

Lessons From Four Partner-Perfect Distributors

PPB

Empowering Promotional Professionals

Ring Up Retail Success

Beyond in-store promotions
and customer loyalty programs



MEET YOUR

New Clients

WHY MARKETERS MUST UNDERSTAND
WHAT MILLENNIALS REALLY WANT

Take The Party

WITH YOU



ULTRACLUB®

Find these styles at www.bodekandrhodes.com

1726: Double-Bottle Wine Tote

U1725: Single-Bottle Wine Tote

1727: Drawstring Wine Bag

Bodek and Rhodes

Pennsylvania | California | Florida | Massachusetts | Michigan
800-523-2721 | www.bodekandrhodes.com



asi/40788

The Winter Winds Blow Chilly and Cold...

But you can keep warm with Hit's Newest Cold Weather Gear!



NEW!



#1010 KNIT SCARF WITH TASSLES...
• 100% Acrylic • 63" L x 9 1/2" W
• Available In 6 Popular Colors!

As Low As **\$7.75c**

FREE
TAPES
96 or More



#1015 TWO-TONE KNIT SCARF WITH FRINGE...
• 100% Acrylic • 63" L x 9 1/2" W
• Available In 6 Popular Colors!

As Low As **\$7.99c**

FREE
TAPES
96 or More

NEW!



FREE
TAPES
96 or More



#1020 FLEECE SCARF...
• 100% Polyester Fleece • 61" L x 10" W
• Available In 5 Popular Colors!

As Low As **\$5.29c**

NEW!



FREE
TAPES
48 or More

#7007 HOODED PULLOVER SWEATSHIRT...
• Available In S-XXL • 80% Cotton/20% Polyester
• 8 Oz. • Double Ply Hood With Metal Grommets
• Matching Drawstring Cord With Fray-Resistant Tips
• Front Pocket

As Low As **\$18.89c**

NEW!

ColorBrite
Multi-Color Imprinting Process®



NEW!



#1095 KNIT POM BEANIE...
• 100% Acrylic • One Size Fits All
• Comes In 6 Great Colors!

As Low As **\$4.99c**

NEW!



#1097 TWO-TONE KNIT POM BEANIE WITH CUFF...
• 100% Acrylic • One Size Fits All
• Comes In 6 Great Colors!

As Low As **\$5.49c**

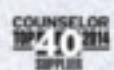
FREE
TAPES
96 or More

FREE
TAPES
96 or More



Hit
PROMOTIONAL
PRODUCTS
www.hitpromo.net

ASI-61125 PPAI #113910



Delivering Design
on a Budget

Make a List and
Check it Twice,
With These Great Pens
From Evans!

**BETTER
THAN EQP!**

PROMO: 5319 • EXPIRES 12/31/14

7710



GLIDE-WRITE™ INK

Evans high-quality **Glide-Write™** ink is a special mixture of gel and ballpoint formula that provides a silky smooth, dark and consistent lay down of ink. Look to Evans for your writing solutions and see why our pens are superior to the rest. Feel the glide today!

Glide-Write™ ink

7710 Barcelona Aluminum Pan
\$1.61(R) Min. 250

Die/Set-up: \$15(V) per color/position

- Retractable ballpoint pen with grip pattern
- Anodized aluminum barrel with chrome ferrule, plunger & clip
- Black medium point
- High-Quality **Glide-Write™** Ink

BETTER INK. JUST WRITE.™

EVANS

www.evans-mfg.com

facebook.com/evansmanufacturing

ASI 52840 • PPAI 110747 • UPIC EVANS • SAGE 50018



Find Peace of Mind...

The Ultimate Importing Experience!

Put Your Trust in Greater China
to Deliver Safe and Compliant
Products...

- Compliance Team On-Staff
- Independent & Certified Product Safety Testing
- CPSIA & Prop 65 Compliant
- 30-Day Product Guarantee

Find out about The Ultimate Importing Experience by visiting us at the
PPAI Vegas Expo in January 2015, **Booth# 6931**



888.424.6847 | GREATERCHINA-USA.COM | ASI #58135 | PPAI #191353



MONDAY JANUARY 12, 2015

LAS VEGAS | MANDALAY BAY CONVENTION CENTER

Join us for the industry's premier educational conference for distributors and suppliers, providing industry education, business guidance, SAGE product best practices and tips, insights on technology trends, and more!



WHAT TO EXPECT

DISTRIBUTOR & SUPPLIER SESSIONS

Learn new techniques for growing your business, meet with like-minded professionals, and pick up tricks of the trade from the experts.

SAGE PRODUCT & SERVICES EDUCATION

Learn how to best utilize your SAGE products and services, how to work smarter and faster with SAGE Online's CRM tool, website tips and more!

PERSONAL TRAINING

Distributors and suppliers can both schedule one-on-one sessions with an account executive to go over any questions that aren't covered during the group sessions.

CONNECT WITH US



Registration now open!
sageworld.com/conference

SAGE
800.925.7243

CONTENTS / December 2014

46

GROW

The Power Of Partners

Four distributors with all the right moves.

By Tina Berres Filipski



66

THINK

Meet The Millennials

How to engage and market to this powerful generation.

By Michelle M. Smith, CPIM, CRP



Win a \$50 American Express gift card!
See page 104.

ON THE COVER: Photo by victorsaboya

4 Perspectives

Road Work

8 Feedback

INNOVATE

12 Profile

Dilip Bhavnani, COO of Sunscope

14 Eye On Apparel

Business wear

21 Question

25 Small Business

Seven business resolutions for a healthy new year

GROW

28 Market To Market

Retail

35 Sales

Fresh ideas for sales promotion programs

38 Management

It's easy to make the wrong hire. Follow these 10 steps to get it right.

40 Editor's Picks

Writing instruments

THINK

54 Fast Forward

A Healthy Start • Five Minutes With Dan Bernstein, M.Ed. • Abercrombie & Fitch Retreats From Logos • Six Things To Know About Charity • Green Marketing Turns One Campaign Into Two • Dreaming Of A Robust Holiday • Making A List, Checking It Twice

59 Product Safety

Lithium-ion power packs require careful transport.

63 Promotions

Help your clients celebrate milestones, anniversaries and other victories.

CONNECT

72 Inside PPAI

78 Close Up

Richard Stromberg, CAS

81 Factory Floor

HumphreyLine

84 Snapshots

89 People News

92 Datebook

95 New PPAI Members

104 Pop Quiz

The Official Business Monthly Of Promotional Products Association International



PERSPECTIVES

Mark Jenkins, MAS+ PPAI Chair of the Board

Road Work

I**N LATE OCTOBER**, I spent a full week on the road with PPAI President and CEO Paul Bellantone, CAE, visiting members on the East Coast. During our 1,300-mile trek, we made stops at supplier and distributor members' factories and offices from South Carolina to Connecticut, seeking opportunities and information that would help us better serve our membership.

The week was fascinating and varied as we met with companies of different sizes and approaches to the market, in some very distinct regions. The members we met with were generous with their time for our meetings and tours, and they also had plenty of questions about PPAI. We learned something new and different at every stop, and our members were rightfully proud of their facilities, operations and recent successes. We also got the inside track on some exciting new developments, as well as plans for growth and expansion at these companies.

Throughout our visits we noticed a common theme—optimism—for both the economy and our industry. On the supplier side, we saw a focus on operations and on increasing efficiencies through technology and process improvements. Our distributor members talked about go-to-market strategies, most often homing in on personnel and sales rep models. Whatever the topic, the members we spoke to were looking for our input and perspective. Hopefully they found our feedback and information helpful.

