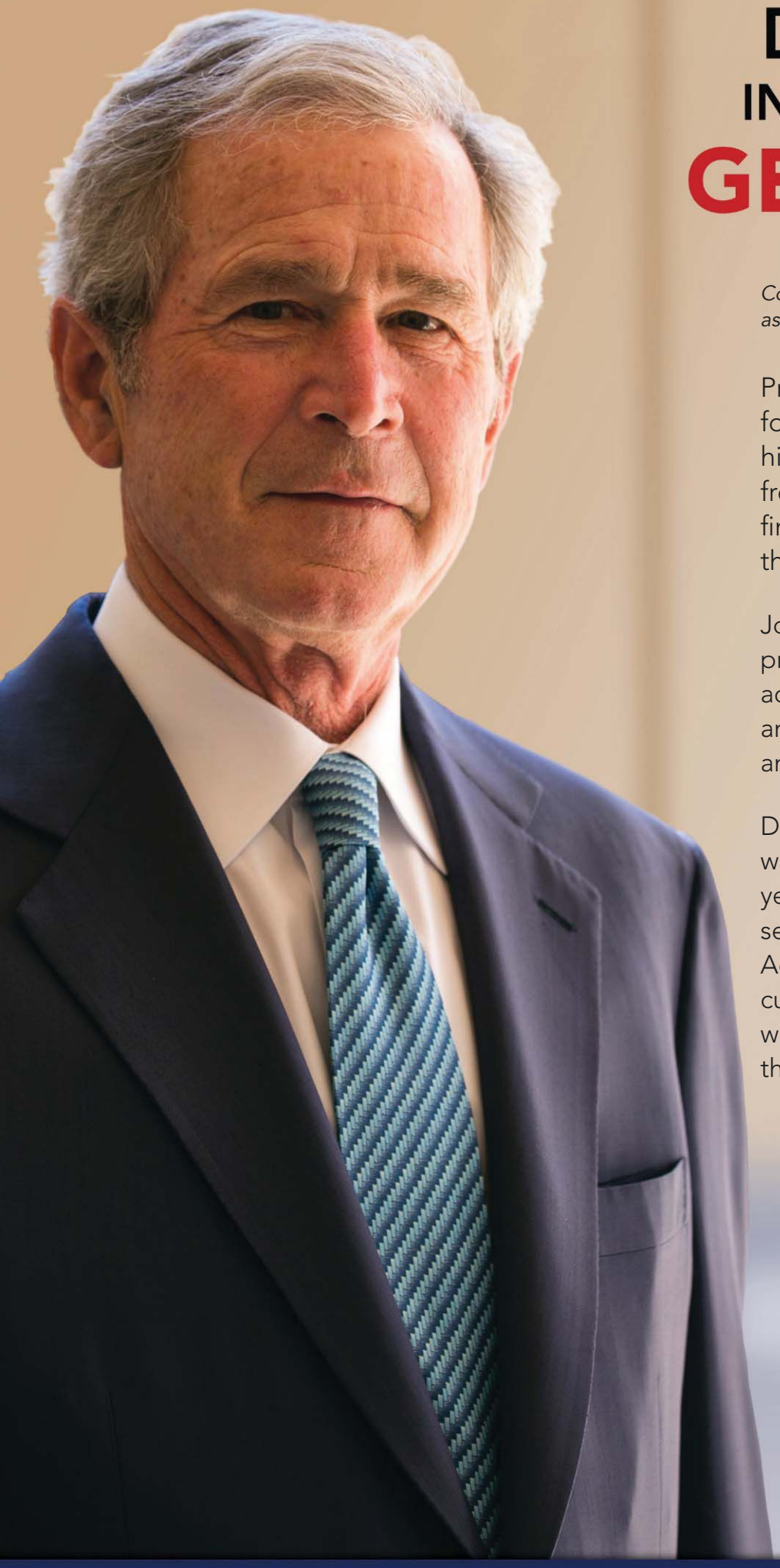

DECISION POINTS:
INSIGHTS FROM PRESIDENT
GEORGE W. BUSH

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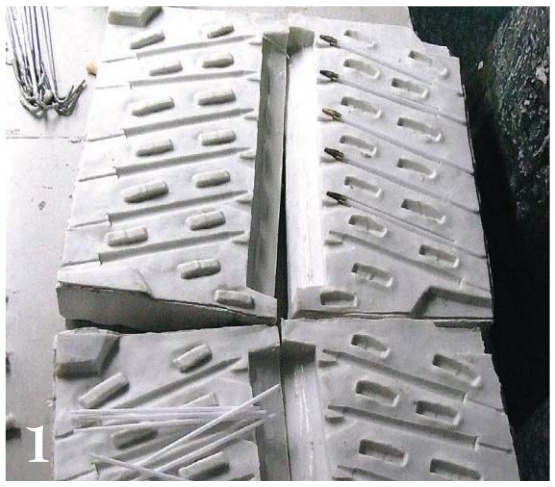
Custom poly-resin models by EMT (asi/52263)



↑ We start with the silicone molds for the poly-resin products.

↑ Pouring the liquid poly-resin material into the silicone mold.

↑ Carefully removing the raw casting from the mold.

↑ Here you see the raw poly-resin casting.

↑ We then clean the raw casting.

↑ We hand-paint the details.

↑ Here is a raw and finished view.

The Result

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By Tonia Cook Kimbrough

Rouse Retail Sales With Post Holiday Promos

First-quarter sales arrive soon with post-holiday deal time leading the charge. Your retail clients could use an assist. Here's what you need to know to cash in on the promotional drive that follows the flurry of holiday sales.

Consumers are approaching this holiday season with a bit of caution, a trend that the National Retail Federation bears out in its annual consumer spending survey. For 2013, NRF predicts the average holiday shopper will spend $738 on gifts, décor, greeting cards and more; that's 2% less than the $752 they actually spent last year. Despite the dip, NRF forecasts a healthy $602 billion in overall sales. It's not too late for shoppers to surge. Six percent plan to start shopping in the first two weeks of December. Four percent will wait until last minute and shop during the last two weeks of this month.

In-Store Shopping Still Reigns

A survey by SDL Campaign Management & Analytics revealed reasons why just over half of holiday shoppers (51%) still prefer to make purchases at a bricks-and-mortar store. The study shows U.S. shoppers are positively influenced by:

- product quality for price
- sales/discounts
- good product selection
- sales associate availability
- free shipping
- easy returns

Three-quarters of the respondents like to "evaluate a product" before buying, and 49% are moved by in-store discounts. Use these insights for meeting shoppers' expectations beyond the holiday rush.

More Sales in Numbers

Small shopping districts are an opportunity for you to sell a cooperative promotional program. Bring individual boutique owners together to sponsor a district-wide sidewalk sale. Their collective budget can pay for advertising the event; gift-with-purchase tote bags, imprinted with each sponsor's logo; and sidewalk banners, etc. to create a festive atmosphere. With success it may become an annual event bringing you repeat sales.

Give Retail Staff a Boost

The retail sector employs over 15 million people, many of which are frontline customer service and salespeople. After the holiday rush, these workers need a boost. Now is the time to introduce an incentive program to keep morale and performance up after holiday adrenaline has waned.

Include training on how to handle customer returns politely and efficiently. Acknowledge those who complete training with an elite name-badge that highlights their expertise as a special customer liaison.

Teach salespeople to cross-sell. For example, suggesting a belt with that pair of pants helps to move merchandise leftover from holiday stock. Create a rewards program that gives points for every add-on item sold by the salesperson.

Provide an imprinted mirror at each salesperson's station with a positive message. It's a trick used by telemarketers to encourage them to smile while placing calls. A smile affects demeanor, including the tone of voice. It's a useful tool for frontline salespeople to remain cheerful even in the most challenging retail environment.

Returns Need Promotion Too

Easily seen point-of-purchase displays that clearly outline a store's return policy reduce the frequency of disgruntled customers. However, according to a Consumer Reports poll, one out of seven adults will return at least one gift post holidays. To make returns faster and more pleasant for everyone, suggest that your retail clients:

Imprint shopping bags with the store's return policy.

Clearly designate a "Returns Only" area with an imprinted banner or sign.

Place instructional counter cards or table banners at each checkout to make returns easier.

Supply logoed pens or pencils for customers to use when filling out return forms.

Send customers away feeling positive. A small gesture, such as an engraved chocolate wrapped with a coupon for future purchases improves their mood, leaving a favorable association with the store's brand.

3 Ways to Perk Up Consumers

1 **Host a cocktail-hour shopping experience.** Offer snacks with a complimentary glass of wine while shoppers browse. After the hustle and bustle of the holidays, shoppers can use a little "me time." A glass of wine might just be the incentive needed to make an impulse purchase.

2 **Support a cause.** January is National Blood Donor Month hosted by the American Red Cross. Provide discount coupons to your local chapter that can be handed out to donors. Or advertise that a percentage of sales will be donated to the cause during January.

3 **Use social media to post a "reward" word.** Customers simply need to repeat the word when they check out at the counter to receive a discount or imprinted gift for that day. Signing up for a loyalty program is a perfect way to enroll customers so they can receive your regular tweets, e-mails or posts all year.

What draws customers to retail the week after Christmas? According to a Consumer Reports poll, **nearly half (47%) want to redeem gift cards** and 8 out of 10 seek post-holiday clearances.

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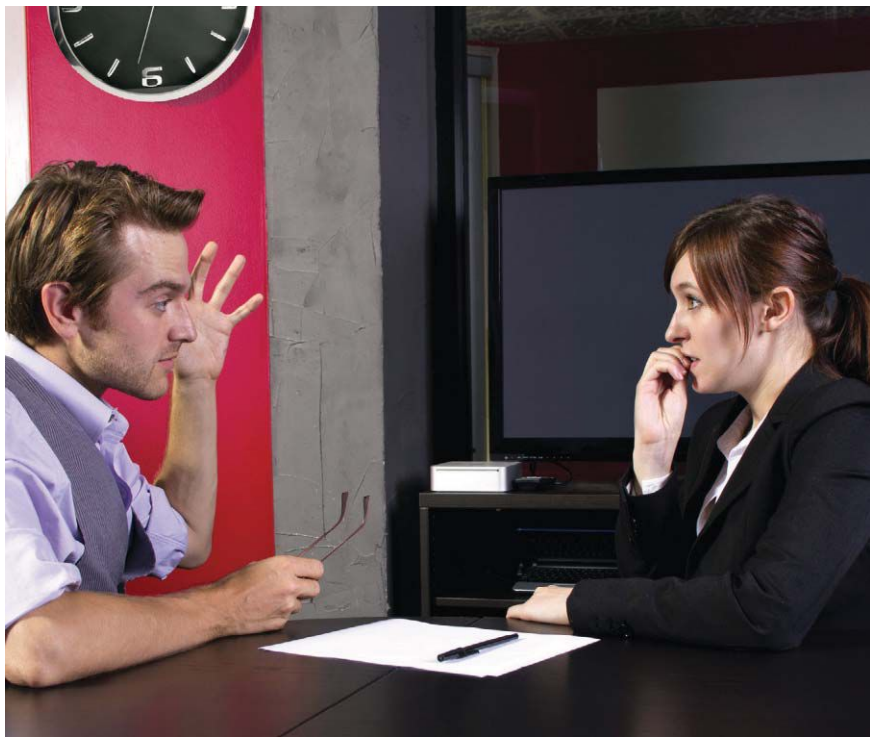
By Erick Lauber

Mend a Broken Relationship



A healed relationship is one where there is trust.

Maybe you have a broken leg at work. I don't mean the physical kind. I mean the broken relationship kind; the type that's much harder to heal, keeps you awake at night and can end up making you unproductive for years if it isn't fixed. How it broke isn't nearly as important as how you respond.

Choose to Heal

You have to make a choice: Is this thing going to heal and get better or is it going to be a pain forever? This choice is completely under your control and it really matters which option you choose.

For example, martyrs won't listen to any advice, even from professionals. They don't believe the relationship will get any better so they won't try anything. They stick to complaining as their only "therapy."

But healers work toward a solution. They try things, they ask for advice. They refuse to accept that the future has to look like the present. They believe.

Avoid Work-Arounds

Those who don't believe a relationship will get any better start to work around it. In medicine, such activities are called "compensatory behaviors" because the patient is compensating for the deficient limb or process.

This can be a problem; first, because it puts extra strain on the other parts of someone's life. Long-term problems can develop in those relationships that have to bear the extra weight. Second, compensating behaviors don't allow the original broken relationship to fully heal – they simply hide it.

Use Crutches and Other Aids Temporarily

On the other hand, doctors do prescribe crutches and other aids when damage initially occurs. It is not unreasonable to keep weight off a relationship for a bit while the anger subsides. But it's important to note that doctors prescribe crutches so you can still function normally – not so you can avoid putting any and all weight on the foot.

In real life, we still have to function even with a broken relationship. The proper temporary aids, like having a third co-worker present, or alerting a boss to keep things operating smoothly, is allowable – but only temporarily, and only in extreme situations.

Other temporary aids might include compliments and extra thank-yous. Think of these as adding ointments or Icy-Hot to a broken leg. They don't really heal it from the inside, but they do ease the pain and make it more bearable while the real work of healing is being done.

Put It Up at Night

Everyone knows that a medical doctor will recommend putting a broken leg up at night. This helps it heal and can be thought of as "draining the blood out of it." The same thing applies to broken relationships – you need to drain the blood out of them occasionally.

Many a close friend and spouse have wished a loved one would put a broken relationship out of mind. Stop picking at the wound. If you wish, think of it as allowing your subconscious to work on the problem while your conscious self gets some time off. Either way, put it up at night. It will actually heal better if you don't obsess over it and worry about it constantly.

Exercise It as Soon as You Can

Eventually every broken relationship, like a broken leg, demands exercise and real use. This is the part that most people are afraid of. What if it hurts? What if it doesn't feel exactly like it did before it was broken?

One piece of advice is to go slow and gentle at first, listening for when you might be pushing too hard and then easing up a little. But every doctor knows waiting too long is a much more common mistake than jumping in too early. Avoiding pain is a built-in characteristic of all humans. But there's a reason going outside our comfort zone is such a common expression in management and business.

The difference between success and failure is sometimes just the difference between those who succumb to our natural human tendencies and those who climb above them.

The Most Important Ingredient: Trust

Did you know that a healed broken bone is often stronger than the original bone? Is that possible with your broken relationship? Actually, it is.

Consider: In our life, accidents happen – miscommunications, misinterpretations; sometimes people will misbehave around us for reasons we could not possibly fathom because we are truly not inside their heads, so bumped and bruised relationships are inevitable.

We need to do things to communicate to people that they can trust us – that we won't act out and purposefully hurt them, even when we feel bumped or bruised. We also need to demonstrate that our actions are understandable and normal. They can be predicted – even when we might have a right to act out. These two things help people trust us. And a healed relationship is one where there is trust.

Erick Lauber, Ph.D., is an applied psychologist and faculty member at Indiana University of Pennsylvania. He speaks and consults on leadership, personal growth and development, and taking charge of our own life stories. His video blog is located at www.LifeFraming.org. Contact: www.ErickLauber.com or call 724-464-7460.

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STRATEGY

TO-DO THIS MONTH

By Kathy Huston

DECEMBER 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 *Advantages* " Hot Deals" is sure to spark up ideas. Look for it in inbox. 	3 ASI Radio; tune in at 10:30 a.m. EST.	4 Use the new user-friendly interface on ASI's Online Learning Center.	5 Schedule next week's apparel presentation and read "Top Tips for Apparel Presentations," p. 102	6 Take sales support out for a holiday lunch. 	7
8	9 Check out "The Joe Show" in today's *Advantages* "Hot Deals."	10 Read today's *Counselor* "PromoGram" for best business tips and industry news.	11 Apparel presentation at 2 p.m. 	12 Client wants fresh ideas. Read "Fresh Ideas" showcase on p. 118.	13 Drop off fun Friday the 13th self-promos to local clients.	14
15	16 Call client with answers to questions about best apparel options. Read "Fabrics 101," p. 106 to gain more knowledge.	17 ASI Radio; tune in at 10:30 a.m. EST.	18 Send holiday cards thanking clients for their loyalty. 	19 Company party; be sure to make an appearance.	20 Brush up on the retail sales market. Read *Advantages* University, p. 84.	21
22	23 Client wants stylish performance jackets. Take a look at "Sell This Product," p. 80.	24 Half day; cold call in morning.	25 It's Christmas time in the city! Day off. 	26 Call clients with ideas for 2014.	27 Do research for upcoming promotions on ESP. 	28
29	30 Look for inspiration in this week's *Advantages* "Hot Deals."	31 Celebrate the end of another successful year and look forward to a new one. 				

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STRATEGY

PROMOTIONS PLANNER

By Jennifer Vishnevsky

cut here

Plan creative campaigns three months out.

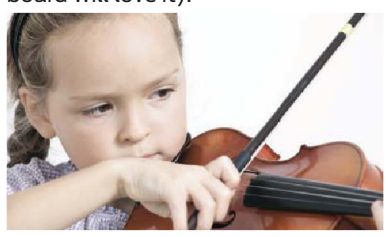
MARCH 2014

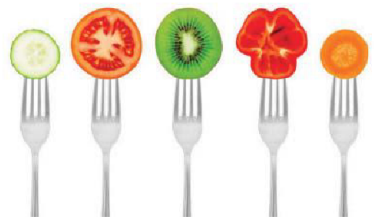
Employee Spirit Month.

Inspire the most vital part of any organization. Help motivate employees with teambuilding exercises, lunch and/or a party. Consider supplying branded apparel that the employees would want to wear after 5 p.m. *(www.ConfidenceCenter.com)*.

Music In Our Schools Month.

Increase public awareness of the importance of music education as part of a balanced curriculum *(www.nafme.org)*. Consider breaking into the education market with iPod apparel (students across the board will love it).





National Nutrition Month.

Educate consumers about the importance of good nutrition by providing the latest practical information about eating healthy *(www.eatright.org)*. Work with nutritionists, health food stores and doctors to encourage clean eating.

Save Your Vision Month.

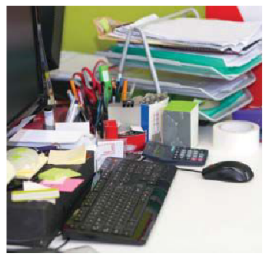
Remind the public about the importance of eye health and regular vision exams *(www.aoa.org)*. To encourage eye exams, supply optometrists and ophthalmologists with sunglasses, eyeglass cleaners and contact lens accessories.

6

Nametag Day.
It's time to break out the "Hello, my name is..." nametags for all of your clients' events. Think about focusing on networking conferences and trade shows as a good start.

11

Organize Your Home Office Day. More than 34 million home office workers can purge papers and tackle to-do lists *(www.homeofficelife.com)*. Reach out to the booming telecommuting workforce with desk accessories and office products.



13

World Kidney Day.
Kidney disease is common, and often preventative measures can be taken. Help doctors, hospitals and retirement homes spread the message *(www.worldkidneyday.org)*.

16-22

National Poison Prevention Week.
Work with your clients on new safety programs to help them take preventive measures against poisoning *(www.poisonprevention.org)*.

18

National Biodiesel Day.
Biodiesel is a cleaner-burning, petroleum-free alternative to diesel that can be made from any fat or vegetable oil *(www.biodiesel.org)*. Use this opportunity as a way to break into the automotive market.

20

Great American Meatout. Since 1985, Meatout has become the world's largest annual grassroots diet education campaign. Many events are available throughout the country, so offer vegetarian cookbooks, themed apparel and eco-friendly cookware *(www.meatout.org)*.

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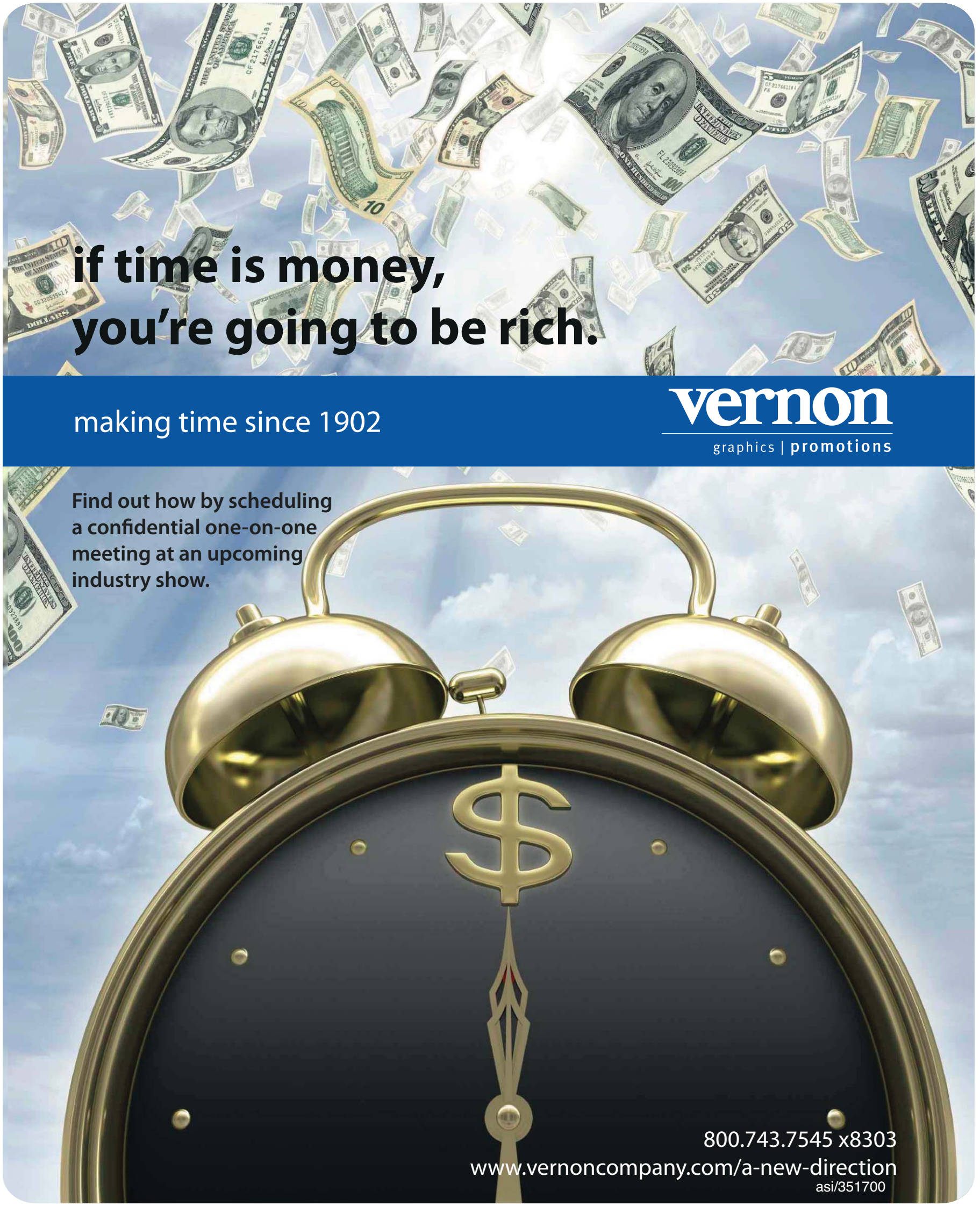

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ORANGE IS THE NEW BLACK

The critically-acclaimed series is onto something, as orange is one of the staple colors to add to your wardrobe. Plaid and camouflage are also on trend for 2014. Check out these and other looks spotted on the runway.

With #ThrowbackThursday prompting everyone to look back in time, it should come as no surprise that what's old is new again. Crop tops and '90s-themed fashion showed up for Versace, Alexander Wang and Balenciaga. As the fourth quarter wraps up, so do the most prominent fashion weeks, which are held in the couture capitals: New York City, Milan, London and Paris.

The Pantone fashion color report focuses on Celosia Orange, Violet Tulip and Hemlock, three popular pastel options for 2014. That's not to say that there isn't room for bright colors, since Pantone chose Dazzling Blue (a jewel tone) as their top color for women in spring 2014. Designers are pairing soft pastels with vivid brights to create a fun, modern twist on the traditional color palette.

Variations on these runway styles are likely to strut off the catwalk and into the ad specialty marketplace.

By Jennifer Vishnevsky

Something **BIG** is happening in promotional apparel

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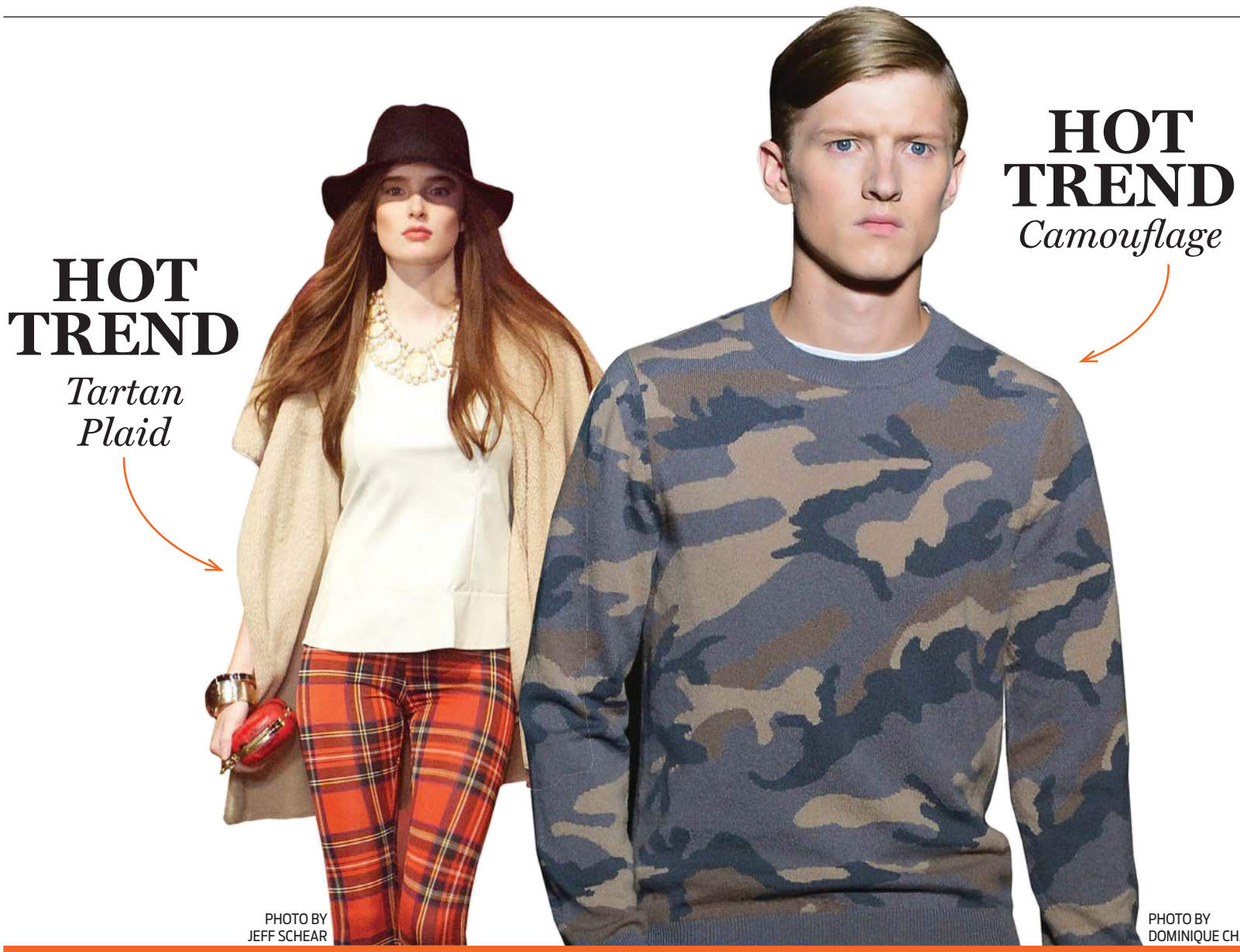

PHOTO BY JEFF SCHEAR

PHOTO BY DOMINIQUE CHARRIAU

While the criss-crossed pattern of tartan plaid is often associated with Scotland, it has been front and center in the U.S. thanks to Marc Jacobs and Tommy Hilfiger. The wooly weave has been showing up on store shelves for the fall, but it's proving to be much more than a seasonal look.

Not just for kilts and school uniforms, tartan plaid is popular across extremes, ranging from a trendy grunge to sophisticated workwear. The print is most common on coats, long skirts, pants and shoes. It is often paired with neutrals, as it is easiest to balance with black or white.

"I see a real push toward flannel and tartan plaid across the board," says David Bebon, owner of DBEBZ Apparel. "If you look at a Brooks Brothers catalog, there's so much happening in tartan plaid. Our market is always led by the brands and what's happening in retail. What's old is new, and they're all old, classic looks."

Menswear (think Burberry) is flooded with plaid, but it's no longer reserved for the grunge-rocker or the outdoorsman. Plaid is showing up in ties, pants and overcoats. Most men pair a plaid shirt with a solid tie or vice versa. Many designers are steering into more subtle plaid shirts using more muted colors.

Checkered and houndstooth are two other plaid designs that have been gaining steam. You probably recognize the black-and-white houndstooth weave that shows up in caps and sweaters. Let the pattern speak for itself by pairing this plaid with a black separate. Kick off your apparel sales by suggesting these prints to young, corporate clients.

Hillbilly is hot – just ask the Robertson family, who turned *Duck Dynasty* into a household name. The show topped the list of celebrity/pop-culture themed costume searches on Yahoo. Fashion-forward camouflage is part of the overall military fashion trend.

"Camo has a lot of interesting design elements," says Mark Ziskind, COO of Caliendo Savio Enterprises (*asi/155807*). "Our top-selling hat is camo. There's a lot more camo in retail. We're seeing it in bags, shirts and coolers."

JCPenney spokeswoman Mallory Smith writes that camouflage is the print of the season. "It's the new leopard, and it allows women to dress a little edgy," she says. High-end designers Michael Kors and Alexander McQueen have highlighted this trend in sweatshirts and skirts.

Camo can be worn as a neutral, a print or a color. It can look edgy and masculine, so consider balancing the print with feminine pieces, like a pencil skirt. "While re-colored and abstract iterations make it look new, the classic camo can also feel modern when mixed with softer colors like ballet pinks and creamy neutrals," says Sofia Wacksman, vice president of trend for Kohl's Department Stores.

Military caps are a great way to incorporate camo as an accessory piece. Camo will continue to grow as a trend, with suppliers adding in more colors beyond army green. Try starting off your apparel sales with a subtle hoodie or screen-printed top that can easily be paired with a solid pant. Continue to target your camo sales to the hunting and outdoors markets, yes, but today's modern twists make it suitable for college and corporate campuses too.

PHOTO BY OLIVIER MORIN

PHOTO BY CAMERON SPENCER

Spring 2014 will bloom with soft pastels along with bolder colors. Designers showcased light orange, baby pinks and chalky blues in jackets, blouses and pants on the runway. Radiant Orchid and Dazzling Blue are two popular companions to these softer colors.

"We're not going back to the grays," Ziskind says. "You'll still see vibrant colors, but they won't necessarily be neon."

Pastel color transcends beyond spring, too, and can act as a bright spot in the cold months (think heavy overcoats). Floral prints are also popping up on blouses, often in blush rose and light lavender. "I suspect we will see a continuation of resortwear – big florals, art-inspired prints, offbeat pastel combinations and architecturally minded separates and sportswear-inspired ideas," writes Anne Slowey, fashion news director of *Elle*.

Suppliers are taking note. "We added a number of vibrant new colors to our popular lightweight poplins," says Taraynn Lloyd, marketing director at Edwards Garment (*asi/51752*). "Look for rose, lavender, mist green and light blue to be the latest 'hot hues' for 2014."

If an all-over color outfit is too much for your end-user, consider pairing the citrus shades with a dark navy. Orange will still make a statement and will add a pop of color. Consider selling pastels to the education market, which traditionally uses light orange, pink and lavender in sorority apparel.

Bars, restaurants, entertainment and hospitality are all good targets. Encourage clients in these markets to add color to their uniforms.

Performance fabrics are no longer strictly for athletes – it seems like everyone is in the market. Nearly 60% of respondents to the *Wearables* Sales Forecast expect sales for performance apparel to continue to increase.

Major corporations such as Under Armour and Nike have made sure their apparel can keep you comfortable, but even companies like Lululemon have made a business out of casual clothing that has performance properties.

Performance apparel is big business, driven by changing attitudes toward active lifestyles and leisure fashion. People wear performance fabrics whether they are training for a marathon or grocery shopping. "Things were getting stale, but performance fabrics created a resurgence in apparel sales," Ziskind says.

Scott Alterman, owner of The Icebox (*asi/229395*), has seen performance fabrics gaining popularity in polos and T-shirts for many markets, including restaurants and sports. "Some of those options are 100% poly, some are blends, but it seems like everyone is jumping into that game," he says. If you're pitching polos to active users, make sure they are moisture-wicking.

Another property that is gaining steam is an antimicrobial fabric shield. This treatment blocks odor-causing bacterial growth. Also, consider pitching UV-protective clothing to outdoor enthusiasts.

For corporate markets and uniform programs, wrinkle-resistance is another key factor.

HOT TREND

Crewneck Sweatshirts

PHOTO BY CATWALKING

HOT TREND

American-Made Apparel

PHOTO BY FRAZER HARRISON

As another flashback to the ’80s, the crewneck sweatshirt is popular both in retail and high-fashion. These sweatshirts are often distressed, but have also been glammed up with sequins and a tighter fit. “The styling and silhouette is really important,” says Ziskind. “They can be cool retail pieces that you can pick up at the mall. For high school and college kids, it goes back to the collegiate look.”

Although hoodies aren’t going anywhere, crewneck sweatshirts are getting a designer’s twist from Brian Lichtenburg and Rachel Antonoff. Crewneck sweatshirts naturally lend themselves to decoration. Slogan statement sweatshirts are a hit in the tween and teen market as this demographic displays their emotions loud and proud. Take a look at retail styles to see what funny statements and trendy graphics are making their way onto the human billboard.

Crewneck sweatshirt styles are available in fashionable fleece, which is growing in popularity, thanks to its lighter weight and attention to detail. Crewneck sweatshirts naturally fit into a casual promotion, so consider pairing these with heavy layers from fashion-forward suppliers. They can be made more feminine and stylish by pairing them with pleated skirts and maxi skirts.

Menswear is also seeing a resurgence in crewneck sweatshirts, as many retail stores are styling plaid dress shirts under solid crewneck sweatshirts. This casual look is a great way of pairing two trends. Consider the more fashion-forward lines, like American Apparel (*asi/35297*) for the education market.

Made in America is making a comeback thanks in part to apparel hubs emerging in smaller cities. “American-made apparel is much more in-demand as we are beginning to see a resurgence of textile manufacturing in the U.S.,” says Ziskind. A few factors have helped the cause: The cost of international manufacturing has been rising, as has bad news from overseas. The Bangladesh garment factory collapse came on the heels of a factory fire.

More designers have opted to make clothes domestically, both in small hubs throughout the country, as well as in garment districts like New York and Los Angeles. American Apparel is a well-known producer of American-made apparel at its factory in Los Angeles.