From a board perspective, it was fantastic to see firsthand the value members place on their trade association, and on their individual and varied relationships and experiences with PPAI. While I hap-

pen to think PPAI has historically done a good job of helping our members be more successful, I think the Association has really upped its game and done a much better job of communicating our message to members over the past few years. An aggressive schedule of member visits, Town Hall meetings and regional association events across the country, as well as a recent focus on industry client and buyer events, have helped convey our message and prove our relevance. PPAI's use of social media has also been instrumental in getting timely information to both members and the industry. The numerous posts and feeds your Association generates are working to let people know what is going on in Irving, Texas, as well as across the industry.

As members have become more aware of the scope, quality and volume of work that is produced by their Association, they have become more confident in its leadership and staff, and the efforts have become even more rewarding for staff and volunteers.

PPAI's leadership in industry advocacy, lobbying, education and product safety are all important reasons to belong to your trade association—plus the added benefit of access to the industry's leading trade shows and publications.

Four years ago, before beginning my term of board service, more than one current or former board member told me, *"You will be surprised by how much happens at PPAI and how hard they work. ... It's something you do not realize until you serve on the board."* I was skeptical, but that observation was correct. The work your Association is doing on your behalf is indeed incredible.

The communication initiatives and relentless efforts by staff, under the leadership of Paul Bellantone and his management team, to reach out to our members on their terms have bolstered the confidence of our volunteers and members. As that confidence continues to grow, so has PPAI's ability to present and execute new initiatives and programs that will advance our advertising medium and help our members find new success. And, in the coming months, you will be hearing about bolder and more significant programs being introduced.

To those members Paul and I visited on the road, we salute your success, and to the rest of our membership, I hope to get to hear your stories and shake your hand at The PPAI Expo next month in Las Vegas. Register now at www.expo.ppai.org. 

SONY



Spark happiness.

A positive attitude is the foundation for success. So kindle sparks of joy with Sony Rewards. Your core team will be powerfully motivated by a broad range of Sony products. They'll love choosing from award-winning digital cameras, high-performance portable audio, extraordinary 4K Ultra HD televisions, and more. And that's just what your company needs to spark the happiness that transforms ordinary employees into red-hot competitors.

sony.com/motivation | 1.866.596.4823



**EDITOR**

Tina Berres Filipski
972-258-3084
TinaF@ppai.org

NEWS EDITOR

James Khattak
972-258-3052
JamesK@ppai.org

ASSOCIATE EDITOR

Jen Alexander
972-258-3046
JenA@ppai.org

ASSOCIATE EDITOR

Tama Underwood
972-258-3091
TamaU@ppai.org

ART DIRECTION

YO!MEDIA, INC.
www.yomediainc.com
info@yomediainc.com
866-640-5733

ADVERTISING MANAGEMENT**DIRECTOR OF BUSINESS DEVELOPMENT**

Gary Slavonic, CAS
972-258-3048
GaryS@ppai.org

MANAGER, BUSINESS DEVELOPMENT

Ellen Tucker
972-258-3095
EllenT@ppai.org

MAJOR ACCOUNT MANAGER - EAST

Joel Baker
972-258-3021
JoelB@ppai.org

MAJOR ACCOUNT MANAGER - WEST

Melissa Massey
972-258-3029
MelissaM@ppai.org

ACCOUNT MANAGER, A-D

Jeff Rogers
972-258-3090
JeffR@ppai.org

ACCOUNT MANAGER, E-K

Lameshia Haynes-Gilbert
972-258-3067
LameshiaHG@ppai.org

ACCOUNT MANAGER L-R, NUMBERS 0-9

Connie Brazil
972-258-3064
ConnieB@ppai.org

ACCOUNT MANAGER, S-Z

Kristi Pullen
972-258-3079
KristiP@ppai.org

ADVERTISING SPECIALIST

Sarah Garrett
972-258-3044
SarahG@ppai.org

**PRESIDENT/CEO**

Paul Bellantone, CAE
972-258-3050
PaulB@ppai.org

EXECUTIVE VICE PRESIDENT

Robert I. McLean Jr.
972-258-3085
BobM@ppai.org

DIRECTOR OF EXPOSITIONS AND MEETINGS

Darel Cook
972-258-3075
DarelC@ppai.org

DIRECTOR OF FINANCE

AJ Hunter
972-258-3086
AJH@ppai.org

BOARD OFFICERS**CHAIR OF THE BOARD**

Mark Jenkins, MAS+
Pioneer Balloon Company
mark.jenkins@pioneerballoon.com

IMMEDIATE PAST CHAIR

Marc Simon
HALO Branded Solutions
Marc.Simon@halo.com

CHAIR-ELECT OF THE BOARD

Rick Brenner, MAS
Prime Resources Corp.
rbrenner@primeresourcescorp.com

VICE CHAIR OF FINANCE

Tom Goos
Image Source, Inc.
tomgoos@imagesourceteam.com

BOARD MEMBERS**TERMS EXPIRING 2015**

Cheryl Becker, MAS
Gill Studios, Inc.
cbecker@gill-line.com

Rod Brown, CAS
MadeToOrder
rod@madetoorder.com

Gene Geiger, MAS
Geiger
ggeiger@geiger.com

Mark Jenkins, MAS+
Pioneer Balloon Company
mark.jenkins@pioneerballoon.com

TERMS EXPIRING 2016

Rick Brenner, MAS
Prime Resources Corp.
rbrenner@primeresourcescorp.com

Chuck Fandos, CAS
Gateway CDI chuck.fandos@gatewaycdi.com

Norma Jean Knollenberg,
CIP, CPIM
Top Brands, Inc.
norma@top-brands.com

Julia Wright, MAS
Wright Choice Promotions
julia@wrightchoicepromotions.com

TERMS EXPIRING 2017

Tom Goos
Image Source, Inc.
tomgoos@imagesourceteam.com

Kim Newell
World Wide Lines, Inc.
kim.newell@worldwideline.com

TERMS EXPIRING 2018

Bruce Perryman, MAS+
EMBROIDERY
UNLIMITED, INC.
bperryman@euinc.biz

Mary Jo Tomasini, CAS
CE COMPETITIVE EDGE, LLC
mjtomasini@competitive-edge.net

MEMBER-AT-LARGE
Term Expiring 2016

David Nicholson
POLYCONCEPT NORTH
AMERICA
dnicholson@leedsworld.com

REGIONAL ASSOCIATION COUNCIL DELEGATE TERM EXPIRING 2015

Tom Carpenter, MAS, Fey Promotional Products, tom.carpenter@fey-line.com

EDITORIAL ADVISORY COMMITTEE

Larry A. Cohen, Axis Promotions; Mark Gammon, CAS, The Vernon Company; Mark Gardyn, Gordon Sinclair; Richard S. Greene, MAS, HALO Branded Solutions; Francesco Indrio, Alpi International, Ltd.; Matt Kaspari, CAS, Kaspo Inc.; Fred L. Leamer, ActNow Media Inc.; Cliff Magill, Great Bridge International, LLC; Scott Perry, TradeNet Publishing Company; Stephanie Preston, HALO Branded Solutions; Jeffrey M. Schmitt, MAS, Cedric Spring & Associates; Mark Shinn, MAS, Incentives West; Murray Siegel, CAS, Chair, Towel Specialties; Brannndon Stewart, Promo Labs; Ruth Verver, CAS, Paperclip Promotions

PPAI HEADQUARTERS

3125 Skyway Circle North, Irving, Texas 75038-3526 Phone: 888-IAM-PPAI (426-7724) www.ppai.org, pubs.ppai.org

READER RESOURCES

SUBSCRIBE TO PPB: Subscribe online at pubs.ppai.org or send your name, title, company name and mailing address, along with phone and fax, to PPB Subscriptions, 3125 Skyway Circle North, Irving, Texas 75038. Or phone in your subscription to 972-258-3044. Include payment with your order. Visa, MasterCard and American Express are accepted, along with checks. Additional member subscriptions are \$58 for PPAI member companies (U.S.), \$70 (Canada and Mexico) and \$75 (international). Nonmember subscriptions are \$72 (U.S.), \$82 (Canada and Mexico) and \$92 (international). Please allow four to six weeks for start of subscription.