Independent designers are also producing “Made in the USA” apparel. Randy Choi, co-founder of San Diego-based William Thompson tapped experienced tailors and seamstresses in Los Angeles for his line. In New York, designer Juliana Cho has been making American-made garments, including hand-knit sweaters.

Though it may mean higher retail prices, several designers at New York Fashion Week produced 100% of their collections in the U.S., including Joanna Mastroianni and Honor. Designers like Nanette Lepore have become politically active in lobbying to protect U.S. manufacturing jobs.

The American-made apparel trend tends to drive a more ’50s Americana-themed look on garments. Gingham prints were on display at New York Fashion Week. Also, think about red, white and blue as a popular color combination. Pitch this trend to the ever-growing socially conscious crowd.

PHOTO BY
EDWARD JAMES

PHOTO BY
ANDREAS RENTZ

The relaxed look can be both easy and elegant. It's showing up in many designers' collections. The Sonia Rykiel Resort 2014 collection is filled with relaxed silhouettes vs. the figure-hugging apparel showcased in seasons past. It may seem unheard of, but maxi skirts and loose trousers can be matched up with tunic tops and loose button-up blouses. Designer Derek Lam pairs a boxy pea coat on top of a loose lace dress.

To avoid looking too shapeless, consider a loose-fitting garment over an item that has some shape, such as a dress that cinches at the waist. Some of these relaxed looks may not work for everyone, so make a point to only suggest pieces that will work for your demographic. The 21- to 30-year-olds will naturally go for the relaxed casual wear, but you can also suggest more fitted workwear pieces to your corporate clients.

Jeff Scult, president of Golden Goods (*asi/57695*), notes that relaxed women's fit tees and French terry pullovers are really hot. "People are always looking for what's next, yet there are iconic body styles that will never go out of style," he says. "Using fabrics that flow well and fit well has timeless appeal."

The relaxed look can be seen in henleys, dolman tees, relaxed fit tanks and relaxed fit crew tees. This look borrows a bit of menswear, as boyfriend cuts are taking the throne from skinny jeans. The relaxed fit pieces lend themselves to over-dyed blends and triblends.

As embellishments continue to shine, flashiness is in for 2014, which will likely result in extreme detailing in dresses and tops. Bejeweled dresses, lace, pearls, sequins and fringe are showing up on the runway as both subtle and all-over decoration.

Bling continues to be a popular addition to accessories as well. High-end designers such as Chloe, Valentino and Louis Vuitton have all added embellishments to their collections. London Fashion Week brought out shiny add-ons such as metallic materials, crystal embellishments and mirrored effects.

Designers Valentino and Chanel have drawn attention to floral appliqués, which are a good fit for spring apparel programs. While this embellishment may seem edgy on a sheer top, the floral appliqué can also be used on a sheath dress or heavier fabric for more subtle flair.

Alterman has been incorporating appliqué in his apparel offerings and says suppliers are offering unique options in embellishment on various fabrics, including twill and canvas. "You can also offer more unique decoration options with sublimation," he says. "You can do all-over printing on T-shirts and even on the lining of hoodies."

Sleeve embellishments are showing up on raglan T-shirts thanks to the popularity of dye-sublimation graphics. Distressed appliqué is equally popular among men and women. Consider mixing appliqué, embroidery and other embellishment techniques to help your fashion-forward clients looking to stand out.

Jennifer Vishnevsky is a staff writer for *Advantages*.

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FM5578
Curve Style Wood Frame
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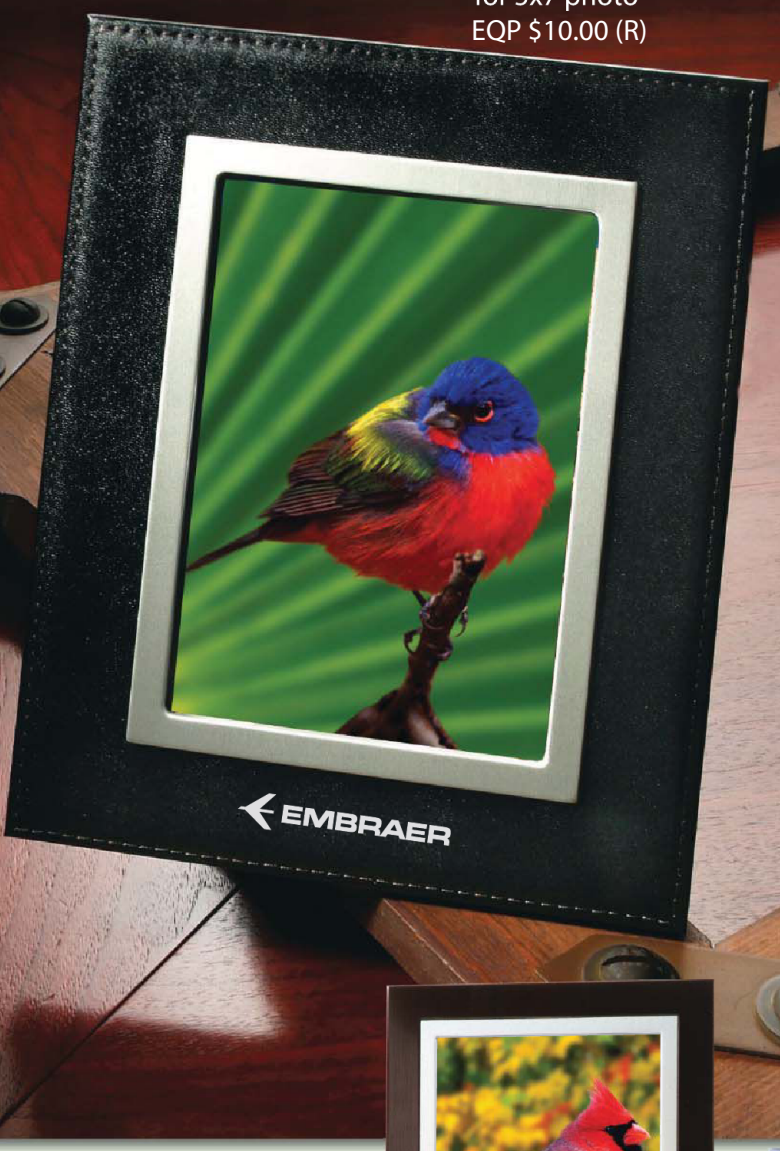
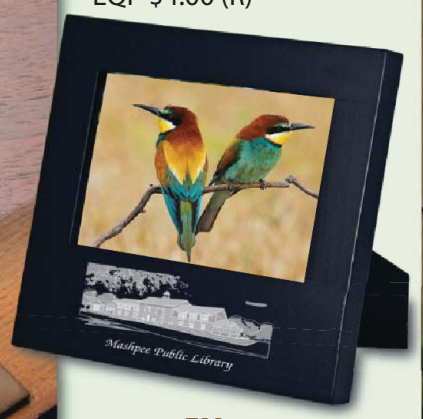
EQP $10.50 (R)

FM2155
Bonded Leather Frame
for 5x7 photo
EQP $10.00 (R)

FM138
Ivory Collection
for 8 x 10 photo
EQP $10.00 (R)



FM2044
Wide-Border Metal Frame
for 4 x 6 photo
EQP $4.00 (R)



FM5544
Wide Border
Black Wood Frame
for 4 x 6 photo
EQP $6.00 (R)

FM5555
Wide Border
Natural Wood Frame
for 5 x 7 photo
EQP $7.25 (R)

FM5235
Classic Metal Frame
for 5x7 photo
EQP $6.50 (R)

FM5504
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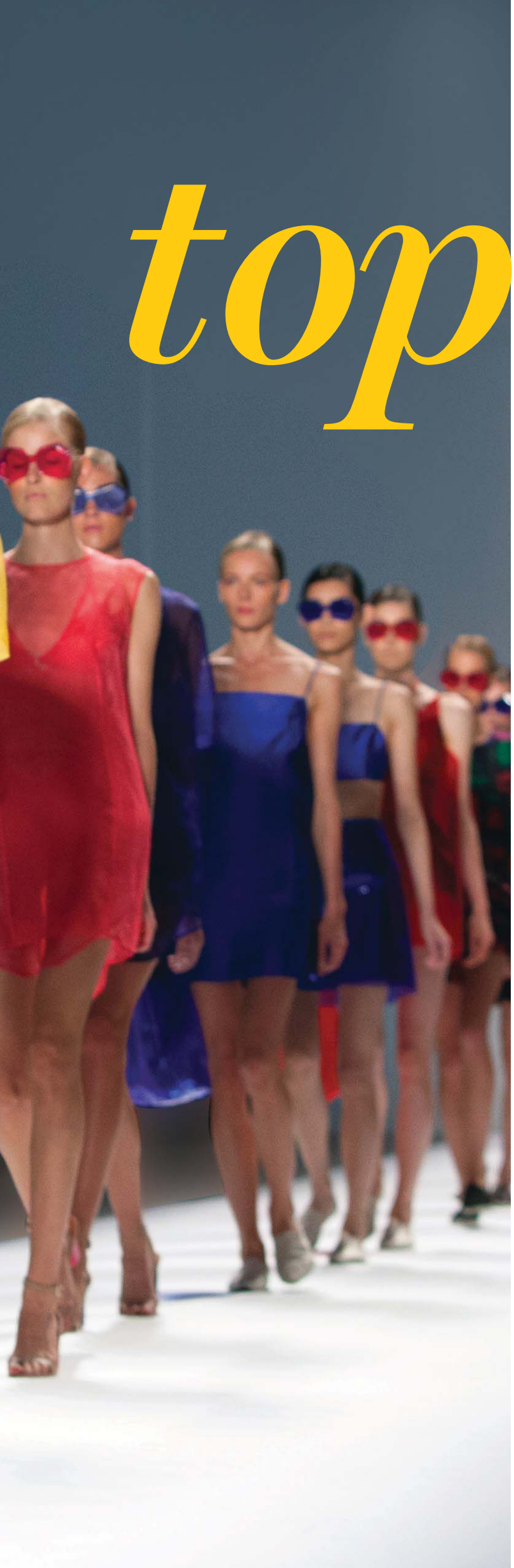
Apparel goes everywhere that people go; by default, it is one of the most important categories of promotional items. ***Make an impression*** *and help your clients do the same.*

By Andraya Vantrease



top TIPS *for Apparel Presentations*

Half of all Americans own a promotional shirt; 44%, according to ASI's Ad Specialty Impressions Study, but close enough. And that's only one slice of the apparel pie.

For the wearer, logoed apparel fosters a sense of pride and belonging and stirs up great memories (think concert tees). Here's more good news: marketing and promotions departments are realizing that quality, style and functionality are worth a few extra bucks. Now is the time to act.

Read on for advice and success stories from supplier and distributor reps on how to dress up apparel presentations and sew up sales.

ENGAGE IN JOINT SALES CALLS

Having a close relationship with your suppliers can go a long way when it comes to meeting tight deadlines, offering competitive pricing and staying up on the newest products. Many distributors use their suppliers for more than behind-the-scenes expertise – they bring them on sales calls.

"We started our business 13 years ago, and still to this day, we only deal with apparel providers that have outside sales reps willing to make end-user calls," says Brad Simmons, owner of Logos Pros in Mint Hill, NC. "It's the best way to generate sales because they are the experts. Our sales team has great relationships with multi-line reps that cover the spectrum of brands and styles, so we have a lot to offer."

Bringing a knowledgeable supplier rep to a sales call is sure to impress and educate the customer, and it's a testament to the strength of the partnership. Not all vendors will take the time to join a distributor on a sales call, so it shows your customer that you are a well-respected rep from a credible company.

"Treat the distributors' customers as if they were your own," says John Gibson, Michigan account representative for Ash City (*asi/37127*). "The great benefit,

besides hopefully securing a sale for the distributor, is the education that the supplier rep gets when they see and hear how the apparel is presented. This elevates the company rep and the line in huge ways going forward with that distributor."

Is the line eco-friendly, USA-made, recyclable, QCA compliant? The supplier can speak to its factories, safety measures and other manufacturing details that you may not be privy to. These issues are extremely important, especially to procurement departments that use this information to choose preferred vendor partners.

"It's also a way for the distributor to eliminate costs of samples, since we have the ability to bring whatever they need," says Pete Strob, regional account manager at Ash City. "I always make it a point to bring more than what's asked for, as long as they are complementing styles or garments. If we're showing polos, I pack a few pieces of outerwear to show the customer how they can be paired, and it helps my distributor rep upsell."

TIP: ***Joint sales calls add credibility to your presentation, which teaches the customer to trust the quality of product and service they can expect when working with you. A supplier rep is a great sales tool that distributors should take advantage of.***

SURPRISE WITH SPEC SAMPLES

Sometimes it works to bring blank goods to a buyer and describe the decoration options, but showing customers an example of what the finished product will look like is much more effective. Spec samples can convince a customer to buy a certain product, its companion garments and additional decoration locations.

Strob has seen the fruits of this labor. "In the past 12 months, our reps have done 2,395 spec samples for their customers, and based on the art files, we calculated that those specs generated $3,110,778 in revenue," he says. "That means our average spec sample produces $1,299 in revenue. This doesn't even count the specs that are tweaked and considered new orders. The real numbers are most likely much higher."

Bringing spec samples to apparel presentations is impressive and allows the rep to explain different decoration techniques and locations, giving them the opportunity to upsell the order. "When you have a quality product, there's nothing more effective than letting the customer touch and feel the garment," says Strob. "I always encourage doing specs on a piece other than the key garments we are presenting because even if they didn't ask for it, it is an opportunity to introduce something different and educate them on the possibilities."

Equipped with in-house embroidery capabilities, Logo Pros goes the extra mile when it comes to sew-outs and specs. It pays off, as Simmons estimates that six in 10 specs result in orders.

"A lot of people e-mail sew-out copies on random pieces of fabric," Simmons says. "We try to produce them on the exact garment or a similar material and hand deliver them to the customer. We digitize logos in advance so we'll be ready for specs."

Mike Welker, senior account executive at Touchstone Marketing Group (*asi/345631*), makes it a point to partner with vendors who will provide free samples so he is able to pass them on to his customers. As a $25 million company, Touchstone has relationships with the biggest names in the industry, making it possible to give customers a sneak peek of every item they're planning to purchase.

"I offer free samples to all of my clients because it helps deliver on that experience of touching and feeling the product," says Welker. "Partnerships are the name of the game. It's all about helping each other and if they trust me with their product, I will be able to sell it much more effectively."

Customers have a hard time visualizing how a garment will fit or how their logo will look, especially if they are not familiar with the brand or decoration technique. Not all your buyers have creative minds – that's why they have you. "They have to see it to believe it," adds Strob. "Refusing to do samples for your reps is a huge mistake."

TIP: ***Get your customer's artwork up front and bring surprise spec samples to the meeting. Not only will it show initiative if you've done your research on the look they want to achieve, it's also a great way to get certain products and techniques in front of them.***

Show Time

Brad Simmons, owner of Logo Pros., feels so strongly about utilizing vendor relationships that he holds miniature trade shows where his clients and supplier reps can mingle and talk product.

"Once or twice a year, we host vendor showcases at the country club down the street," he says. "We bring in about eight vendors, five or six of them being multi-line reps, and our customers get to come by and talk to the vendors about their products, touch and feel samples and learn about the different lines."

Logo Pros, which does 80% of its business in apparel, has been hosting these shows since 2001. Showing how well the sales team works with its vendors is very effective for business development. "We see upwards of over 200 customers coming throughout the eight-hour event," says Simmons. "Clients can come in the morning, on their lunch breaks – whenever they want during the day. My whole sales team is present, but the day is focused around getting the vendors and our customers to form relationships."

With approximately 30 product lines on display and plenty of hors d'oeuvres and beverages, the event creates an atmosphere where customers feel comfortable asking questions and learning.

BRING COOL COLLATERAL

To increase apparel sales among its reps, Newton Manufacturing (*asi/283300*) printed white papers, held incentive programs and focused on interactive training. "We've had the idea for the apparel white paper for a couple years, but once we decided on ideas and functionality, it only took a few months to put it together," says Molly Beavers, senior marketing manager at Newton. "We had been running an ongoing incentive program and the reps who sold apparel sold much more, but we still weren't reaching everyone."

The intent was for the piece to be dual-purpose – a learning tool for reps and a leave-behind for customers. "Advertise in Style," the name of the white paper, explores how caps, T-shirts, jackets and other wearables become personal endorsements of a brand and drive business for the advertiser. It also explains ways to apply apparel to the marketing mix

Use Promo Apparel As…

- A billboard
- A uniform
- A prize
- Merchandise
- Partnership
- Event marketing

Source: Newton Manufacturing Apparel White Paper, 2013.

What is your top tip for apparel presentations?

Advisory Board Members Weigh In

"If I am presenting a few different pieces, I get multiple sizes and encourage people to try them on. They love it when they get to keep a sample and the order comes in for theirs - with their logo."
Nina Shatz, bouncer (director), Red Ball Promotions (*asi/346567*)

"Present with spec samples made for the client you are speaking with. The ability to not only show the product, but produce their logo on it well, helps close sales. It also shows you care about quality and are not looking to produce cheap, unusable goods."
Mark McCormack, owner, Identity Marketing Group (*asi/229993*)

"Showcase a style of shirt that provides options and gives people flexibility. A flexible piece allows for people to incorporate their personality."
Nicole McNamee, director of new business development, POP Solutions (*asi/359180*)

"Before the meeting, discuss the needs of the client and budgets. Then obtain logo or tapes before the meeting and create targeted spec samples and/or virtuals. Show product layered on hangers or nicely folded to make an impactful presentation. Always show different decoration techniques like embroidery, screen printing, laser etching, applique etc."
Jeff and Shelley Stevens, partners, WesCo Marketing

"Think of yourself as a world-class buyer or merchandiser. Do you want to be perceived as a buyer from Target or Nordstrom? (There's room for both in this industry.) Present based upon how you want to be perceived."
Tonia Allen Gould, owner/ founder, Tagsource, LLC (*asi/341358*)

and tips for choosing the right style, features and decoration method to fit any internal or external branding objective.

"Reps can combine the white paper with their PowerPoint presentations and catalogs and hand them out at networking events, business meetings and sales calls," says Beavers. "Since last year, Newton has seen an increase in overall apparel sales and we've tripled our sales with one of our top suppliers. After launching the white paper in July, I know this growth will continue."

With 500 reps nationwide, the Top 40 distributor has continued to bring on new apparel partners and decorators throughout the country, and has secured sampling programs with the top industry leaders to ensure reps are comfortable with new styles and sizes.

"We are always asking how we can get more business, and teaching reps how to advertise themselves as a one-stop solution for apparel and hard goods is important," Beavers says. "You don't want to get stuck as the pen guy and learn that your customers are getting all their apparel from someone down the street."

TIP: ***ASI's Impressions Study 2013 shows that 44% of U.S. consumers own a promotional T-shirt. Carry that statistic into your sales meeting along with proven information on why apparel is highly effective as a brand advertisement – your customers will see that if they aren't buying apparel, they're missing out.***

BE THE PRODUCT GURU

With access to thousands of apparel providers that carry their share of brands, distributors can feel a bit overwhelmed by the array of choices. For some, it helps to hone in one a particular category and master it.

Steve Stetsky, sales rep at Impact Plus, does 67% of his business in apparel, split between uniforms and corporate wear. For 10 years, he has focused on outfitting employees in the hospitality, industrial and medical industries, sticking to the basics and gaining a reputation in the space.

"We do a lot of uniform work and you learn quickly that in the blue-collar world, authenticity and quality are important," Stetsky says. "VF Imagewear is one of our best suppliers because of Red Kap, Bulwark, and the other workwear brands it carries. It puts us on the map with these companies who need flame-retardant, all-weather safety gear."

Impact Plus carries a variety of apparel including chef coats and high-visibility uniforms, and paired with the in-house embroidery services, Stetsky has no problem standing behind the quality of work that he sells. "I would put anything up against our embroidery," he says. "I am very confident in our capabilities in that area, so naturally, I sell more embroidered garments than those decorated with the newer techniques like heat transfer or laser engraving."

Welker has found success with the most basic of apparel pieces – the T-shirt. When he came across a tweet that the owner of an online T-shirt shop was looking for a new product example, he quickly used his resources to produce a spec of a digitally printed T-shirt.

"I grabbed the shirt from SanMar, printed it on our in-house machine, threw in a handwritten 'I'd love to earn the business' letter and sent it in within 24 hours," Welker says. "Now, we manage the store and it's all-fashion T-shirts for college-aged consumers who want great designs on quality garments."

Welker does $500,000 in drop-ship T-shirt business per year through this online store, and allows customers to tweet and call him directly with customer service comments and concerns. "I have to cater to that market, and these young adults are all over the social channels," he says. "We're doing the American Apparel, the Comfort Colors, the Tultex shirts, and our in-house art department creates very impressive designs that work for the demographic."

Although he has other clients that are purchasing a variety of items, he's proof that delivering what the customer wants doesn't always mean flooding them with options. "When you stop thinking about money and how much your next sale is going to be, you have time to really help the customer find what they need," Welker says. "By relating to this audience and understanding the challenge, we're able to come up with a solution."

TIP: ***Focusing on the client's need and becoming an expert in certain categories can lead to an increase in income, as you pitch products or programs to similar companies. Remember though, all customers have their own set of challenges and objectives; don't narrow your focus to a fault.***

ANDRAYA VANTREASE IS A CONTRIBUTING WRITER FOR *ADVANTAGES*.

Upgrade Sales with FABRIC

A 60/40 cotton/poly, 24 singles fabrication creates a light and soft fabric that makes Independent Trading Company's "Heavenly Fleece" a delight to wear. Available from S&S Activewear.

PHOTO COURTESY S&S ACTIVEWEAR (*asi/84358*)

Fabric is the most important feature of any apparel. It affects every aspect from how the garment feels to its shape, performance and durability. Set yourself apart with a better understanding of how to evaluate and select the right fabric for your client's promotion.

By Tonia Cook Kimbrough

KNOW-HOW

Peggy Peugh regularly moves clients to higher-priced garments. It's all about keeping the wearer comfortable.

The account executive with Halo Branded Solutions (*asi/356000*) says choosing garments with performance fabric is key to her successful apparel sales. "Keeping the user cool and dry is what the client wants; depending on where the garment is being worn or what the event is, performance fabric is always important," she says.

You've got to know your fabrics, though, to make a solid case for an upsell. So how do you make the distinction between what's fundamental and what's fancy? There are four important criteria.

1. BEGIN WITH FIBER

Fibers are the first factor worth assessing. A fiber is a filament, either natural or manufactured, that is twisted into yarns and used in the production of a textile. Denier measures the weight of a continuous filament. The lower the weight, the finer the fiber is.

Fibers come in two varieties: Natural or manmade (also known as synthetic). Natural fibers, which typically come from plants or animal fur/hair, are known for excellent breathability. Cotton, wool, bamboo, hemp and linen are all natural fibers with plant or animal origins. However, not all natural fibers come from plants and animals. Silk, for example, is produced from the protein silkworms secrete as they construct their cocoons.

People are drawn to natural fibers because they perceive them as more valuable than their synthetic counterparts. There's a conception that "natural" is by its very nature better or more luxurious. Think of the well-known Cotton Incorporated jingle: "The touch, the feel of cotton... The fabric of our lives." There is a draw to the fiber that's nostalgic and preferred.

But here's the rub – natural fibers are not always better for you, nor do they necessarily offer superior performance over a synthetic fiber. Manmade fibers are typically engineered to serve a specific purpose. They may imitate a natural fiber but be intended as a less expensive alternative. Or they may have properties that provide improved performance over natural fibers. Examples include acrylic, polyester, rayon, nylon and spandex. The creation of the spandex fiber, for example, came out of a desire for textiles that would stretch yet retain shape. Polyester, the flagship synthetic, is known for its high tenacity and durability, as well as being colorfast.

Today's synthetic fibers have come a long way from the scratchy, leisure-suit polyester of the 1970s. "Many synthetic fabrics are as smooth and soft as natural," says Mary Ellen Nichols, director of marketing at Bodek and Rhodes (*asi/40788*). If your client wants features that a natural fabric can't support, recommend a synthetic alternative or blend. Spun polyester, for example, has a softer hand than its earlier counterpart. When

The style #FL7260 Lady Solstice features Tri-Mountain's TempUp technology that incorporates an infrared fiber into the fabric of the jacket.

PHOTO COURTESY TRI-MOUNTAIN

A new generation of performance polos called Ultra-Club TempControl™ feature an innovative fabric made of hollow-cored threads for maximum comfort in cold or hot weather.

PHOTO COURTESY BODEK AND RHODES

The EasyWear blend of 70% polyester with 30% wool in these slacks from Executive Apparel (*asi/53418*) yields comfort, durability and washability with the look and feel of a light, soft wool.

PHOTO COURTESY EXECUTIVE APPAREL

The District brand Tri-blend V-neck Tee (style # DT142V) from SanMar (*asi/84863*) is made of 4.4 ounce, 50/38/12 poly/ringspun cotton/rayon.

PHOTO COURTESY SANMAR

combined with another fiber, manmade or natural, polyester shines.

Blends bring together the best features of any single fiber. Polyester combined with cotton is the most notable example. Cotton brings comfort and absorbency to the party while polyester delivers resilience and stain/wrinkle resistance. When you combine wool and polyester, you gain shape retention and good drapability with wrinkle resistance for a durable, smart-looking uniform. Polyester and nylon produce a fabric that is strong, wrinkle- and wind-resistant as well as easy to launder.

Blends can be all natural, all synthetic or, more commonly, a mix of natural and synthetic fibers. When the results of a pairing are so effective, why not blend more than two fibers for additional benefits? Enter Tri-blend fabrics. You can achieve performance and affect the look of a textile with the right mix. District brand's Tri-blend V-neck Tee (style #DT142V) from SanMar (*asi/84863*) is a combo of poly/ringspun cotton/rayon. The combination "results in a unique multi-dimensional heathered look," says Rhea Aslin, senior brand manager for District. "It has a wonderful feel and a superb worn-in look. Customers appreciate that as they wear it and wash it, it continues to look more vintage."

THE TAKEAWAY: *Natural fibers are not always better than synthetic fibers – it depends on the purpose of the apparel. Natural can be combined with synthetic to make an apparel piece more effective or desired.*

2. CONSIDER THE WEIGHT

The District V-neck Tee illustrates another aspect of fabric to consider: Its weight. The District piece is made from a 4.4-oz, 30 singles fabric. To put this in perspective, a 2.2- or 3-oz T-shirt is super lightweight; a 6-oz T-shirt is heavyweight. The District V-neck tee is light enough to provide a trendy, curve-clinging drape and, because of its 30 singles fabrication, is exceptionally soft.

"Singles" refers to the diameter of the yarn; the higher the number, the thinner the yarn, which affects the hand (or feel) of the fabric. For example, most T-shirts are 18 singles, which is soft. Even softer and more refined would be a luxurious 30 or 40 singles tee.

New for 2014 from S&S Activewear (*asi/84358*) is Independent Trading Co.'s Heavenly Fleece lightweight crewneck sweatshirt, which yields a pleasing hand and is comparatively lightweight for fleece. "The demand for incredibly soft fabric is still strong, and manufacturers are answering the call," says Margaret Crow, spokesperson for S&S Activewear. "Independent Trading Company has introduced new styles in its popular Heavenly Fleece group this fall. The 60/40 cotton polyester, 24 singles fabrication creates a finished product that is light and soft to wear, and it's also easy to decorate."

THE TAKEAWAY: *The demand for lightweight, ultra-soft fabrics is high. Lighter-weight fabrics provide more trendy styles.*

3. COMPARE WEAVES

Another factor that will affect the hand of a garment is its weave, which also influences a fabric's strength and ability to stretch – the more threads per yarn, the tighter the weave. Therefore a 40 singles, 100% combed ringspun cotton tee is extremely soft with a tighter, smoother weave than a T-shirt made of an 18 single open-end cotton.

The question of weave really comes down to a difference in how the fabric was constructed. Has the fabric been knitted or woven? Knit fabrics are created by looping a yarn through itself repeatedly, creating rows of "braids." This process results in a fabric that can stretch in all directions (though most notably along its width, from side to side). Think of a jersey- or sweater-knit's resilience.

In contrast, woven fabrics are created on large looms that horizontally and vertically interlace multiple threads at right angles to create a sort

Fiber Trivia

- **Linen** is one of the world's oldest textiles, taken from the flax plant's woody stem. It is cool, absorbent and breathable.
- **Nylon** was the first completely synthetic fiber, created in 1938 by DuPont scientists and later introduced as an alternative to expensive silk in women's stockings.
- **Polyester**, known for its durability and resistance to wrinkles, is a chemically engineered textile from petroleum-based polymers.
- **Rayon** is a manufactured fiber made of cellulose, derived from wood pulp. Though cellulose is naturally occurring (rather than synthetic), rayon is not considered a natural fiber because of the amount of processing required to create it.
- **Spandex** was introduced by DuPont scientist Joseph Shivers in 1959 after a decade of research. Ultimately, DuPont marketed spandex under the brand name Lycra. In Europe, the fiber is called elastane.
- **Acrylic** is a manmade fiber manufactured from a petrochemical called acrylonitrile. It provides excellent insulation and wicking ability without added weight.

Which Cotton Is Best?

With more than 10,000 cotton T-shirts available in the promotional products industry, you can bet there's a wide range of quality and price points. Understanding the nuances of cotton fabric can help you rise above the commodity sellers.

Most T-shirts described simply as "100% cotton" are made from less-expensive, less-refined open-end cotton, offering good value for a basic tee. Ringspun cottons are smoother and stronger. They've been through a spinning process that softens and straightens each fiber. Another step up in quality is combed ringspun cotton, which is more refined. After the cotton fibers have been spun, they're combed to remove any impurities or imperfect strands.

Cotton is also distinguished by origin. There is Egyptian cotton grown in the Nile River Delta and desired for its luxuriousness and durability. These advantages come from Egyptian cotton's long fibers. Pima cotton, grown in Peru and the Southwestern United States, is considered by many to be a comparable alternative to the high-end feel and strength of cottons grown in Egypt. Though Pima cotton's fibers are slightly shorter, either option is high quality.

of crisscrossed basket effect. Woven fabrics, such as canvas, do not easily stretch unless a flexible fiber, such as Lycra, is added. In the most basic terms, the difference between a knit and a woven is having a loop vs. a cross. If you look closely, you can see patterns in the cloth to determine the type of weave.

THE TAKEAWAY: *The type of weave influences a fabric's strength and ability to stretch. Knit fabrics, like sweaters, have more stretch and resilience. Woven fabrics – think canvas – don't stretch as easily.*

4. SOURCE BY PERFORMANCE

Finally, performance technologies, as Peugh notes, are also in high demand. Some of the earliest performance fabrications were microfibers, which are typically made of polyester or nylon but can also use acrylic or rayon. According to *www.fabriclink.com*, these extra-fine fibers are "two times finer than silk, three times finer than cotton, eight times finer than wool, and 100 times finer than a human hair." In fact, the strands that make up the fiber are so fine they can be referred to as microdeniers, meaning they weigh less than 1.0 denier.

Four Popular Blends

Jill Martin and Pierre Lehu, authors of *Fashion for Dummies*, explain the value of four favored fabric blends:

- **Polyester and cotton:** Polyester is crease resistant; cotton isn't. A garment that blends the two may not need to be ironed, or will require less ironing, while retaining much of the comfort provided by cotton.
- **Linen and silk:** Linen creases easily while silk doesn't. By adding silk to linen, a garment won't crease as readily and will drape better.
- **Spandex and cotton:** Spandex is stretchy and durable, and cotton lets your skin breathe. The two make a perfect combination for sports clothing.
- **Cotton, polyester and rayon:** Cotton offers breathability, polyester strength and rayon shininess. A fabric with all three offers durability, ultra-softness and excellent resilience so, if wrinkled, the fabric bounces back.

Today you'll find a myriad of fabrics that either have been fundamentally changed at the fiber or have a performance finish, meaning a fabric was sprayed or dipped after being knit or woven. Teflon, for example, is an applied performance treatment that repels water. In contrast, Aquapel modifies fabric at the molecular level by permanently attaching hydrophobic "whiskers" to individual fibers that cause liquids to bead and roll right off the fabric surface.

Comfort drives many innovations being incorporated into well-loved fabrics. Fleece is an excellent example. John Perez, marketing associate at Tri-Mountain (*asi/92125*), explains: "By incorporating fleece into our 3-in-1 system jackets and our Tri-Mountain Performance line, more people are wearing fleece without even thinking about it. By creating new fabrics, weaves, patterns or styles, fleece is being incorporated back into style, even though people may not realize they're wearing it."

What people will feel, however, is more comfortable. Tri-Mountain's style #F7260 Solstice and #FL7260 Lady Solstice feature TempUp technology, which incorporates an infrared fiber into the fabric of the jacket. The fiber works to absorb heat from the sun, even if it's cloudy outside. The result is a jacket that's lighter than a typical heavy winter coat but provides a very similar level of insulation.

Bodek and Rhodes recently added a new performance fabric to its UltraClub line called TempControl. Nichols compares it to the fur of a polar bear, which provides natural thermoregulation. "If you know anything about polar bear fur, each strand is actually hollow and has air inside, which buffers the skin and helps control the bear's body temperature," she says. "When cold, the air warms; when hot, the air cools. That same premise is now available in a polo. Hollow-cored threads trap air inside to cool the wearer when warm, and warm them when cold."

Such performance features come at a cost but are well worth it. Nichols estimates that depending on the brand and styling, a performance fabric can increase a garment's cost by a minimum of 20% to a maximum of 50% – but that's not deterring buyers. "Today, more than 65% of our polos and 30% of the T-shirts in our line are performance garments," she says. "What that tells us is that the trend is shifting to the comfort and moisture-management benefits of performance wear on the golf courses, boardrooms, sporting venues and everyday casual wear as well, no matter what the cost."

Perez points out, however, that price declines the longer a technology has been around. "Performance fabrics are becoming so common, there really shouldn't be much of a price difference," he says. "Price differences mostly arise from when new treatments or technical features are added to fabrics." Picking the right fabric to match your client's promotion positions your recommendation above the competition, even if the choice is a bit pricier.

Making the right choice is a matter of a few important questions. As you evaluate a fabric's performance, ask several questions: How will the apparel look out of the box? Can the garment be immediately worn or does it require ironing first? How will the fabric react to decorating? Will it wear well? Does it launder well? How durable is the fiber; will it perform for the long term?

These are questions that can only be answered when you gain a firm foundation in fabric knowledge. Once you know how to distinguish fabrics and their inherent qualities, you'll be successfully selling, even upselling, apparel.

THE TAKEAWAY: *Performance fabric can increase a garment's cost by a minimum of 20% to a maximum of 50% – but that's not deterring buyers. Also, as technology gets older, prices decline.*

TONIA COOK KIMBROUGH IS A FL-BASED CONTRIBUTOR TO *ADVANTAGES*.

Nice job

Though it's no surprise that positive reinforcement improves individual job performance, available data shows that an effective recognition program can also boost performance company-wide, not just among those being recognized.

According to human resource research firm Bersin by Deloitte, recognition programs contribute to a 14% rise in overall productivity – in addition to reducing voluntary turnover by 31%. Of course, the right gift doesn't hurt, either.