ADVERTISE IN PPB: Download a media kit with rates and specs for all PPAI print and digital publications at pubs.ppai.org or call 888-444-6627 or e-mail mediasales@ppai.org.

WRITE FOR PPB: The magazine regularly accepts articles from both professional writers and industry experts—like yourself. Find out everything you need to know about submitting an article or an idea by requesting a copy of PPB's Writer's Guidelines at 972-258-3084 or ppb@ppai.org.



NEXT LEVEL™
A P P A R E L

The
TRI-BLEND
Crew

Softest Tri-blend in the industry.



**AVAILABLE
NOW AT:**

HERITAGE +
Sportswear

HeritageSportswear.com
800.537.2222

VAT's
VIRGINIA T'S
VA • FL • IN • OH

VirginiaTs.com
800.289.8099

FEEDBACK



“The more you know,
the better chance
you have at success.”

Thoughts On PPAI's Product Safety Awareness Education

PPAI staff members have been on the road in recent months to deliver the Association's Product Safety Awareness (PSA) program to industry regional associations, and updating and educating their members on the latest product safety and regulatory news. PPAI Director of Public Affairs Anne Lardner-Stone and Product Responsibility Manager Tim Brown, MAS, joined lunch-and-learn sessions, trade shows and other regional events to bring industry members the latest in product safety news and bring their companies up to Product Safety Aware status.

At first glance, seeing the Product Safety Aware program is like being a

deer in the headlights—overwhelming. But sitting through Tim Brown's face-to-face session, I began to realize two main things. One, you can chunk it down so that you are only focusing on an element at a time. Two, you are *not* alone. As a PMANC member and a PPAI member, there is help every step of the way. All you have to do is reach out. PMANC is really proud that we had a great turnout for our October 27 session and that so many were distributors who “got it” that everyone plays a role in product safety. The more you know, the better chance you have at success.

**MaryAnne P. Bobrow, CAE, CMP,
CMM, CHE**

Executive Director
Promotional Marketing Association of
Northern California
Citrus Heights, California

In any position within the promotional products industry, product safety is going to affect you in some way. I have heard a lot of people say, “Well, I don't sell XYZ products, or I don't sell to people in California, so this stuff doesn't affect me.” The truth is, throughout Tim's presentation, I heard many people comment that the information they gathered impacted their business more than they could have expected. Tim covers the most important, relevant product safety topics and keeps it interesting and engaging. I

have never thought that being Product Safety Aware through PPAI would be as important as I do now.

Carol Moore

Corporate Marketing Coordinator
AIA Corporation
Neenah, Wisconsin
UPIC: advinadv

This was great for increasing awareness on product safety, and the entire program was well-thought-out and implemented. The session made me realize how much more there really is and how much it is changing. This was eye-opening, and I'm fairly knowledgeable on the issue.

Rhett Todd

Owner
Printgear Sportswear
Oxnard, California

Education is one of the great things SAAC [Specialty Advertising Association of California] brings to its

members and the promotional products community here in Southern California. This event was so great and well attended that we will be continuing this topic for 2015. Working with our Northern California partners is always great.

Steve Parker, MAS

HALO Branded Solutions
Chatsworth, California
UPIC: HBS

Lessons From A Labor Dispute

The International Longshore and Warehouse Union (ILWU) and the Pacific Maritime Association (PMA) spent much of 2014 in protracted negotiations over labor contracts at West Coast ports. PPAI joined 103 other organizations in a letter sent to the ILWU and PMA, the mayors of Los Angeles and Long Beach, and the executive directors at both ports, calling for the two sides to come to an agreement.

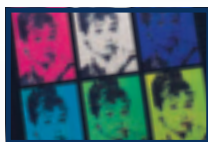
As one who always favors an orderly functioning supply chain and economy,

we hope that this labor dispute is settled sooner rather than later. In turn, as a made in the USA supplier, this issue points out one of the several strong reasons to select U.S. manufacturers. We do not face the challenges of importing, nor do our customers and their customers. We do not worry about dock or customs issues, which means we never miss event dates. But we do assist others whenever possible who have had goods held up somewhere in the import chain. Let's get this labor dispute settled *and* support made in the USA. **PPB**

Jim Porto

Vice President, Promotional Products
Vonco Products, Inc.
Lake Villa, Illinois
UPIC: VONCO

Send feedback on articles in PPB or opinions on industry issues to JamesK@ppai.org.



Full Color Digital Logos



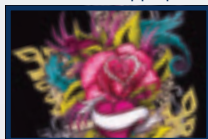
Special Effects Logos



Rip-Away Appliqué™



Distressed Appliqué



Direct-to-Garment

Sell More Than Ever.

BRAND IT WITH STAHL'S'

With over 80 years of experience, our decorating experts will teach you the most innovative techniques in the industry.

FREE Education with Hands-On Decorating
January 12th at PPAI EXPO Las Vegas

8:00am – 11:00am Decorate More to Sell More:
Any Quantity, Any Color, Any Fabric

12:00pm – 3:00pm Increase Profits with Full Color Digital and
Direct-to-Garment Printing

Make your own t-shirt, cap and tote bags. We'll Show you how.

Visit booth #1859

STAHL'S'

800-478-2457 | Stahls.com | PPB201412





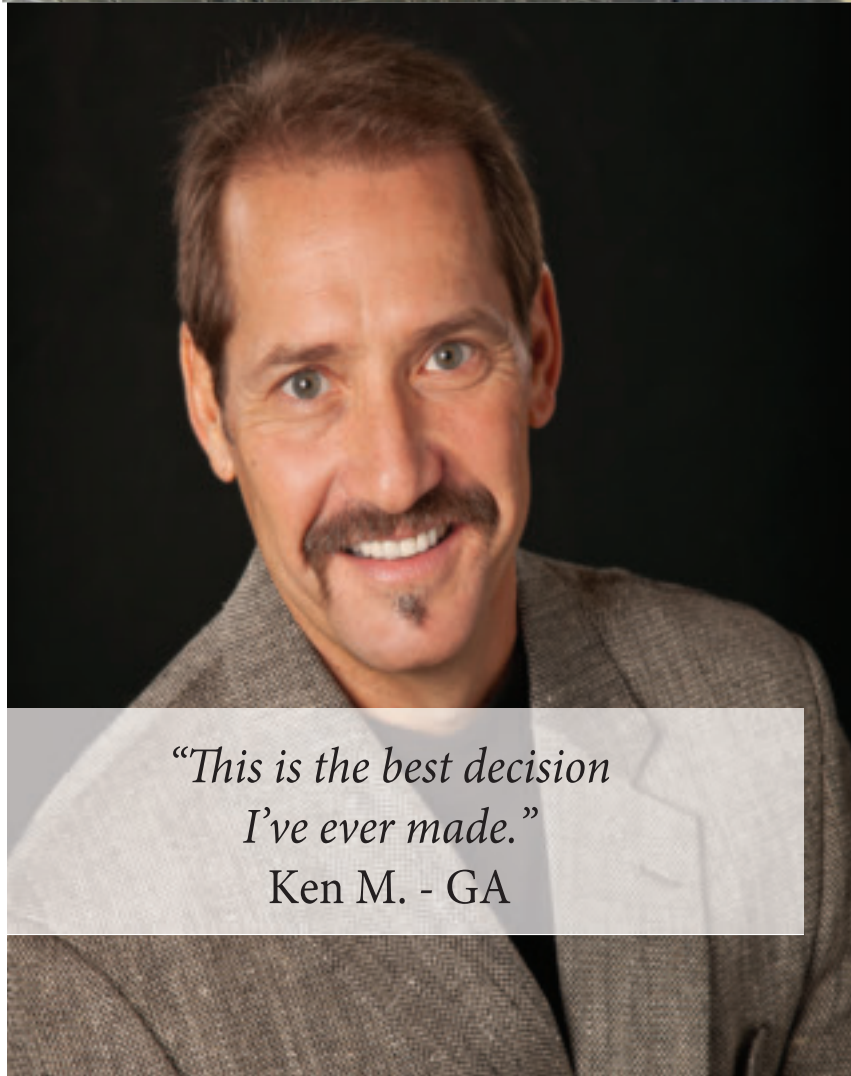
*"This has been the best move
I've ever made."*