A bold award like the Lucite puzzle-piece from BCH Unique (*asi/37700*) lets employees know they are a big part of the solution to any problem. And for sheer physical impact, it's hard to top the elegantly accented optic crystal award from Crystal Images (*asi/47784*).

However your client chooses to send the message, these awards make a strong statement about the investment employers and their people make in each other.

–By Chuck Zak

Dual-color crystal award features frosted star accessories. From Acehigh Tech Corp., asi/30537, 888-869-7789.

Highly polished award in two-tone gold or silver displayed on wood easel. From EMT Plus, asi/52263, 317-803-2400.

Elegant clock is solid wood and has a rotating picture frame. From iMark, asi/35579, 817-385-0306.

Stillwater Award has a process for creating affordable custom awards. From Zeit Company Inc., asi/98975, 801-972-8210.

Die-struck brass medallion comes in a range of sizes. From ILogo Promo, asi/63544, 855-330-1982.

Angled pentagonal form has beveled edges and a wood base. From Benchmark Crystal & Clocks, asi/68507, 800-458-9457.

The convex design of this optical crystal award magnifies four-color imprint. From Crystal D, asi/47759, 800-544-1131.

Puzzle-piece award is made of molded translucent Lucite. From BCH Unique, asi/37700, 800-463-4255.

Titanium tombstone desk award is laser engraved. From Eddystone Designs, asi/51666, 847-313-4880.

Tricera award has four decorating surfaces. From Moderne Glass Company Inc., asi/71920, 800-645-5131.

Heavy, flat apple-shaped award has plenty of imprint space. From TPI, asi/91320, 800-933-8885.

Quartz alarm clock has an elegant glass and mirror finish. From Life Goes Custom, asi/30219, 866-982-6288.

Piano-wood finish plaque on silver metal base has a matching metal star. From TPI, asi/91320, 800-933-8885.

Dual-wave acrylic award includes one-location imprint. From Achievements in Light, asi/30540, 800-784-7770.

Custom optical crystal award is created with three-dimensional logos and designs. From Jaffa, asi/74400, 877-667-9663.

Acrylic paperweight has four-color process printing on one side. From Providence, asi/79980, 800-556-6860.

Artistic award collection uses the highest-quality optic crystal. From Crystal Images, asi/47784, 972-421-2002.

Medallion is die-struck from heavy bronze to enhance detail. From Osborne Coinage, asi/75260, 866-274-1292.

Crystal globe book award includes blue presentation box. From TPI, asi/91320, 800-933-8885.

La Flor vase adds a touch of elegance to any room. From Benchmark Crystal & Clocks, asi/68507, 800-458-9457.

Lovely scents

A true contender for the title of ultimate go-to gift, candles have evolved from pre-light bulb necessity to everyday essential. Their soft light and captivating fragrances breathe a sensory uplift into any promotion.

Consider the eco-friendly soy wax candles from Helping Hands Rewards (*asi/60465*). These come in transporting scents such as aloe lily and sweet mint, all with a compelling backstory of the company's commitment to social responsibility. For all the light with none of the heat, try an LED blow candle from Buzline (*asi/42963*) to bring a subtle ambiance to any room, or even as a nifty nightlight.

With $2 billion in annual retail sales, candles are always on someone's wish list. If you're looking for a popular, all-purpose giveaway, choosing any of these candles is a bright idea.

–By Chuck Zak

Heat-free and flameless LED candles are a safe option. From CGNPromotions.com, asi/46531, 972-338-3549.

Soy wax candle has an all-cotton wick and lasts up to 40 hours. From Peter Pauper Press Inc., asi/77802, 914-681-0144.

Elegant aromatherapy wax candle comes in a 10-oz. glass jar. From Lanco, asi/66224, 800-938-4500.

Long-lasting ceramic mug candle is filled with a fragrant wax. From Custom Crest, asi/47971, 800-234-5740.

USA-made 4-oz. soy spa tin candle lasts over 25 hours. From Helping Hands Rewards, asi/60465, 312-300-6830.

LED blow candle is ideal anywhere you want ambient light. From Buzline, asi/42963, 800-878-3413.

LED tea light candle is a safe alternative to a real flame candle. From Alightpromos.com, asi/34194, 888-217-8800.

Protect furniture with this coaster made from all-natural cork. From Americanna, asi/35730, 888-747-5550.

Large two-wick tumbler candle provides tropical scents. From The Yankee Candle Company, asi/98756, 800-792-6180.

Flameless LED pillar candle is made of real wax with a hint of vanilla. From Alightpromos.com, asi/34194, 888-217-8800.

Soy candle comes with a semi-precious stone inside. From 2 Dazzle U Custom Rhinestone Designs, asi/92386, 281-259-6818.

Frosted candle is triggered by blowing it on or off. From LITEWAVES, asi/67730, 866-548-3928.

Eco-friendly tin candle is made of clean-burning, all-natural soy wax. From Admints, asi/31516, 866-556-4687.

Eco-friendly 8-oz. soy candle lasts over 45 hours. From Helping Hands Rewards, asi/60465, 312-300-6830.

Plastic LED candle light is cylinder shaped. From Sunny Promos & Products, asi/90186, 469-279-8082.

Ceramic topper with wick turns an empty wine bottle into a romantic candle. From Franmara, asi/55450, 800-423-5855.

KITCHEN ESSENTIALS

Let's make a meal

The kitchen has always been the room where the real work gets done. Not just the business of feeding friends and family, but of nourishing relationships and – meal by meal, year after year – building a home.

That's a potent basis for any promotion, and it's a lucky brand that finds a place in someone's kitchen. Earn some of that love for your client by leveraging the smart design and practicality of products like the foldable three-piece stainless-steel barbecue set from Picnic Plus (*asi/88675*) or the colorful, flexible cutting board from Molenaar (*asi/71980*).

Takeout pizza night is ripe for promotion thanks to American Made Cutlery (*asi/35560*) and their sturdy, resin-handled pizza cutter.

All of these products feed off the fascination with food and cooking that has lately turned chefs into celebrities. Adding your client into the mix is a recipe for success.

– By Chuck Zak

Barbecue grill set includes durable black nylon carrying case. From Prime Line, asi/79530, 203- 331-9100.

Deep-dish skillet won't crack, chip, dent, rust or tarnish. From Wilton Armetale, Inc., asi/97232, 717-653-4444.

Stainless-steel three-piece barbecue tool folds into itself. From Picnics Plus, asi/88675, 866-634-2628.

Tumbler allows you to position the spout without looking. From Starline, asi/89320, 800-831-2231.

Spoon holder keeps the spoon above the pot while cooking. From Symbio Line, asi/90455, 800-763-7442.

Screw-top food storage container is practical for any kitchen. From Preserve, asi/79427, 781-893-2207.

USA-made 32 oz. mason jar with handle. From US Bev Plastics, asi/93135, 727-375-8840.

Tasty spices and rubs include hickory BBQ and garden blend. From Nuding Farms, asi/74601, 888-586-1708.

Plastic frosted souvenir stadium cup is dishwasher-safe. From Americas Cups Worldwide, asi/51730, 909-888-0502.

Zippered bottle insulator has a detachable aluminum bottle opener. From NUMO, asi/74710, 800-253-0434.

Disposable smock is made of recyclable nonwoven polypropylene. From Aprons, Etc., asi/36558, 800-467-1996.

Durable cotton-twill bib apron has a professional look. From Otto, asi/75350, 800-367-6886.

Tie-back apron with large front pocket comes in four colors. From Bullet, asi/42424, 800-749-7367.

Table drapes and banquet roll have step-and-repeat logo. From Aprons, Etc., asi/36558, 800-467-1996.

Napkins showcase full-color logos or other custom designs. From Carlson Craft, asi/43920, 800-328-1782.

Pizza cutter quickly cuts any pizza. From American Made Cutlery, asi/35560, 800-311-9690.

Nonwoven die-cut apron/bib is recyclable. From Aprons, Etc., asi/36558, 800-467-1996.

Silicone spatula is heat resistant to 446 degrees Fahrenheit. From Beacon Brand Builders, asi/39250, 800-628-9979.

Therma-Grip all-cotton oven mitt has a hang-up loop. From Bay State, asi/38980, 508-947-6700.

Slip-resistant flexible cutting board has a textured counter surface. From Molenaar, asi/71980, 800-328-8944.

Show of hands

Whether for work or play, protection or expression, the right gloves can have a hand in plenty of successful promotions.

For any campaign eager to capitalize on the omnipresence of mobile devices, suggest the soft touch-screen gloves Bullet (*asi/42424*) offers. So surf for those cat videos without frozen fingers!

Clients can cater to the hard working, hands-on types with a pair of exceptional cowhide work gloves from Canyon Outback Leather Goods (*asi/39250*). Comfort and durability are the appeal here, and the appeal is strong.

Contrast the camouflage hunting gloves from Rothco (*asi/83708*) with the brightly colored kids' gardening gloves from Melissa & Doug (*asi/70527*) for an idea of the range these products present.

The next time a client asks for an item that is practical, personal and highly visible, see if one of these glove pairs isn't the perfect fit – *By Chuck Zak*

Cotton/poly gloves with rubber grip dots are ideal for the garden. From Superex, asi/90231, 866-214-4393.

Black knit work gloves are cut-, puncture- and abrasion-resistant. From Illinois Glove, asi/62192, 800-342-5458.

Pigskin work gloves have a padded, rubberized palm. From Atteff, asi/37455, 888-828-8333.

Designer driving gloves are made from genuine leather. From Redline, asi/81133, 214-333-6016.

Touchscreen gloves are made with a blend of conductive material. From Mobilemore, asi/57539, 877-433-9908.

Embroidered polyester fuzzy gloves are available in seven colors. From Suntex, asi/90160, 336-784-1000.

Men's lambskin leather gloves feature classic styling. From Nucom/Burk's Bay, asi/74600, 763-535-2035.

Buffed cowhide work gloves offer comfort and dexterity. From Canyon Outback Leather Goods, asi/39250, 800-628-9979.

Soft acrylic touch-screen gloves come with their own microfiber pouch. From Bullet, asi/42424, 800-749-7367.

Black PVC work gloves feature a knit wrist and a smooth finish. From GSC, asi/58120, 855-747-7766.

Striped mittens have flip-over cover. From Assertive Creativity, asi/37166, 347-350-6349.

Stretchy gloves have LED color-changing finger tips. From Alightpromos.com, asi/34194, 888-217-8800.

Men's Fila 100% leather golf glove has a Velcro tab closure. From Fersten, asi/53974, 800-565-7462.

Poly/cotton freezer gloves have a pink rubber latex dipped palm. From Good Luck Line, asi/53510, 800-560-0728.

High-viz gloves have reflective tape sewn onto the fingertips and back. From Calibre International LLC, asi/43442, 800-707-2757.

Keep young hands protected with gripper gloves. From Melissa & Doug, asi/70527, 800-284-3948.

American-made camo hunting gloves have a sturdy grip. From Rothco, asi/83708, 800-645-5195.

Custom acrylic winter mittens are made in England. From Harstan Ties & Accessories, asi/60080, 800-858-4444.

Polyester gloves have a custom woven heat-pressed patch. From WOV-IN, asi/92980, 800-558-1709.

Outer limits

There's no time like the present to give presents. Then again, gifts are welcome any time of year, so don't limit yourself. There are any number of reasons for you and your clients to give gifts and stand out from the crowd. Think: birthdays, anniversaries, new babies, pet adoptions, weddings, new homes or a simple "thanks."

When you're choosing your holiday gifts or fourth-quarter promotions specifically, think about using themed gifts, like the cast bell-shaped ornament from Custom Creations (*asi/47933*). If you can earn your way on, Christmas trees are prime real estate to display your logo. Finally, consider useful items for cold-weather events, such as the reusable hand warmers from Sun-Scarf International Ltd. (*asi/90159*).

– By Jennifer Vishnevsky

Golf flag is printed on knit polyester. From Quinn Flags, asi/80228, 800-353-2468.

Jules headband is made of bamboo jersey, which is moisture-wicking and thermal regulating. From Brandwear, asi/41545, 303-733-0410.

Women's vest is made of wind- and water-resistant polyester/spandex soft shell bonded to soft microfleece. From Charles River Apparel, asi/44620, 800-225-0550.

Scratch-N-Win cards have a fully customizable, four-color back. From California Tattoos, asi/43530, 877-977-4682.

Pink-ribbon cap features garment-washed cotton twill and pre-curved visor. From Outdoor Cap, asi/75420, 800-826-6047.

Foogo Phases leak-proof straw-bottle is BPA free, impact-resistant and dishwasher durable. From Thermos LLC, asi/91110, 888-226-7130.

Holy Smoker BBQ pig is a rubber duck that's fun for tailgating events. From CelebriDucks, asi/44398, 415-456-3452.

Glitter gel twist-off packets create a cool visual effect when applied to the skin in regular light and black light. From Innopack USA, asi/62656, 800-733-0338.

Wedding time countdown clock. From Countdown Clocks, asi/45451, 516-723-9800.

PRODUCT FRESH IDEAS

Deer skinner has a D2 tool steel blade and a handmade leather sheath. From Silver Stag, asi/87831, 360-332-4380.

Cushion cinch pack doubles as a stadium seat cushion and a bag. From Prime Line, asi/79530, 203-331-9100.

Deluxe polyester fabric banner is 9" x 12" and features custom four-color process imprint. From EMT, asi/52263, 800-289-2911.

Sunshine dual-function spray gun easily connects to any garden hose. From Superex, asi/90231, 866-214-4393.

Sturdy, hinged, bold-color ABS plastic phone/tablet stand. From Sweda, asi/90305, 800-848-8417.

Camo cap with fray is made of washed brushed cotton/polyester twill. From Outdoor Cap Co., asi/75420, 800-826-6047.

A survival bracelet enables you to carry several feet of parachute cord easily. From ILogo Promo, asi/63544, 855-330-1982.

Mini clear package contains 10 two-ply tissues. From Webb Company, asi/95838, 800-999-9322.

USB promotional thumb drive holds 256MB. From Emperor, asi/52371, 888-883-1286.

Ball shaped ABS spinning top has a USB drive hidden in the removable stem. From Sweda, asi/90305, 800-848-8417.

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75th Anniversary

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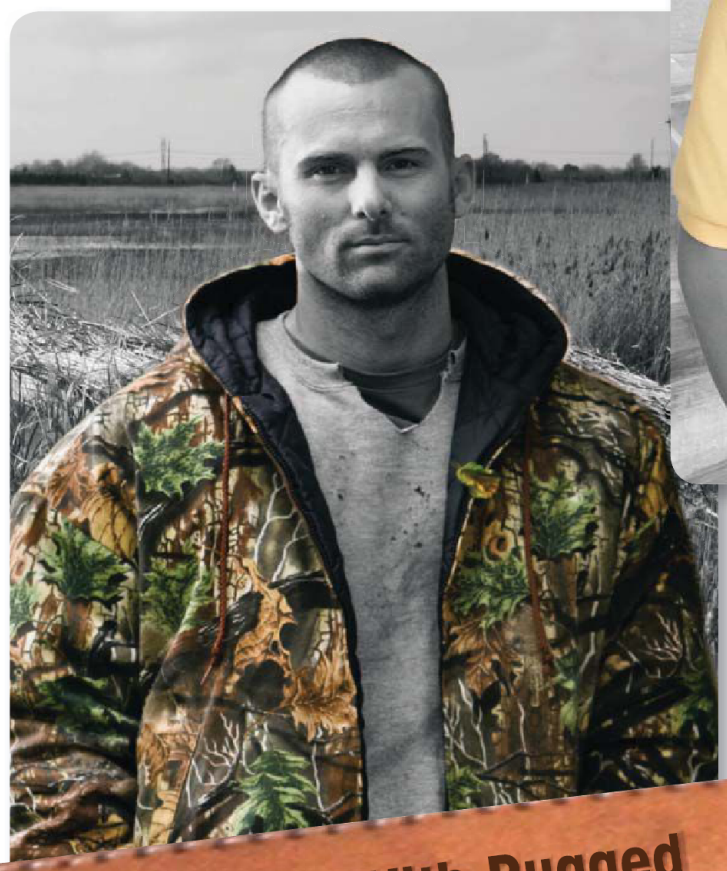
SINCE 1939



- New Workwear With Rugged Features
- Made in the USA – Show Your Pride
- Why Polos Make Perfect Uniforms

2014 Dunbrooke

Workwear & Uniform Catalog

dunbrooke.com

Let's Get To Work

dunbrooke
SINCE 1939

To Our Valued Distributors,

Quality, Durability, Performance and Value – Dunbrooke has held its garments to those standards for 75 years. We know you work hard selling apparel programs, many of which are workwear or uniform-related. That's why it's important for the workwear and uniforms you source to work as hard, if not harder, for your clients and their recipients.

In this supplement, we make it easy for you to pinpoint the right styles and performance features for the job. With Dunbrooke's new workwear collection for 2014, we've focused on real workwear jackets with real workwear features, including rugged fabrics such as 12 oz washed cotton canvas. These jackets are up to any task.

Have you noticed that everyone is promoting USA-made products more than ever? If you would like to show your pride in your country and promote USA-made products as well, Dunbrooke offers a full line of USA-made jackets. Check out our Westark USA collection.

We all know that polos are the #1 item in the uniform industry. Regardless of whether you need high performance polyester, hardworking blends or traditional quality cotton, **Dunbrooke absolutely has the best quality and value in the industry.**

The benefits are as clear as black and white. High quality and low price with deep inventory in the styles, sizes and colors you want. Package that together with our in-house decoration services and you will experience a true one-stop shop. Flip through this special supplement featuring the best of Dunbrooke's workwear, USA-made garments and uniform polos. You'll learn sales tips and insider information on the garment details and fabrications that set these styles apart. We look forward to servicing this important market segment for you.

Sincerely,
The Dunbrooke Team
dunbrooke.com
greatservice@dunbrooke.com
800-641-3627

Trailblazer 8439

NEW for 2014 is the Trailblazer. Made of tough 12 oz. cotton canvas with a microfleece lining in both the hood and the body. Full zip front and right chest pocket both featuring YKK zippers. Two oversized hand-warmer pockets on the outside and a roomy inner pocket for additional workwear items. Colors available: Washed Bark 288, Washed Black 017, Washed Taupe 087 and Washed Coffee 022.

Genuine Details

Dunbrooke's Workwear is engineered with only the most reliable features, right down to the smallest of details. Every jacket in the collection has genuine **YKK brass zippers,** which are known for their durability. Our **EZ Port** zipper system provides quick access through the jacket's lining for embroidery.

EZPORT

ADVERTISEMENT

Performance

Dukane 8419

New for 2014 is the Dukane. Made of tough 12 oz. 100% cotton canvas with a quilted lining and snap cuffs, the jacket is wind and water resistant. It has two front, oversized hand warmer pockets and features a jersey knit hood and jersey zip front with a snap closure for extra warmth. The Dukane is a very unique style that has characteristics to give the look of both a work jacket and a work shirt. Colors available: Washed Bark 288, Washed Black 017, Washed Taupe 087 and Washed Coffee 022.

Cumberland 8499

The Cumberland is Dunbrooke's staple workwear item. This long-time best seller is made of tough 12 oz. 100% cotton canvas with quilted lining in both the hood and the body. Triple needle construction with a genuine brass YKK zipper makes this a true work jacket. The Cumberland also features two oversized hand warmer pockets, knit cuff and waistband for extra wind resistance. Colors available: Washed Bark 288, Washed Black 017, Washed Taupe 087 and Washed Coffee 022.

ADVERTISEMENT

Worthy Of Workwear

Tradesman 8498

The Tradesman is a long-time favorite in Dunbrooke's collection. It is made of tough 12 oz. 100% cotton canvas with quilted lining in the body. Triple-needle construction with a genuine brass YKK zipper. The unique corduroy collar gives this workwear jacket its own personality. Colors available: Washed Bark 288, Washed Black 017, Washed Taupe 087 and Washed Coffee 022.

Craftsman 8496

The Craftsman is patterned after the ever-so-popular full-zip fleece hoodie. However, there is nothing basic about this style. It features a 10.5 oz. cotton rich 80/20 shell and is complemented by a 7 oz. poly-thermal lining, which results in a 17.5 oz. heavyweight work jacket that regulates body temperature for comfort. Colors available: Navy/Grey 536, Black/Coffee 017 and Black/Grey 827.

dunbrooke.com

Workwear Jacket Options

The more options you have, the more likely you'll find that perfect workwear jacket to meet your clients' needs. That's why Dunbrooke gives you a variety of workwear options. For example, construction, transportation, oil & gas, manufacturing, landscaping, farming, parks/recreation … these are a few of the many segments that have use for a rugged work jacket. You'll find not only the style you need, but also a size range to fit most any worker, no matter how short, tall, big or small. Dunbrooke is known for its impressive selection of sizes from S-5XL to XLT to 2XLT.

Lastly, to make your job even easier we stock the most workwear jacket colors: Washed Black, Washed Taupe, Washed Coffee and Washed Bark as well as traditional black, navy and coffee. These shades are all classic neutrals that pair easily with a diverse array of corporate colors and logos.

Yukon 8465

Our new Yukon jacket lives up to its name in that it can definitely fend against the elements of such a rugged territory. The 12 oz. 100% polyester jacket is hooded (removeable) with a dual storm flap, side vents, adjustable cuffs, full fleece collar and full mesh lining to keep the harshest of weather conditions from penetrating the jacket. Workers gain extra protection from reflective safety piping across the chest, making this jacket an excellent choice for professions that work around heavy equipment or vehicles in dim lighting or during the evening/night. Colors available: Coffee 022, Black 017 and Navy 004.

Made in the USA

Dunbrooke Apparel Corp. began in 1939 as Dunhill Shirt Company of Lexington, Missouri. Today, we provide a wide array of Made in the USA jackets that will help you cover a variety of markets. For example: Baseball jackets for team sports, satin jackets from dance studio to promotional give-aways, poplin jackets for uniforms such as tire shops/automotive industry, camouflage for hunting and workwear for construction. Our employees take great pride in every detail that goes into each order. We're proud to be an American success story celebrating 75 productive years serving you.

Workhorse 2304

The Workhorse is made of 100% 10 oz. cotton canvas and provides extra warmth thanks to a 5 oz. quilted lining. It also features a quality YKK zipper front, inside pocket and knit cuffs and waistband. With all the durable features this Made in the USA jacket has, its name speaks for itself. It is a true workhorse. Colors available: Black 017, Navy 004, Dark Green 015 and Coffee 022.

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USA Made

Poplin Quilt or Flannel Lined Jackets 2420 or 1140

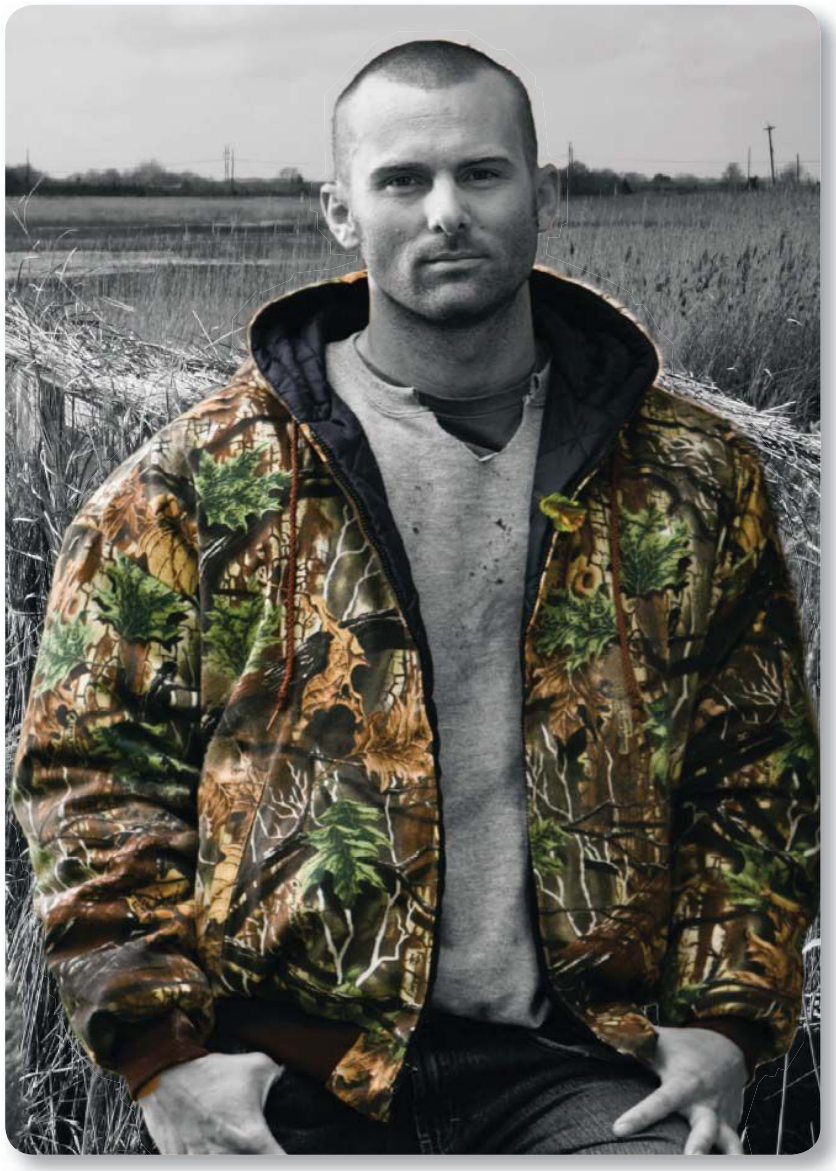
This jacket's classic styling makes it very versatile and appealing to many markets. The shell has a 65% polyester/35% cotton poplin that is great for all decoration methods: embroidery, screen-print, heat transfer and embossing. This style also offers a complete sizing from youth small to adult 5XL with your choice of either a quilt lining or polyester flannel lining. Snap front, knit collar, cuffs and waistband round out this versatile USA made jacket. Colors available: Black 017, Red 008, Navy 004, Royal 003, Maroon 009, Silver 028 and White 026.

Dunbrooke Camo Bomber 8325

Give outdoorsmen a rugged option with the Dunbrooke Camo Bomber. Cut in the classic jacket style it has a 5.5 oz. quilt lining, with knit collar, cuffs and waistband, this 65% polyester/35% cotton twill performs when it counts. Available in Superflauge-Camo, it blends into fields and wooded environments, making it ideal for clients in forestry, hunting and farming industries.

5 Hot Markets For USA-made

An American-made label is what many buyers in today's marketplace seek. Whether they cater to a patriotic audience, have unionized laborers or must meet procurement goals to source a percentage of apparel from U.S. manufacturers, you'll position yourself for success when you select a garment from Dunbrooke's WestArk line. The collection of 100% USA-made jackets, workwear and camo wins the order when American made really matters.



Hooded Hunter 8330

The Hooded Hunter also sports the Superflauge-Camo pattern. The hood adds for protection against the elements makes this option preferable for outdoorsmen in colder regions. Features a durable YKK zipper front. If you are HUNTING for a USA-made product, this is the right one for you. Colors available: Superflauge-Camo.

Apparel

1. Government Agencies/Military/Political Associations
2. Universities
3. Corporate Brands with their own Made in the USA procurement policies
4. Unions
5. Automotive

Vest

Vests are an excellent alternative to jackets when workers frequently move back and forth from indoors to outdoors. This 100% American-made option consists of a rugged 10 oz. cotton canvas with a 5 oz. quilted lining. A YKK zipper front and deep front pockets become the perfect hand warmers when bad weather rolls in. The vest provides a practical yet professional look for agricultural markets or mountain lodges. Colors available: Black 017, Navy 004, Dark Green 015 and Coffee 022. Custom order item Please call for details.

ADVERTISEMENT

Hardworking Polos

3361 3359

Omni 3361 and 3359

When staff needs to look good under pressure, go for the Men's or Ladies' Omni polos. Whether you are working in a warehouse or serving at a restaurant, the Omni will perform due to the stain resistance and easy care of Dunbrooke's 5.5 oz., 60% cotton/40% polyester blend. Quality markers like dyed-to-match taping on front placket and inside neck show the care put into this polo; it even has hem and side vents. Choose from a variety of 12 colors. A definite staple for any uniform program. Colors available: Black 017, Maroon 009, Light Blue 002, Red 008, Turf Green 567, Oxford Grey 566, Royal 003, Navy 004, Bimini Blue 100, White 026 and Forest Green 610.

3315 (see below) 3316 (see below) 3305

Dunbrooke Long Sleeve Superior Polo 3305

It's chilly weather but you still want the same quality and function as Dunbrooke's Superior Piqué Polo? Try our long-sleeve version, also in 6.8 oz., 100% cotton. Spandex-enhanced ribbed cuffs and a 3-button placket set off this reliably comfy and breathable garment. Comes in eight popular colors: Bimini blue, Black, Maroon, Navy, Pine Green, Red, Sport Grey and White.

Dunbrooke Superior Piqué Polo 3315 and 3316

The Superior Piqué Polo provides comfort and durability, made of a 6.8 oz. 100% cotton. We've finished the Ladies' Superior Pique Polo with a narrower 4-button placket for feminine styling to complement the Men's 2-button placket. Both versions include details such as welt cuffs, contoured collar, side seams and side vents to make this a go-to basic for companies in need of a polished yet economical gift or uniform. Available in a rainbow of basic and fashion colors.

dunbrooke.com

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Dunbrooke Polyester Performers

Men's and Ladies' Team Polos 3560 and 3332

Pair up for better performance with Dunbrooke's Team Polos for men and women. Men look sharp in the 3-button placket with flat-knit collar and even hem. Ladies appreciate details such as the dyed-to-match buttons and raglan sleeves that provide comfort and drape nicely. Both styles come in a lightweight 4.3 oz., 100% performance-enhanced D-Dry Polyester for moisture-wicking benefits. These polos are the ideal solution whether wearing them in a corporate environment or for outdoor performance needs. Choose from a variety of 10 colors.

Eclipse 3331

Want to turn heads? This sharp, color-blocked performance polo features reverse stitching on the side for a sporty look. Made of 100% D-Dry Polyester engineered with moisture-wicking technology, the shirt keeps recipients cool and dry on the course, court or field. Designed with a 3-button placket and knit collar. An expanded palette of colors includes three new combinations Forest/White, Gold/White and Kelly/White, in addition to Black/White, Charcoal/White, Navy/ White, Red/White, Royal/White or Black/Red.

3560 3332 3331

Why Polos Make Good Uniforms

Polos are proven crowd-pleasers when it comes to outfitting a staff regardless of what trade. Comfortable and stylish, polos provide the perfect balance of looking professional yet casual.

Our extensive range of colors and sizes (XS-5X) make matching every client's color or fitting every client's audience easier. If you have an ongoing uniform or company store program, the following trades are great to call on:

- Travel resort
- Real estate
- Automotive dealerships
- Education
- Healthcare
- Trades
- Restaurants
- Retail

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Dunbrooke Has You Covered

dunbrooke
SINCE 1939

You’re never alone when it comes to workwear and corporate uniform programs. Dunbrooke has the styles, inventory and services in place to simplify selling. We offer full-service, in-house decoration for all of your apparel decoration needs. With award-winning embroidery and screen printing, Dunbrooke has everything you need to make your One-Stop-Shop experience a successful one!

dunbrooke.com

Custom silk woven necktie is perfect for an executive gift. From KTP Designs, asi/63773, 888-465-1290.

The Targus Versavu Keyboard case has a 360-degree rotating axis and soft-touch liner. From M2 Enterprises, asi/68316, 800-743-6212.

Water-resistant Bluetooth speaker turns any mobile device into a portable sound system. From Starline, asi/89320, 800-831-2231.

Fraimz feature a repositionable, long-lasting adhesive under the frame area. From Fodeo, asi/54892, 708-579-1360.

Charge mobile phone, MP3 or PSP player with the power of the sun or a computer's USB. From All In One, asi/34256, 800-843-7367.

Webcam cover can be attached directly to laptop, computer, monitor, iPad, external webcam or Smart TV. From C-Slide, asi/43075, 801-758-7255.

Bundle a hat and T-shirt together with the Ad Band, which can also be worn as a wristband. From Ad Bands, asi/34345, 877-841-6880.

Spring tension-activated stand fits iPhone 4 and 4S. From All In One, asi/34256, 800-843-7367.

Wine stopper is made from highly-polished nickel. From EMT, asi/52263, 800-289-2911.

Chrome house-themed card or memo holder. From Acehigh Tech Corp, asi/30537, 888-869-7789.

PRODUCT FRESH IDEAS

Knit cap with label is made of jacquard woven fabric. From Footprints USA, asi/55030, 800-381-8940.

Fan is printed on 16-pt. card stock and has an attached wooden handle. From Express-A-Button, asi/53408, 800-873-1705.

Cast bell-shaped ornament has a pewter finish. From Custom Creations, asi/47933, 401-667-0577.

Eurotote is made from 200 GSM paper containing 40% recycled content. Features 100% cotton handles and black cardboard bottom insert. From Pacific Western Sales, asi/75731, 800-582-8288.

Slip-resistant flexible cutting board has a textured counter surface. From Molenaar, asi/71980, 800-328-8944.

Bag features a biodegradable/ compostable die-cut handle. From Better Bag Corporation, asi/40362, 312-476-9473.

Spoon holder keeps the spoon above the pot while cooking. From Symbio Line, asi/90455, 800-763-7442.

Spectraflex PVC bottle opener features a 2-D molded imprint area. From EMT, asi/52263, 800-289-2911.

Peanut butter cup popcorn is bursting with creamy peanut butter and milk chocolate drizzle. From Funky Chunky, asi/55439, 866-444-7923.

Original liquid motion mouse pad has full-color background graphics and custom-printed floaters. From ColorStrike/Liquid Technologies, asi/45820, 631-261-4922.