Kevin C. - CA



*"iPROMOTEu has been the best
decision I've ever made."*

Chris H. - UT



*"This is the best decision
I've ever made."*

Ken M. - GA



*"iPROMOTEu turned out to be the
best decision I've ever made."*

Andrew T. - TN



*"Check into it. It will change your
life like it did for me."*

Chuck F. - IL

*"My only regret is that I didn't find
iPROMOTEu sooner."*

Art S. - NJ



the smart choice.

**Visit www.ipromoteu.com/bestdecision
to read what other Affiliates have to
say about iPROMOTEu.**

800-850-3370

opportunities@ipromoteu.com

INNOVATE

PROFILE

PERSONAL BUSINESS

DILIP BHAVNANI BRINGS A FAMILIAL ATMOSPHERE TO INDUSTRY SUPPLIER SUNSCOPE AND THE MYRIAD OTHER ENTERPRISES UNDER HIS CARE.

BY TAMA UNDERWOOD



Dilip Bhavnani is COO of California-based supplier Sunscope, which he and his family own along with other non-industry businesses in Asia, Europe and North and South America.

MOMENTS AFTER HE rattles off the dizzyingly long list of enterprises under his watchful eye, Dilip Bhavnani says matter-of-factly, “We’re probably one of the most diverse holding companies in the promotional products industry.”

It’s difficult to disagree. Commerce, California-based supplier Sunscope (UPIC: SUNSCOPE) is just one of six different business divisions owned and operated by Bhavnani and his family. The list of holdings includes a real-estate development arm, a construction firm, a mortgage company, a suite of hospitality businesses including restaurants and night-clubs, 14 monthly membership clubs, and a retail products division offering garments, gifts, appliances, lighting and electrical items.

In all, Bhavnani’s eyes are on nearly 80 different companies and 2,600 employees daily. “I think I have OCD,” says the COO. “I have to oversee everything. There isn’t a check ... that I don’t personally review and sign.”

As big as the company is now, it’s still growing. The promotional products division alone recently acquired an Alabama-based printing plant from Fruit of the Loom and all of the assets of former industry player Camsing Global.

“We are working to become the largest contract decorator in the industry,” he says. “The goal is to be able to supply soft and hard goods and be a one-stop shop to the industry.”

Until now, Sunscope’s primary focus has been on non-apparel items, and the majority of its business has come from custom orders.

14 **Bring Yourself To Work** EYE ON APPAREL

21 **Penned In** QUESTION

25 **Countdown To 2015** SMALL BUSINESS

"We're not the company that works with every distributor out there," he says. "Our primary focus for years has been on large custom orders."

To make big projects possible, Sunscope focuses on vertical integration with 10 full-time product designers, an in-house patent council, an injection-molding manufacturing facility and a 3D rapid prototype machine. "Sixty percent of what we manufacture comes out of plants we own fully or partially," he says.

Family Business

Bhavnani's grandfather started the company in Hong Kong in 1946, and now the entire clan—Bhavnani along with his wife, parents, brother, uncles and cousins—manage the empire together. The crew is mostly spread out among the company's various offices—four in Los Angeles alone; however, Bhavnani's workspace shares a wall with his parents' (There's a shared door—and it's open, he adds.) while his brother works 25 feet away.

The family-owned company operates in Asia, Europe, and North and South America. Bhavnani's uncles and cousins manage the Asian and European operations, while two of his cousins look after the manufacturing facility in Asia. Bhavnani talks with each of them weekly.

The arrangement works, perhaps, because Bhavnani always knew he would join the family business. Born and raised in Manchester, England, he attended UCLA while working at the company part time. After graduation, he joined the company in 1985. Likewise, the groundwork is already being laid for his three children to run things one day. "I'm looking to create a platform for my children to take it to the next level," he says.

Bhavnani joined the company just three years after it entered the U.S. market with the acquisition of promotional products company Sun Coast. From the beginning, he was instrumental in creating Sunscope, which entered the industry in 1987. One of his first projects was designing and manufacturing a Mickey Mouse 60th birthday in-park watch giveaway.

"My background has always been in the family business," he says. "I have a passion for learning, and understanding new businesses. I understand the challenge of taking new enterprises to the next level."

Managing It All

Bhavnani believes one of his biggest talents is hiring good people. "If you get the right team, and you trust the team, there is nothing you cannot do," he says. "When I hire somebody ... I have to feel a level of confidence that this person can set his mind to do anything that he wants to do."

Not surprisingly, he often struggles with time management. "It's my biggest challenge, has been and always will be. It's because I oversee quite a few things, but I have three children and a wife who need my time, too.

"My interests are my family and work, and—I'll never complain—but we always have something that is open in Asia, Europe or the Americas. There is always somebody in our organization who is looking for information."

Constantly being in the mix of things isn't the norm for top-level executives, but it works for Bhavnani. "I'm a pretty simple guy. Even though this business has grown, we run it like a family-owned business. There isn't an executive or clerical employee that I don't know personally." **PPB**



When not working, Bhavnani spends as much time as possible with his wife of 20 years. Together the couple has three children.

MORE QUESTIONS FOR DILIP BHAVNANI

Does he ever stop working?

"No. I've been married for 20 years. My kids know vacation means dad will be up before them, putting in three or four hours before they wake up, then having breakfast and hanging out, checking in during lunch, another three or four hours of work and then having dinner, and while they're watching TV, I'll be back to work."

How big is his family?

"Eighteen uncles and aunts, 54 first cousins and 127 second cousins. Not that I'm close to all of them, but I'm pretty close to most of them. It makes family reunions fun."

Does he do anything just for himself?

"When I'm not working or spending time with family, I like to read two or three fiction books per week. Sometimes it's the only way to escape the routine. I don't like nonfiction—I get enough of that during my day-to-day life."

EYE ON APPAREL

BRING YOURSELF TO WORK

MODERN WORKPLACE FASHIONS
INTERMINGLE TRADITIONAL DRESS
CODES WITH PERSONAL STYLE.

BY TAMA UNDERWOOD

WHAT WILL I WEAR? It's a familiar weekday morning dilemma. And after decades of change and confusion, corporate America may have finally found a likeable, sensible standard of dress. From a dash of personal taste to a smattering of classic, elegant decorating techniques, here's what people are wearing to work.

TAMA UNDERWOOD IS AN ASSOCIATE EDITOR FOR PPB.

CORPORATE DRESS CODES WHAT CASUAL MEANS NOW

EMPLOYERS AROUND THE COUNTRY are shifting dress code guidelines in order to promote a more polished appearance among employees. But guess what? The new rules also seek to accommodate personal taste and expression, encouraging staffers to showcase their personalities through the clothing they wear to work.

"The 2008 economic slowdown forced companies to rethink the 'casual Friday' concept," says Jackie Whitfield, VP of merchandising at Richmond Hill, Ontario-based supplier Trimark

Sportswear Group (UPIC: TRIMARK). "As more companies re-focused and saw the need to 'step up to the plate,' a new business attire concept was born, and the term 'smart casual' came into play."