ASI NEW SUPPLIER SHOWCASE

asi/30021 Virtual Images #A16 – Welded lenticular luggage tags are both eye catching and sturdy. Use for school, music, or travel promotions! Circle 6 on FREE info card

asi/30163 Alcom USA #8322 – Plastic Rectangular Food Container 8" L x 5.5" W x 3" H. 24-oz. capacity. Microwavable. 150 sets per box. Includes lids. Circle 7 on FREE info card

asi/37364 Atlantic Glass Etching Inc #OCRD010B – 10" H x 3 3/4" W x 3" D - Blue rising diamond award made of optical crystal. Circle 22 on FREE info card

asi/51666 Eddystone Designs #26786 – High-quality titanium guitar-shaped bottle opener keychain features logos, graphics, and personalizations laser-engraved in color. Circle 58 on FREE info card

asi/53442 Expressions In Glass #ARI-12 – Arch design award in jade glass. 10" x 7" x 1/2". Circle 73 on FREE info card

asi/60273 HeadPromos #492994 – FREE shipping, FREE setup and 2 FREE embroidery stitching placements. Our baseball caps can be customized in ANY way. The basic parts include the material, color, bill, logo/design/text, closure, inside taping, sweat band and eyelets. Circle 92 on FREE info card

asi/35281 Americana Promotions #32-RCTT – Wireless remote control with full function forward, forward right, forward left, reverse, reverse and left. Full function fifth wheel, trailer pivots on chassis. Circle 20 on FREE info card

asi/58213 Green Sentiments #GSB003 – 2 bottle/jar bags with clear/plain front. Circle 87 on FREE info card

asi/53699 Faribault Woolen Mill #10277 – A masterful juxtaposition of contemporary plaid and rugged functionality is seen in our Cumberland Plaid Blanket. Circle 63 on FREE info card

asi/62498 International Innovation Company USA Inc. #4852260 – 1 Color - Pineapple slicer; 4.5" x 3.4" x 9.5". The ingenious Pineapple Slicer will peel, core, and slice a fresh pineapple in just 30 seconds. Circle 97 on FREE info card

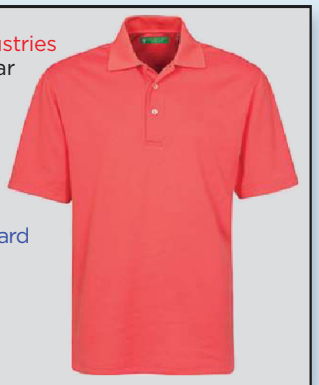
asi/63759 Klio-Eterna GmbH & Co KG – The Genius USB pen is a new development that combines two of the most important promotional items in a practical and intelligent way. Circle 100 on FREE info card

asi/63766 KCO Group #KC92207 – Flashlight with a CREE 3-watt self-protection bulb. Focus from wide to narrow beam, gold color, clam shell package. Takes 2 D batteries. Circle 101 on FREE info card

asi/70088 MagicMug.net # MMEOS-11 – Custom designed image changing mugs. The most unique promotional product & ad specialty product. Circle 111 on FREE info card

asi/75104 One Seed, LLC/ScoreBand – THE SPORTS WATCH REINVENTED. Meet ScoreBand, the only multisport scorekeeping wristband watch. Winner of the PGA Show's Best Concept Award. Circle 120 on FREE info card

asi/75546 Oxford Industries #02185 – The Castlebar Performance Polo is a performance golf polo made by knitting recycled polyester with cotton and wicking fabric. Circle 127 on FREE info card



ASI NEW SUPPLIER SHOWCASE

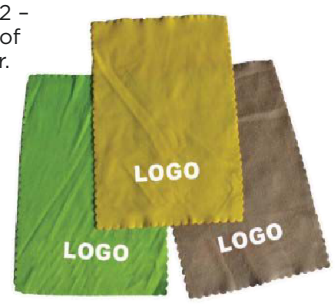
asi/77747 Personal Wine #TEGM750mlbc10 – Tierra el Gaucho Malbec 2010; 750ml. 100% Malbec with an intense dark color. On the palate you'll find dark fruits like raspberry, cherry and strawberry. Circle 132 on FREE info card

asi/79674 Project Graphics #100100 – Nothing creates a sense of place like the elegance of a Sunbrella acrylic fabric banner with its 9-ounce solution-dyed fabric. Circle 134 on FREE info card

asi/79987 Promotion Products # STYP- Stylus P – Twist action slim-bodies pen with a soft-touch stylus to use with iphone, ipad and any other touchscreen devices. Circle 137 on FREE info card

asi/80087 Pure Water Supply #PWS-CW1 – Purified Water with custom labels for any type of promotional activity to promote a product or their brand. Circle 140 on FREE info card

asi/87679 Smart Sourcing # SS-1002 – This cloth is made of 220GSM microfiber. It's very soft and is safe to use to clean eyeglasses or other devices. Circle 152 on FREE info card



asi/88239 SourceFox

Cut out the middle man & deal with our factories overseas direct! Your source for custom products such as bobbleheads, sunglasses, wristbands, scarves, toys, packaging & much more!

Sourcefox

Circle 199 on FREE info card

asi/90186 Sunny Promos & Products #SLS3328 – Gesture LED light-up pen. The gesture top will flash when you knock it on the table. 3-piece AG10 batteries are included. Circle 156 on FREE info card

asi/91093 The Slip Clip Company #SC 517 – 6" plastic beach towel holder. Great for resorts, marinas, corporate events & more. Bundle with towel orders. Slips on chairs and boat rails easily. Large, flat imprint area. Five standard colors. Order now! Made in the USA! Circle 11 on FREE info card

asi/55062 ForMyReason #CWP202 – Interchangeable Photo wristband; the end-user can insert their own picture. On opposite side of the wristband the company Logo can be added. Circle 76 on FREE info card

asi/92494 Union Copy Centers #2007 WPS – (2-4), (6-8), (10-12), (14-16) - Short sleeve union made polo shirts. 5.5-oz. 50/50 Blend. Adult, youth. Prices subject to change without notice. Please call for exact pricing. Circle 180 on FREE info card

asi/93582 Vermont Custom Maple #VCM10 – Our handcrafted, Amish wooden crate is a perfect reusable container after you've enjoyed our scrumptious Vermont maple food assortment. Circle 176 on FREE info card

asi/93634 Veteran Awards # C1028 – Elegantly beveled optic crystal diamond plaque is 9/16" thick. A stylish plaque to show off achievements. Circle 177 on FREE info card

asi/50289

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Screen protectors with 2 areas for **color** and **customization** on the top and bottom for iPhone 4 & 5. Smooth and Embossed for texting/typing accuracy.

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Circle 65 on FREE info card

asi/90562 Target Response Group, LLC #FCH0001 – Distinctive, flexible, durable and reusable. Customize with your design for maximum impact. Weatherproof polypropylene, folds flat. Circle 161 on FREE info card

asi/30279 Abacus Solutions #BG651L – Tech Laptop Sleeve, 16", 100% Neoprene sleeve with polyester shell and 100% tricot lining. Zippered opening provides quick, easy access. Circle 8 on FREE info card

ASI NEW SUPPLIER SHOWCASE

asi/47202 Creative Water Concepts – We understand the marketing power of logoed water and offer a comprehensive range of products to suit a wide variety of businesses. Circle 60 on FREE info card

asi/51571 Echo Global Promos #AEG#B001 – Sport drawstring cinch bag can be used anywhere! 210 denier nylon, available in many colors with drawstring through the bottom. Circle 70 on FREE info card

asi/48028 D & D Designs #DDWG-86 – Designer series wooden sticky note holder holds a 3" self-adhesive memo pad (included). Sublimatable hardboard insert included. Circle 61 on FREE info card

asi/69733 Max Hunter LLC, Fresh-Tips – On-the-go mouth cleaner and breath freshener with discreet and disposable soft rubber brush for teeth, tongue and gums with Xylitol. Circle 110 on FREE info card

asi/55551 GFHB Inc. #SPB3065A1R – Traditional-style backpack offers superb style and quality while capturing the essence of Old World European craftsmanship. Circle 78 on FREE info card

asi/57632 Golden Promo #GIP100041 – The 80g nonwoven foldable promotional bag is insulated and measures 15-3/4" x 15-3/4" x 6". Circle 81 on FREE info card

asi/57641 Go East Promotions – These popular bracelets are a fashion necessity, made from 550-lb. test parachute cord and available in custom colors and imprints. Circle 82 on FREE info card

asi/73862 New Promotional #NPI100051 – Durable, nontoxic children's dinner set features bright color and luster, with shatter resistance and slow heat conductivity. Circle 116 on FREE info card

asi/88901 Sportira #395 – The Encore Kit includes a jersey, black shorts and black socks. We add the number and logo. Available in 18 colors and 10 sizes, youth XS to adult XXL. Circle 146 on FREE info card

asi/79985 Promo Your Logo #PYL301 – Plastic mobile phone charger/holder. Fashion and foldable styles. Circle 138 on FREE info card

asi/87649 Sky Promos #SP161083 – These slippers are made of terry cloth with client's logo imprinted as requested. Available in different sizes. Circle 144 on FREE info card

asi/75926 Paradise Rush #BEAM2 – Extremely durable, high-intensity LED keychain with very long-lasting lithium batteries installed in each one. Circle 126 on FREE info card

asi/91117 The/Studio – Stunning, fashion-quality patches shine the spotlight on your company, cause or event. Free design, free shipping, quick turn. Make your statement. Circle 163 on FREE info card

asi/80002 PromoFrames #FF46Std – Design this entire cardstock photo frame with your artwork. Frame is on a 12-pt. stock that can be printed with photo-quality images. Circle 139 on FREE info card

asi/91291 Threelot Enterprises #1000 – Universal reusable bottle topper fits wine, beer and water bottles. Dishwasher-safe and latex-free. Circle 165 on FREE info card

ADVANTAGES PRODUCT MALL

Circle 004 on Free Info Card or visit www.advantagesinfo.com

Circle 021 on Free Info Card or visit www.advantagesinfo.com

Circle 045 on Free Info Card or visit www.advantagesinfo.com

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Circle 080 on Free Info Card or visit www.advantagesinfo.com

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Make an Impression

To advertise in Advantages contact: Cindi Mann

(215) 953-3304

cmann@asicentral.com

Schedule of Events

Orange County Convention Center North • Hall B

Sunday, January 5, 2014	Time
Registration Open	7:45 a.m.–5:30 p.m.
How to Get the Most Out of Your Trade Show Experience	8:30 a.m.–9 a.m.
Concurrent Education	9 a.m.–4:25 p.m.
Networking Lunch: Meet the Experts *(First come, first served)*	Noon–1:25 p.m.
Lunch and Learn: Five Secrets of Million-Dollar Producers *(First come, first served)*	Noon–1:25 p.m.
Women's Networking Reception	4:30 p.m.–5:30 p.m.

Monday, January 6, 2014	Time
Registration Open	8:15 a.m.–5:30 p.m.
***The Joe Show* LIVE: Hot New Products**	8:30 a.m.–9:45 a.m.
EXHIBITS OPEN	10 a.m.–5 p.m.
Power Sessions	11 a.m.–3:45 a.m.
Happy Hour on the Show Floor *Co-sponsored by Broder Bros., Co., asi/42090; Impact Advertising., asi/62293 and Logomark, Inc., asi/67866*	3:30 p.m.–5:30 p.m.
***Counselor* Distributor Choice Awards**	5 p.m.–6 p.m.
ASI Canada Reception	5 p.m.–6 p.m.
Gala Celebration at Animal Kingdom® *(Ticket required)* *Product Co-sponsors: Ad Bands, asi/34345; Buztronics Inc., asi/42963 and Marathon/Prestige, asi/68707*	7 p.m.–10 p.m.

Tuesday, January 7, 2014	Time
Registration Open	7:30 a.m.–4 p.m.
Swim with the Sharks: Barbara Corcoran and Kevin O'Leary Keynote *Co-sponsored by BIC Graphic USA, asi/40480; Hanes/Champion, asi/59528 and Showdown Displays, asi/87188*	8:30 a.m.–9:45 a.m.
EXHIBITS OPEN	10 a.m.–4 p.m.
Power Sessions	11 a.m.–2:30 p.m.
Closing Celebration	4 p.m.–4:30 p.m.

The companies listed on the following pages are some of the suppliers who have been confirmed with *The ASI Show*® to be exhibitors at *The ASI Show* Orlando as of 11/11/2013. Where product information is contained in these listings, it was submitted to us by the respective exhibitor. A complete listing of all exhibitors will be made available at the show. ASI reserves the right to add, delete, or change information at any time following the publication of this directory. While we've made all reasonable efforts to ensure the accuracy of these listings, *Advantages* isn't responsible for oversights or errors.

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SWIM WITH THE SHARKS:
Barbara Corcoran and Kevin O'Leary Keynote

ASI Orlando • Tuesday, January 7
8:30 a.m.-9:45 a.m.

Co-sponsored by BIC Graphic USA, *asi/40480*; Hanes/Champion, *asi/59528* and Showdown Displays, *asi/87188*

Learn insider tactics on how to become a business tycoon from two of today's most successful entrepreneurs – Barbara Corcoran and Kevin O'Leary – during their interactive Keynote on January 7 at ASI Orlando.

Corcoran and O'Leary will share sure-fire strategies for:

- **Developing a hard-hitting plan to boost sales and accelerate profits**
- **Creating a thriving, fun workplace that breeds innovation and a winning team**
- **Motivating yourself and those around you to achieve greatness**

PLUS, watch as the industry's top suppliers compete for $5,000 to help them launch a cool, new product that will take the advertising specialty world by storm. Corcoran and O'Leary – with help from the audience – will judge live pitches from innovative suppliers and will award one lucky supplier the funds to launch a new product.

Register for ASI Orlando, January 5-7, 2014 at the Orange County Convention Center, at www.asishow.com.

ASI SHOW ORLANDO

From quality time with the industry's most sought-after suppliers to amazing networking and brand-new ASI Education, ASI Orlando is the place to kick off the start of the new sales year.

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Orlando Preview

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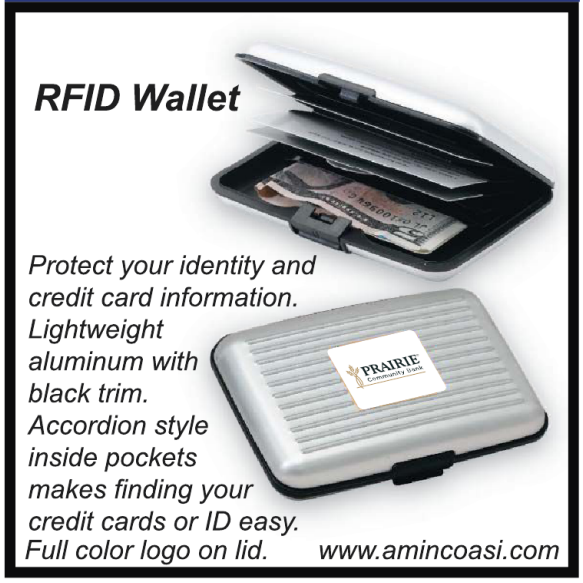
Port Orange, FL
800.741.0643
Booth 1207

asi/32050 Admore
Macomb, MI
800.523.6673
Booth 550

asi/35850 Aminco International
Lake Forest, CA
949.457.3261
Booth 1527



asi/36545 Apothecary Products Inc.
Burnsville, MN
800.887.0861
Booth 1912

asi/36558 Aprons, Etc.
Mauldin, SC
800.467.1996
Booth 109

asi/38120 Ball Pro Inc.
Eden Prairie, MN
800.225.5818
Booth 1151

asi/46420 Continental Mkting Svc Inc.
City Of Industry, CA
626.626.8888
Booth 1401

asi/47520 A T Cross Company
Lincoln, RI
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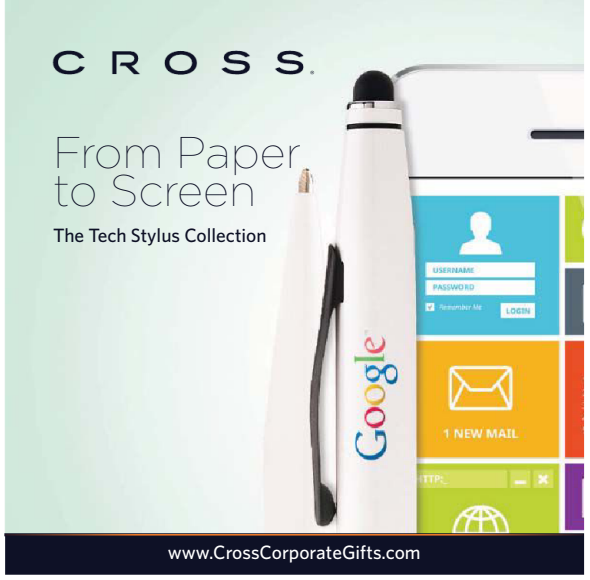

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IN SUMMARY

Apparel Trends

At a time when #ThrowbackThursday is prompting everyone to look back in time, it should come as no surprise that what's old is new again. Crop tops and '90s-themed fashion showed up for Versace, Alexander Wang and Balenciaga. As the fourth quarter wraps up, so do the most prominent fashion weeks, which are held in the fashion capitals: New York City, Milan, London and Paris.

The Pantone fashion color report focuses on Celosia Orange, Violet Tulip and Hemlock, three popular pastel options for 2014. That's not to say that there isn't room for bright colors, since Pantone chose Dazzling Blue (a jewel tone) as their top color for women in spring 2014. Designers are pairing soft pastels with vivid brights to create a fun, modern twist on the traditional color palette.

While the criss-crossed pattern of tartan plaid is often associated with Scotland, it has been front and center in the U.S. thanks to Marc Jacobs and Tommy Hilfiger. The wooly weave has been showing up in store shelves for the fall, but it's proving to be much more than a seasonal look.

Gone are the days of kilts and school uniforms. Tartan plaid is popular across extremes, ranging from a trendy grunge to sophisticated workwear. The print is most common on coats, long skirts, pants and shoes. It is often paired with neutrals, as it is easiest to balance with black or white.

Read more: Orange is the New Black, p.93

Perfect Presentations

Having a close relationship with your suppliers can go a long way when it comes to meeting tight deadlines, offering competitive pricing and staying up on the newest products. Many distributors use their suppliers for more than behind-the-scenes expertise – they bring them on sales calls.

"We started our business 13 years ago, and still to this day, we only deal with apparel providers that have outside sales reps willing to make end-user calls," says Brad Simmons, owner of Logos Pros in Mint Hill, NC. "It's the best way to generate sales because they are the experts. Our sales team has great relationships with multi-line reps that cover the spectrum of brands and styles, so we have a lot to offer."

Bringing a knowledgeable supplier rep to a sales call is sure to impress and educate the customer, and it's a testament to the strength of the partnership. Not all vendors will take the time to join a distributor on a sales call, and it shows your customer that you are a well-respected rep from a credible company.

Read more: Top Tips for Apparel Presentations, p.102

Facts on Fabric

A fiber is a filament, either natural or manufactured, that is twisted into yarns and used in the production of a textile. Denier measures the weight of a continuous filament. The lower the weight, the finer the fiber is.