Smart casual fits somewhere on the spectrum between boardroom attire (think dark-colored suits) and business casual (khakis and polo shirts). It's built on dress-up basics such as oxford shirts, slacks, blouses and scarves, but it gives employees the freedom to style their clothing in accordance with fashion trends and personal preferences. Whimsical prints, bold color combinations and stand-out accessories are all acceptable in a smart casual environment.

Put It Together

KEY ELEMENTS OF 'SMART CASUAL'

Sport coats, jackets
or pull-over and half-zip
sweaters work well.

Ties are optional
for most situations.

Standard **blouses**
get an update with
vivid prints.

Hemlines are
work-appropriate.

Patterned **socks**,
or "sock flair," express
individuality.

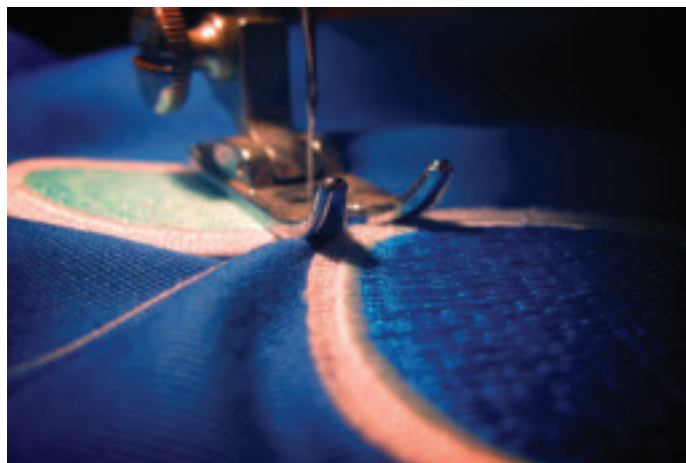
Trendy **footwear**
provides self-
expression.

PHOTOS COURTESY: J.C. PENNEY CORPORATION, INC

EYE ON APPAREL

BUSINESS WEAR DECORATION CLASSIC STILL WINS

THOUGH CORPORATE DRESS CODES are loosening, decoration techniques still lean toward the traditional. "The most popular type of decoration is traditional embroidery," says Gina Barreca, marketing director for Avenel, New Jersey-based supplier Vantage Apparel (UPIC: vantage). "For the most part, companies will go with primary logos and stick to standard left-chest decoration zones." For more upscale office wear, Barreca suggests tone-on-tone embroidery, which uses different shades of the same color. If classic left-chest details won't do, try placing logos on the cuffs or collar tips of a woven shirt.



Work At Home, Lounge At Work

WORK-LIFE BALANCE SEEKERS can sigh with relief, as **sweatpants** have (softly) pushed their way into the canon of work-appropriate clothing. Retailers such as Banana Republic, J.C. Penney and Ann Taylor offer knit drawstring pants for women, suggesting consumers dress them up with heels and blazers for work and pair them with sneakers on weekends.



PHOTOS COURTESY: J.C. PENNEY CORPORATION, INC



Men's Half-zip Cover-up Chilly mornings and brisk strolls over lunch call for a smart cover-up like this 100-percent polyester version. It's moisture-wicking and lightweight and comes in navy, black and charcoal. **Eversole Run** UPIC: EVERSOLE www.eversolerun.com

Suit Separates When it's time to dress to impress, conservative business suits are no-fail options. This suit coat, pant and skirt collection is made of lightweight, wrinkle-resistant twill and is machine washable. **Edwards Garment** UPIC: EDWARDSG www.edwardsgarment.com



Women's Straight-collar Chambray Shirt Every business from restaurants and retail to schools and corporations can benefit from this 100-percent cotton indigo-dyed chambray shirt. Its casual, relaxed style and lightweight fabric make it perfect for work. **Charles River Apparel** UPIC: CRA www.charlesriverapparel.com

Dress Shirt American companies will appreciate this U.S.-made, cotton-polyester dress shirt. It's available in men's and women's sizes, and in solid colors and blue stripe. **AKWA Apparel** UPIC: AKWA www.akwa.com





Gingham Shirt An eye-catching, gingham print is always a crowd-pleaser. This version is cotton-polyester for easy care, with a button-down collar and left-chest pocket. **Vantage Apparel** UPIC: [vantage](http://vantageapparel.com) www.vantageapparel.com



'Bismarck' Watch Whether it's dressing up a business suit or thanking an employee for years of service, this classic, U.S.-made timepiece will always have a spot in the workplace. **SELCO** UPIC: [SELCO](http://selcocompanies.com) www.selcocompanies.com

Acrylic Cardigan Ideal for more casual days in the office, this 100-percent acrylic classic cardigan comes with five dyed-to-match buttons and two large pockets.

A+ Career Apparel
UPIC: unifforms
www.apluscareerapparel.com



Ladies' 'Ribbon' Cardigan Women will reach for this modal-blend classic time and time again. It has a longer length and a touch of Spandex to help retain its shape. **Ash City** UPIC: ash0001 www.ashcity.com



*"Neckties
strangle clear
thinking."*

—Lin Yutang,
Chinese writer,
translator, linguist
and inventor

EcoSmart® Polo For a comfortable, polished way to present oneself at work, choose a polo shirt. This preshrunk, 50-50 cotton-polyester polo is made with up to five percent plastic bottles. **Hanesbrands** UPIC: [HBIINC](#)
www.haneslocator.com



Ladies' 'Broadview' Cardigan This 100-percent combed-cotton cardigan keeps chilly drafts at bay. It's machine washable, too.

Cutter & Buck
UPIC: [CUTT0001](#)
www.cbcorporate.com



'Moreton' Quarter-zip Sweater Versatile enough for formal and casual environments, this classic men's sweater is prewashed and comes in five colors. **Trimark Sportswear**

Group UPIC: [TRIMARK](#) www.trimarksportswear.com 





Are you the best?

A top sales producer?

Kaeser & Blair invites you to join our elite sales team of the best in the business. If you are one of the top 10% of salespeople in the industry or moving in that direction and you want top earnings, great bonuses, incredible support, and respect and appreciation for your work – bring your business to Kaeser & Blair.

Large order financing is nothing new at K&B. We have been managing and financing large orders since the 1930s!

We can source and import whatever your client needs.

One order one time or all your business for years and years – it is up to you. **No binding agreement or continuing obligation** when you work with Kaeser & Blair.

Kaeser & Blair is the oldest distributor, the largest independent group of owners and the most financially stable distributor in the industry.

Make the most important professional career decision now and call Kaeser & Blair.

No other distributor has been as successful as long as Kaeser & Blair – more industry professionals trust Kaeser & Blair with their business than any other distributor! Find out why today.

You can earn
130% or more of
the gross profit
you generate
with an exclusive
Kaeser & Blair
program.
Really!
Ask us.

KAESER
& BLAIR INCORPORATED
Promotional Advertising Specialties



Have questions or need more information – contact us in complete confidence. Our experienced executives welcome the opportunity to speak with you. Personal private meetings are available at all major industry shows. Complete confidentiality is always maintained.

1-888-698-1684 or visit www.comparekaeser.com

QUESTION



PENNED IN

A Distributor Asks:

When my client received an order of logoed pens, they were in pristine shape. Months later, my client mentioned in an email that she used the pens at an outdoor event and noticed that the printing came off of some of the pens while they were in use. What, if anything, should I do at this point to make up for this?

Glen D. Eley

Owner
Eley Imprinted Products
UPIC: ELEYP001

Call the supplier's customer service and discuss how they suggest handling this. Also, check the pens yourself, and ask the client if there were unusual circumstances that directly affected the pens, i.e., water, other liquids or excessive heat. Determine how many of the pens were impacted. It may be that much of the order was already used in

the promotion. Smudge them, rub them and determine if the image is easily removed. Check to see if the entire order seems to be affected.