Fibers come in two varieties: Natural or manmade (also known as synthetic). Natural fibers, which typically come from plants or animal fur/hair, are known for excellent breathability. Cotton, wool, bamboo, hemp and linen are all natural fibers with plant or animal origins. However, not all natural fibers come from plants and animals. Silk, for example, is produced from the protein silkworms secrete as they construct their cocoons.

People are drawn to natural fibers because they perceive them as more valuable than their synthetic counterparts. There's a conception that "natural" is by its very nature better or more luxurious. Think of the well-known Cotton Incorporated jingle, "The touch, the feel of cotton... The fabric of our lives."

Natural fibers are not always better for you, nor do they necessarily offer superior performance over a synthetic fiber. Manmade fibers are typically engineered to serve a specific purpose.

Read more: Upgrade Sales with Fabric Know-how, p.106

Holiday Gifts

Nearly 80% of American workers would rather receive a great holiday gift than have an office party, according to the 2013 Holiday Business Gift Survey by Lands' End Business Outfitters (*asi/250566*).

Read more: News, p.62

Sales in Numbers

Small shopping districts are an opportunity for you to sell a cooperative promotional program. Bring individual boutique owners together to sponsor a district-wide sidewalk sale. Their collective budget can pay for advertising the event; gift-with-purchase tote bags, imprinted with each sponsor's logo; and sidewalk banners, etc.

Read more: STRATEGY: Advantages University, p.84

Fixing Relationships

In real life, we still have to function even with a broken relationship. The proper temporary aids, like having a third co-worker present, or alerting a boss to keep things operating smoothly, is allowable – but only temporarily, and only in extreme situations. Other temporary aids might include compliments and extra thank-yous. Think of these as adding ointments or Icy-Hot to a broken leg. They don't really heal it from the inside, but they do ease the pain and make it more bearable while the real work of healing is being done.

Read more: STRATEGY: Mend a Broken Relationship, p.86

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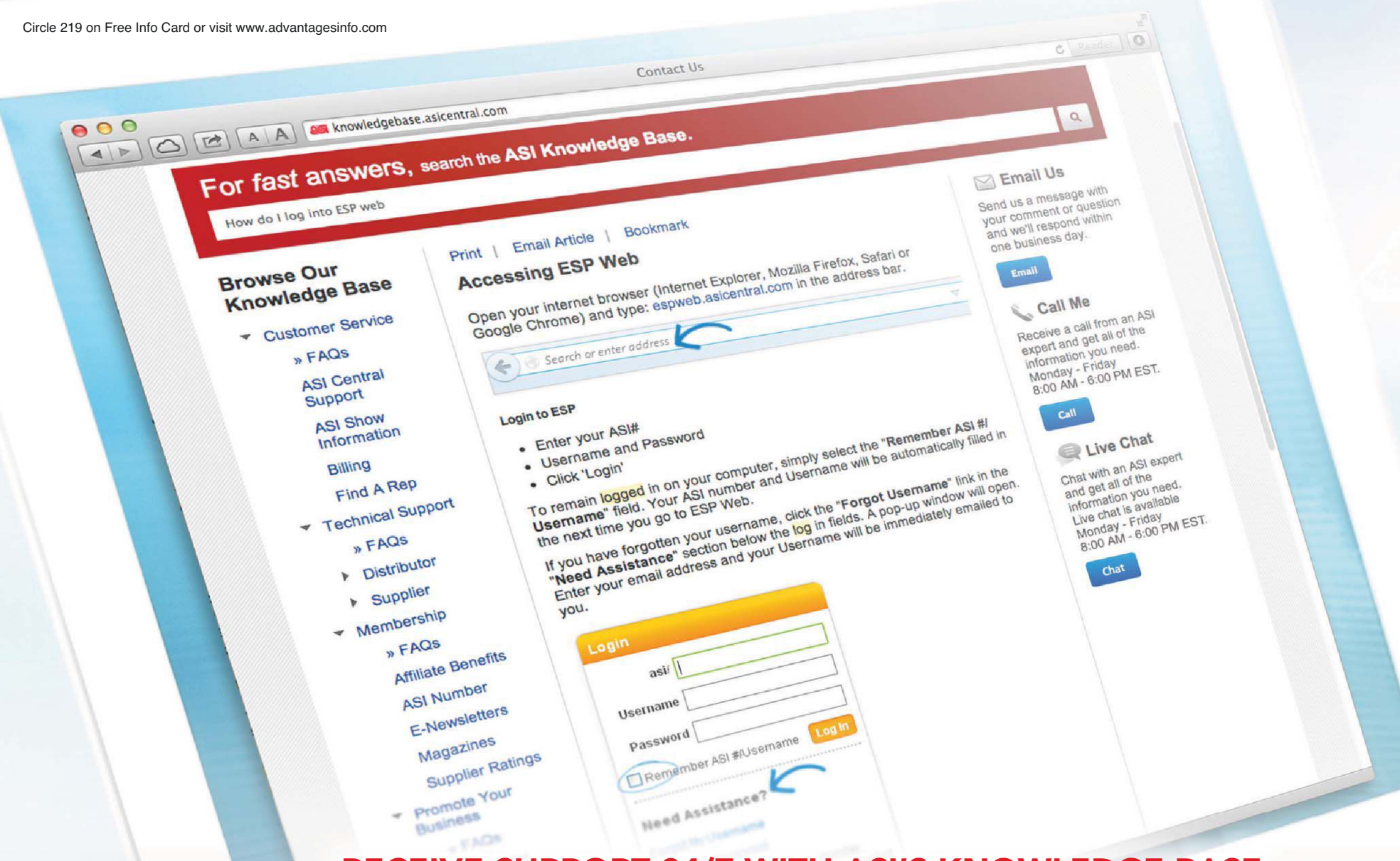

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Ho Ho … Oh Forget It

As we careen toward 2014, we pause for the holidays and the plethora of holiday specials. If you haven't seen them in a while, I should remind you that most, if not all of them, featured jerks.

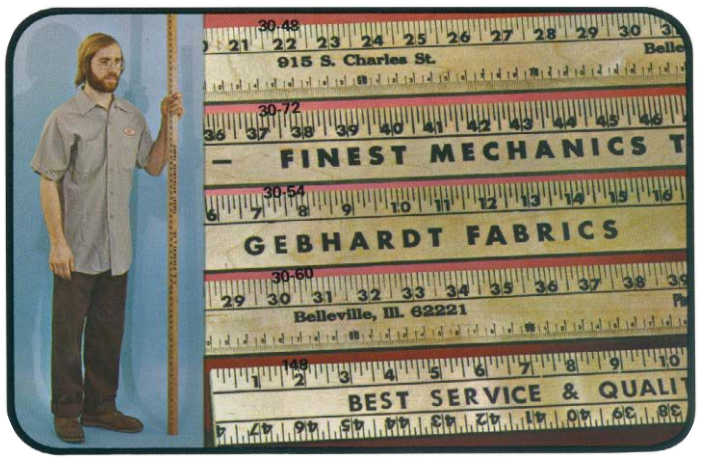
Seriously, every show had a killjoy. Here are the top three culprits.

Rudolph The Red-Nosed Reindeer. The reindeer kids, the reindeer coach and the elves are all pretty jerky – but those poor misfit toys. Hey kids, there's nothing mean or cruel about exiling toys to an island because they're different! Frankly it was the elves' screw-up; so why not send them away?

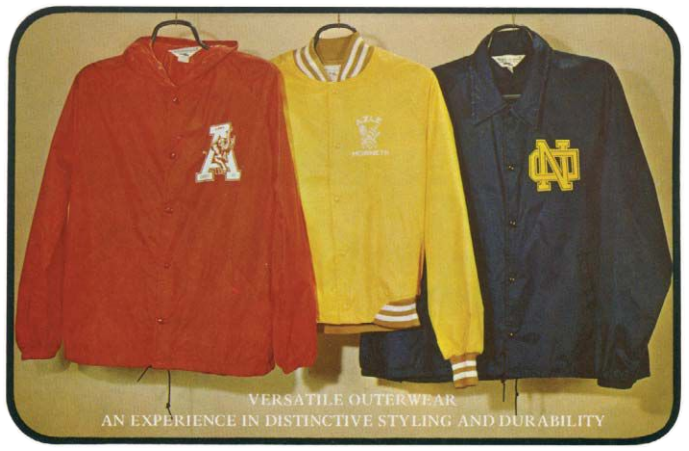
Santa Claus Is Comin' To Town. Such great themes to present to children: a military occupation of a small village; the Burgermeister Meisterburger with his weasely little henchman arresting kids for playing with toys; a hot redheaded school teacher.

A Charlie Brown Christmas: The Christmas classic where a bald kid is viciously bullied. Everyone in this show is a jerk except Charlie Brown. Sure, Linus makes his impassioned speech about the meaning of Christmas, but even he ends up laughing at Charlie's pathetic little tree.

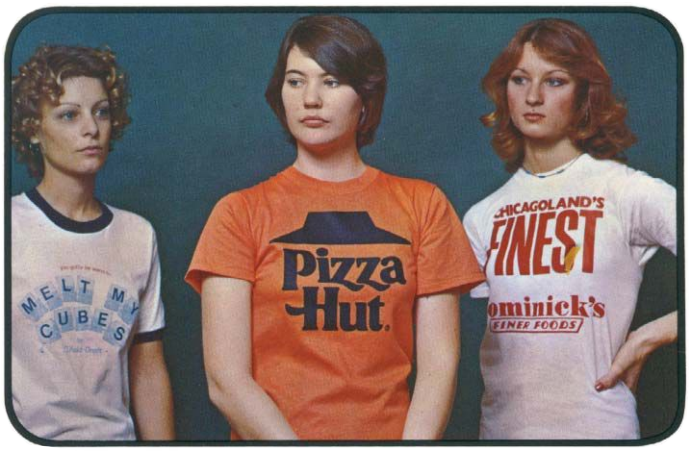
As a kid, I watched them all … hoping to see the Norelco commercial with Santa riding the electric razor like a sled. But today, my favorite holiday show is the Yule Log. So happy holidays and enjoy this gift from 1970s-era December *Counselor* Full-Color Line Selection Advertising Supplement.



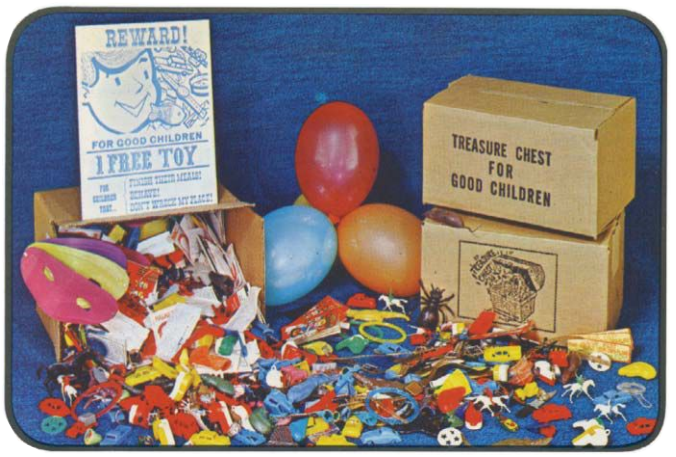
This ad for maple rulers includes a variety of sizes including the 72" version, modeled here by the firm's shorter-than-six-feet-tall hippie.



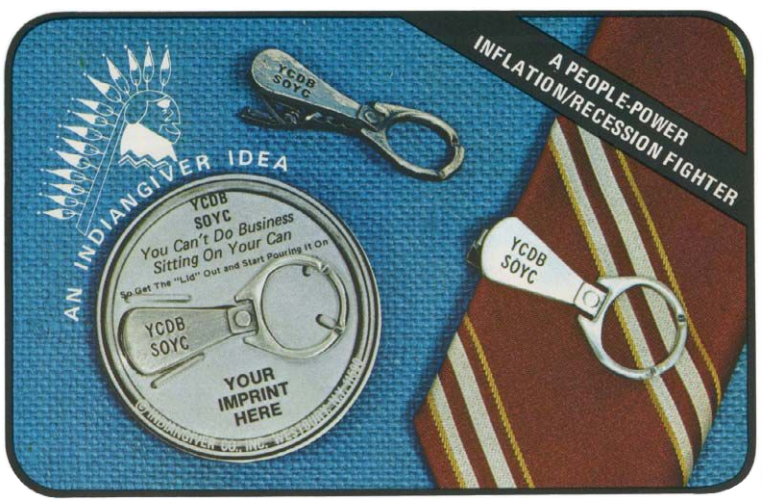
Did anyone else notice that the Notre Dame "ND" has actually been attached backwards onto this jacket? Makes the Fighting Irish fighting mad.



There was something about the '70s and this pose – the vacuous, "Children of the Corn" faraway stare. Creepy.



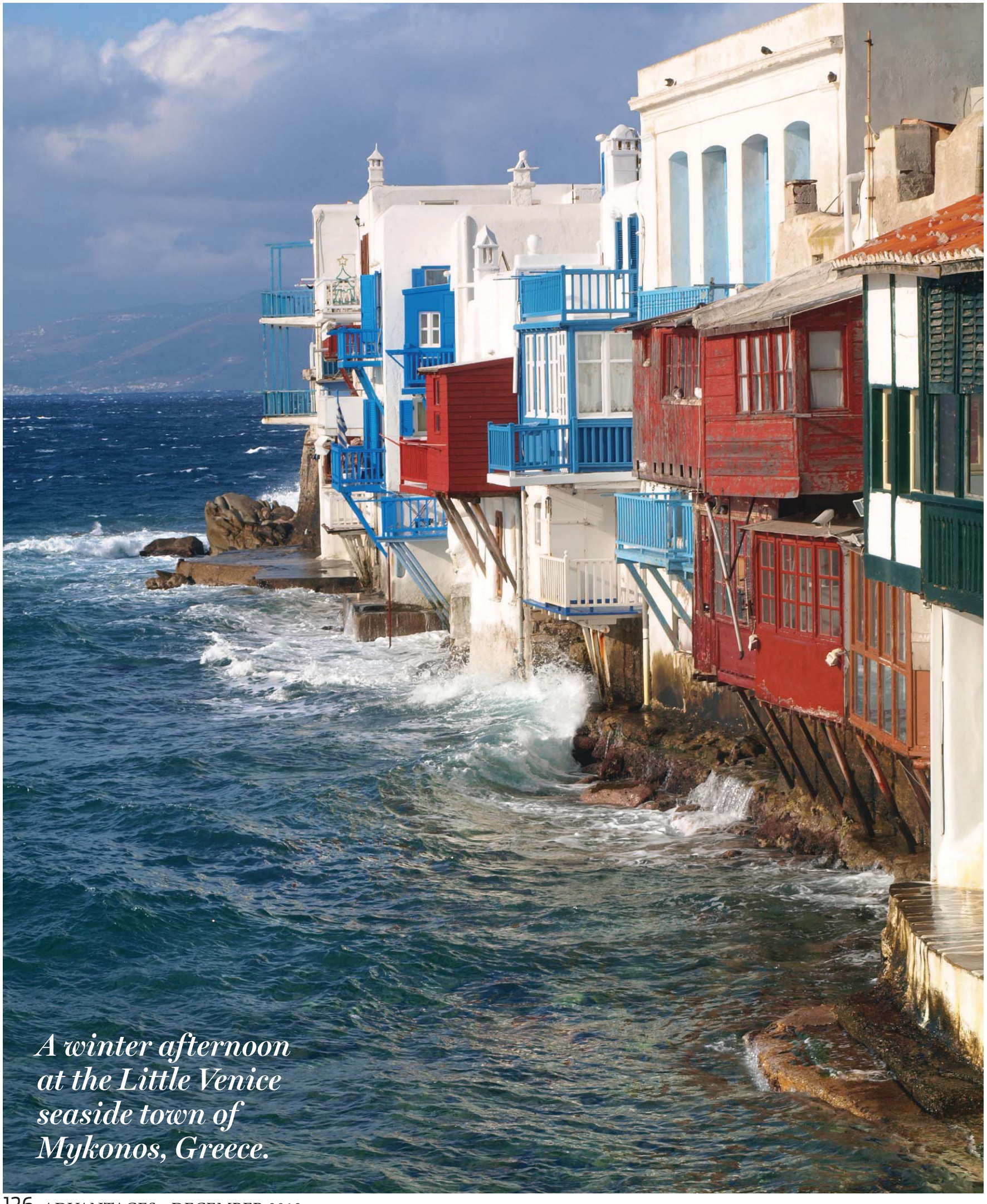
The treasure chest for good children featured lots of fun things. The treasure chest for bad children on the other hand included rats, scorpions and broken glass.



Yup. It was all the rage – the people-power motivation tie-clip. It was a pull tab from a can (remember that?) imprinted with YCDB-SOYC. Catchy, I know. What did it stand for? "You Can't Do Business Sitting On Your Can." But you were implored to say YCDBSOYC!

We Wrote That!

Part of an intro for an article titled "The Gentle Art of Complaining" that appeared in December 1973: *"A complaint is like an operation; nobody wants to hear about yours until they've just had one themselves. And then, like an operation, the only minor complaint is the one someone else has."*



A winter afternoon at the Little Venice seaside town of Mykonos, Greece.

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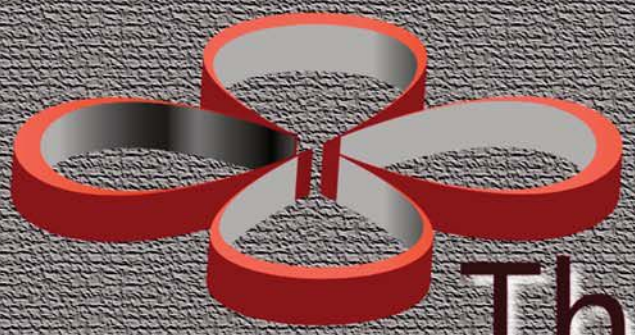

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