If you feel that there is a real problem with the imprint after all of this—and you can afford it—ask the client what they want. If it's a repeat customer, offer to provide either a credit or a refund, or to contact the supplier and work something out. By all means, don't get testy with the client because he or she mentioned the problem "a few months later."

Larry Rogers, CAS

Partner
Boundless Network
UPIC: Bound784

Go back to the supplier and have them do it over correctly. And get samples to send to the client.

Gary M. Murphy, CAS

Owner/President
IMAGE WEST
UPIC: IMAG0007

Merely explain the situation with your client and, depending on how valued he or she is, decide whether to compensate them or not. It's your judgment call.

A valuable rule of thumb in negotiations was fostered by Andrew Carnegie, business icon of the 1800s. Ask your client: "How would you amicably resolve this occurrence if the tables were completely turned around and I was the client and bought from you?" You empower their value by allowing them to sit in the driver's seat, which you know will be beneficial for the two of you. Don't argue, but listen and learn.

Bob Steinbach

President
The Idea Company LLC
UPIC: IDEAP002

Unfortunately, many of the products we sell are not for immediate

consumption. Your situation is not uncommon, and if your supplier won't resolve the problem, even if it is several months after the order shipped, then you need to step up to the plate and make good on it yourself. The good will you build with your customer will far outweigh whatever expense you incur.

Kippie Helzel, MAS

Vice President, Sales
CPS \ The Keystone Line
UPIC: keystone

Contact the supplier immediately. Even if the supplier may have a designated period of time in which to make claims, if the ink is coming off that readily, there was clearly a problem during the imprint process that should supersede any designated claim period. Provide samples to the supplier so they can verify the problem, and with that, a good supplier should do a redo, no question. **PPB**

DO YOU HAVE THE ANSWER?



A Distributor Asks:

What are some perks we should consider offering in order to attract and keep quality sales reps? We'd like to know what other companies in the industry do to keep their reps happy.

What's your answer? Email answers along with your name, title and company name to Question@ppai.org by December 31 for possible inclusion in an upcoming issue of *PPB* magazine.



Do you want to sell your distributorship?
Would you like to slow down, take it easy, and not work so hard?

We can help you sell your distributorship quickly and easily.
We can also structure an exit strategy that makes sense for you.

Call or email us today.
All inquiries are strictly confidential.

DX
DISTRIBUTOR
EXCHANGE

A division of iPROMOTEu

www.thedistributorexchange.com

A service for small distributors with sales less than \$1,000,000.

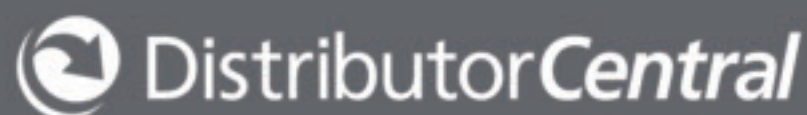


The Industry's Premier E-Commerce Sales Engine

Smart **Distributors** Know DC is
FREE & EASY

- Top product search engine
- No subscription fees
- **FREE** website & email hosting
- Anywhere, anytime order management

DCisEasy.com • [#dciseasy](https://twitter.com/dciseasy) • info@DistributorCentral.com • 888.516.7401



The Industry's Premier E-Commerce Sales Engine

Suppliers, update 2015 product information in

DC FIRST!

Export your product data to other Providers in the Industry

- No waiting period for catalogs to be entered
- Real time updates to products online and on websites
- You have total control over your data



vernon

Bringing together

- Technology
- Business Intelligence
- Customer Service
- Excellence



Read all about it.

vernon



vLogic

Technology is the heart of business today. vLogic is a solution for your business. vLogic combines front-facing solutions like virtual store fronts and order placement, with back-end solutions like CRM and automated marketing tools. Our business intelligence module literally knows what your clients want to buy before they do. Without vLogic, your company might as well be on life support.

Learn More

800-743-7545 x8303

<http://bit.do/vlogic>

**Join Vernon and get a free iPad or Surface -
keep our awesome tech tools at your fingertips.**

Qualified candidates only. Some restrictions apply. Contact us for details.



SMALL BUSINESS

COUNTDOWN TO 2015

SEVEN BUSINESS RESOLUTIONS FOR A HEALTHY
NEW YEAR **JAMIE WATSON, CAS, BASI**

A S 2014 COMES TO A CLOSE, it is time to reflect on the changes that need to be made to achieve your goals in the New Year.

Typically, the No. 1 New Year's resolution is to lose weight and be healthy, followed closely by goals to get more organized. Although many New Year's resolutions are personal in nature, there are many simple changes you can make to improve the health of your company and make your professional life easier, too. Here are the issues our firm sees clients in the promotional products industry dealing with most often. Count them among your resolutions to get your business fit in 2015.

7. Build and review a monthly budget. The word "budget" is a scary word to some business owners who are good salespeople but lack formal financial education.

However, if you are running a business, it is imperative that you get a grasp on the basic elements of your financial statements and begin to build a simple income, expense and cash-flow budget. Once your budget is in place, be sure to review it monthly so you will know exactly when and where to make changes. If building a budget seems too intimidating, then get a trusted friend or financial advisor involved. A budget is an essential tool to managing a successful business.

6. Develop a credit policy. We are amazed at how many distributors do not have a written credit policy. One of the most frequent reasons for losing customers and salespeople is misunderstanding payment requirements. The best way to get past these uncomfortable situations is to have a credit policy in place and communicate it directly to your customer before the order is placed. All employees and salespeople should know and understand the credit policy so they can communicate it to the customer. The best payment policy is getting *cash* with orders because the promotional products industry is a custom industry and the merchandise being sold cannot be resold. A credit policy should include payment terms as well as consequences for past-due payments.

5. Reevaluate your current commission structure. The standard industry commission split has traditionally been 50-50, where the company keeps 50 percent of the margin and the salesperson gets the other 50 percent. While many business owners will balk at changing the commission package for salespeople, a proper policy will not only provide excellent compensation to salespeople, but will also motivate them to sell more, solidify customer relationships and ensure that the company will cover overhead expenses and prosper financially. The industry

has changed since the 50-50 commission split was first implemented, so you should consider the advantages of changing your structure accordingly.

4. Assemble a board of advisors

(BOA). Often, when facing tough decisions, business owners struggle to find relevant advice. One of the most valuable resources business owners have is each other. A board of advisors is simply a group of trusted colleagues and/or friends whose opinions you value. A BOA can help with all sorts of issues from simple human resources questions to IT questions. One tip: When assembling the BOA, try to find people who have knowledge

in areas where you might be lacking. For example, if you hate computers, then find someone who is strong in IT. Once you have assembled the BOA make a schedule to meet quarterly and discuss the issues or decisions you have been struggling with. One question about the BOA that always arises is how to compensate them. Many colleagues will serve for no charge assuming the commitment does not become burdensome.

3. Write a policies and procedures manual

While it won't be your go-to book on your next vacation, a policies and procedures manual might just be the most important book you'll ever own. In the current legal and regulatory climate, it is necessary to have a guide that documents and defends both the actions of a company and its employees. The operative word is "guide." A good policy will not lock you into a rigid pattern of decision making. Rather, it will provide an outline for handling company issues as they arise. While premeditated control of all company decisions is unlikely, a framework for decision making in important or particularly problematic areas is necessary. A copy of the manual should be provided to every employee and a documentation of their receiving it should go on file. For a list of important items to include, see the sidebar.

2. Develop a succession plan. Lack of a plan is one of the most costly shortfalls we see in the industry. Whether your company consists of one or 1,000 employees, a succession plan is the best way to preserve and realize the value you have built in your company. Many people think a succession plan only addresses what to do when an owner decides he or she wants to retire. However, it can also address the development of talent and leadership skills within an organization. Effective and proactive succession planning not only sets an outline for future events, it defines the steps and strategies necessary to achieve company goals. Even in a situation where the company is sold to an outside party, most buyers want strong salespeople in place for a seamless transition. Because this type of plan takes time to cultivate, it is imperative to start the plan years before the transition actually takes place. If you are lost in where to get started, it is best to start by daydreaming. What do you envision for the future of your company? What practical steps can you take

to start to get there? Documentation, while the first step, is only the beginning of the process. Start with implementation of the goals and policies that will strengthen your company from the inside out. Not only will the company be better prepared for the future, but it will also be filled with motivated and well-rounded employees.

1. Consider non-compete and non-solicit agreements.

While sometimes controversial in the level of enforcement, a non-compete or non-solicit agreement can be one of the most important ways to protect your sales, trade secrets, good will and overall investment in employees. Many business owners question the validity or enforceability of the contracts. It is best to consult legal representation because laws vary from state to state, but the following factors are most often discussed when determining enforceability: length of time, geographic area, employee vs. contractor status, compensation for signing, overall restrictions and reasonableness of contract. Courts will look at these issues and how they relate to the overall protection of the employer's legitimate interests. Regardless of enforcement questions, there is no doubt that every company is better off executing non-compete and non-disclosure agreements with every employee on the date hired. **PPB**

Jamie Watson, CAS, BASI, is a financial analyst with Certified Marketing Consultants, Ltd., a PPAI business services member. She has been involved in various aspects of finance and accounting for more than 12 years and has provided consulting services for both supplier and distributor companies for more than seven years. Watson graduated magna cum laude with a Bachelor of Business Administration from Stetson University and earned her Masters of Accountancy from Manchester College. She qualified as a CPA in the state of Indiana where she worked for the regional accounting firm of Alerding & Co., LLC before joining the promotional products industry.

POLICIES AND PROCEDURES MANUAL: WHAT TO INCLUDE

1. Company Mission Statement

2. Sales Policies

- Sales order completion
- Artwork procedures/cost
- Extra charges
- Order changes
- Credit policy/terms
- Preferred suppliers
- Gross profit percentage requirements
- Commission policy

3. Accounting Policies and Procedures

- Internal controls
- Management report /frequency
- Reporting frequency
- Bank requirements/reporting
- Government requirements/reporting

4. IT Policies and Procedures

- Routine backups
- Obsolescence policy for computers
- Software types and updates
- Key internal and external contacts

5. Employee Policies

- Compensation
- Standards of conduct
- Non-disclosure agreements
- Work schedules
- General employment information
- Safety and security
- Employee benefits
- Employee leave policies

VANTAGE

Hundreds Of Products
Award-Winning Decoration
Endless Possibilities

ALL IN ONE PLACE



On her - style 3471
On him - style 7327



Browse the entire collection on
vantageapparel.com or call for
your catalog today! 800-221-0020

vantageapparel.com

GROW

MARKET TO MARKET

RING UP RETAIL SUCCESS

IN-STORE PROMOTIONS AND
CUSTOMER LOYALTY PROGRAMS
ARE THE TIP OF THE RETAIL INDUSTRY
ICEBERG. **By Jen Alexander**

THE RETAIL SECTOR IS ALL ABOUT products, and many of those products carry brand messages and brand names, so how can you add promotional products to the mix without muddying the waters? The best way seems to be to focus on the programs that will help retailers boost their bottom lines while ensuring ongoing customer loyalty and motivating the workforce.

Employee motivation, according to consulting firm The Retail Management Advisors, is about increasing employee performance or motivating for higher performance. To be effective, it requires daily or monthly attention. For this reason, in-store competitions, collaborative idea generation opportunities and rewards programs are ideal.

Though monetary rewards for performance-based programs seem ideal on the surface, RMA advises that more isn't necessarily better; how the award is applied is what matters. Additionally, any criteria for such a program should be distinctly related to the participants' unique areas of responsibility. If a companywide program is implemented, make an effort to tailor the plan to each unique store and its employee base.

Where customers are key, brand recognition and loyalty programs can create remarkable returns. Focusing on relationships not only helps bring customers into the fold of a loyalty program but also helps keep them engaged in the program throughout its life cycle. Moving beyond a simple "points for participation" model and toward engaging loyalty-program members across multiple channels creates a community for consumers that allows for real-time interaction and feedback with a brand.

This community, in turn, helps consumers reveal their personal preferences and gain the access to exclusive products and experiences they desire, in exchange for their brand loyalty. The



2014 Brand Loyalty Report from Bond Brand Loyalty, a loyalty program services company under the Maritz (UPIC: MARI0002) family of brands, offers the following best practices for creating a successful program:

Identify goals. Help retail clients determine what they want to accomplish with the program. Make sure it embraces a strategy that be used to drive results.

Evaluate existing programs. Does a retailer have a program that needs revamping, or one that needs to be shuttered in favor of a new approach? Look for components that have resonated with end users, and keep them on the table for future program incorporation.

Understand customer expectations. Retail clients should identify customer values and seek a program that is based on those values. Successful loyalty strategies will be built around delivering on those values.

Execute—and listen. A new program is only successful when retail clients listen carefully to customer feedback. Keep track of likes and dislikes on an ongoing basis.

Revise and personalize. Use customer feedback to regularly revise and revamp a retail client's loyalty program. Consider incorporating one-to-one messages and personalized offers so users truly believe the brand is attentive to their individual preferences.

Jen Alexander is an associate editor for PPB.

35 How To Grab More Sales SALES

38 Hiring For Keeps MANAGEMENT

40 Scripted For Success EDITOR'S PICKS

46 The Power Of Partners FEATURE

How do promotional products break into the retail scene?

These suppliers discuss products they believe can help promotional consultants make inroads with retail clients.

David Miller, Chocolate Inn/Taylor & Grant

THE COMPANY THAT MAKES its name in custom confectionery—embossed chocolate bars and artfully designed truffles, for example—saw the earning potential for the popular custom direct-printed M&M's®, says David Miller, president of Chocolate Inn/Taylor & Grant (UPIC: CHOCINN) in Freeport, New York.

The demand is high for this type of product, he says, but the promotional channels for procuring them are limited. So the supplier decided to

sweeten its own offerings with an exclusive imprinted chocolate candy.

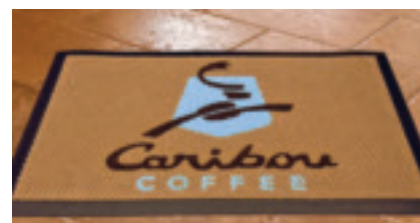
"We knew we could not use conventional printing technologies given the small size, low net weight and rounded shape of the piece. So we sourced equipment, programmed it and then developed various ways of printing on our own custom chocolate buttons and, eventually, other items," says Miller. "As a result, we now have an entirely proprietary process."

Printed chocolate buttons were first off the line, and Chocolate Inn is making plans to roll out additional printed products such as gumballs and Chewy Sprees® fruit-flavored candy discs. Beloved classic sweets hold universal appeal, and the end users in retail environments are likely to find at least one favorite among custom imprinted candies like those being created by Chocolate Inn.

David Rones, PromoMatting By Americo

SOMETIMES THE BIGGEST IDEAS are right at your feet, and David Rones believes the biggest promotional opportunities lie there as well. As division president of Cartersville, Georgia-based PromoMatting (UPIC: AMERICO), Rones is building business for himself, his clients and their clients from the floor up.

"The marketing and advertising landscape has undergone substantial changes in the past 10 years," says



Rones. "With the rapid increase in digital and social-media outlets, more companies and brands are fighting for their customers' attention. Floor-based advertising is a relatively new trend, but its potential is drawing attention."

Rones cites research that shows purchasing decisions are overwhelmingly made inside the store during or just before the time of purchase. The floor, he says, is an uncluttered canvas for promotional ideas. "As sales climb, retailers are able to generate additional advertising revenue by selling their floor space to brands as an 'indoor billboard,'" he explains.

Cost-effectiveness is another appealing quality of promotional floor mats, says Rones. A full-page ad in the *Wall Street Journal* costs \$225 per impression (CPM); a 30-second prime-time TV spot, \$17 CPM; a one-page full-color ad in a top-20 magazine, \$9.35 CPM. "But the CPM on the average promotional floor mat is between 11 and 23 cents, depending on store traffic," he says. "Spending more does not equate to earning more. Getting the greatest return for your marketing dollars should always be the priority."



MARKET TO MARKET

Products That Perk Up Retail Client Programs



The **JAFFA®** by **BIC Graphic trophy cup** is a gleaming way to recognize outstanding employees. Gold, silver and mixed metal are enhanced with britePix® decorating technology for ultimate personalization. **BIC Graphic USA** *UPIC: BIC* www.bic.com

Recipients can take a brand's message 'to go' in a 16-ounce **Tube Tumbler Hot and Cold gift set**.

The tumbler features durable, double-wall construction that prevents condensation for cold drinks and keeps hot drinks toasty. The gift set comes in a retail-ready gift box and includes a hot-drink lid and a lid-straw combo for cold drinks. **Gold Bond, Inc.** *UPIC: GOLD0008* www.goldbondinc.com



Gift a busy retail executive with a **Royce Freedom Wallet**, a leather wallet with RFID blocking material and GPS technology that allows users to track the wallet's location using a mobile app. The fashionable and functional wallet is available in men's and women's styles. **Royce Leather/Emporium Leather Co., Inc.** *UPIC: royce* www.royceleathergifts.com

Keep the message working all year long with a **calendar desk pad** that also offers space for jotting notes and reminders. Julian dates and contractor dates, as well as a free 13th month are included. Company logo and information are printed in designated imprint areas in one standard color. **Drum-Line** *UPIC: DRUMLINE* www.drum-line.com



Retail Partnership In Action

DISTRIBUTOR INNERWORKINGS, INC. (UPIC: corpedge) in Chicago, Illinois, partnered with Energizer earlier this year to develop a standardized print management program for Energizer's promotional merchandising displays and to assume management of the company's permanent merchandising display program. Additionally, InnerWorkings will employ its multi-currency, multi-language tech platform to facilitate materials ordering and purchasing as well as reporting for Energizer's brand and retail teams.

Source: Innerworkings, Inc.

CASE STUDY

Chocolate Wrappers Sweeten Furniture Sales

A furniture distributor wanted to increase holiday sales, so it ordered 50,000 molded chocolate bars featuring the company logo on the outside wrapper.

The inside of each wrapper was printed with an instant discount coupon for either five percent, 10 percent or 20 percent off an entire purchase. The bars were shipped to each store location and the promotion was advertised in local newspapers prior to the weekend sale.

As a result, floor traffic at the distributor's locations increased significantly over the same period the previous year, resulting in a sales increase for all locations.

Source: Chocolate Inn/Taylor & Grant



Custom Wine Bottles Toast A Storied Brand's Major Player



AFTER HAVING DONE A SERIES of custom etched wine bottles for the New York Yankees, supplier A+ Wine Designs (UPIC: WINE0001) in San Diego, California, was asked to create commemorative bottles celebrating Derek Jeter Day. The company created 150 magnum bottles to be given to current and past players and special guests of the ball club.

Though the initial shipment was for Cabernet Sauvignon, a quick call to A+ alerted them to the slugger's preferred grape, Pinot noir. The supplier was able to source a bottle from a vineyard in Oregon's Willamette Valley; additionally, the bottle was made more unique with the addition of the Yankees frieze on the front, while the commemorative Derek Jeter logo was applied to the reverse.

After the event, a photographer from the New York Post spotted Derek Jeter with his girlfriend returning home from the stadium with the special bottle in hand.

Source: A + Wine Designs



Outdoor retailers have loyalty campaigns covered with a **Game Guard camo cap**. Made of comfy cotton twill, the structured cap has a mid-profile, six-panel design with a pre-curved visor and matching camo undervisor. A slide buckle closure ensures a perfect fit. **Kati Sportcap**
UPIC: KATI www.katisportcap.com

The metallic finish on the **Uno travel cup** ensures a lasting impression in a trendsetting style. Great for giving as "thank-you" gifts to loyal customers and enthusiastic employees. **Crown Products, Inc.**
UPIC: CROWNPRO www.crownprod.com



Embrace the outdoorsman with a **Camo beverage cooler**. In either 12-can or 24-can capacities, this soft-sided cooler features PEVA heat-sealed lining, a zipper closure and an adjustable shoulder strap. The 12-can option includes a fold-up dual cup holder with hook-and-loop closure. **Logomark, Inc.**
UPIC: logomark www.logomark.com

Inspired by retail settings, this **custom-design gift calendar** boasts a masthead imprint that allows users to tuck each month securely, and the flood gloss aqueous coating protects and shows off vibrant images. **TruArt Advertising Calendars** www.truart.com





MARKET TO MARKET

Outfit rewards programs with the **Zara stylized jacket** and **Vivian pants**. The jacket features contrasting panels, invisible pockets and hidden thumbholes in the cuff seam. Choose from black/mosaic grey, black/mosaic blue and tangerine/mosaic gray. The pants are equally stylish and comfy, with a high percentage of Spandex for ultimate fit and nylon for a silky feel. Choose from black, tangerine mosaic blue or mosaic gray. **Brandwear** UPIC: brndwear www.brandwear.ca

Magnetic Kolder Kaddy Neoprene coolies are great for employees and customers who love their games with a cold beverage. The magnet keeps the coolie in place during raucous tailgates and rowdy backyard barbecues. Choose from dozens of Neoprene colors, including spring and fall camo patterns. **Numo** UPIC: NUMO0001 www.numomfg.com



Stimulate thinking and creativity among retail leadership with a custom-labeled container of **Thinking Putty**. Choose from three tin sizes, more than 30 stock colors and PMS capabilities, and eight unique styles—including premium super magnetic and super illusion putties.

Crazy Aaron's Puttyworld UPIC: Putty www.puttyforpromos.com 



Sneak Peek!

New Products for 2015

Please visit us at...

ASI ORLANDO—BOOTH 2556 • PPAI EXPO—BOOTH 1423 • ASI DALLAS—BOOTH 1048
and let us introduce you to our exciting selection of new bags.



ROYALÉ MESH PANEL TOTE



ROUNDER TOTE



TRANSPORT CARRY-ALL

bagmakersinc.com • 800-458-9031 • fax 800-458-9023

asi/37940 • PPAI 111408 • SAGE 50422



HOW TO GRAB MORE SALES

FRESH IDEAS FOR SALES PROMOTION PROGRAMS
Second in a two-part series

BY DANETTE GOSSETT

WHEN I STARTED Gossett Marketing 22 years ago, my focus was on designing custom products and incorporating them into sales promotion programs. My prior experience had been in the advertising and corporate marketing world and I had done a number of very successful sales promotions. I thought it would be a great niche. And, while I had some success, those of you who are familiar with the custom product world know that production times can be quite lengthy. So my revenue looked like a rollercoaster with continuous ups and downs.

As time went on I developed a small group of consistent clients but soon realized that to have long-term success I would need to expand my services. Luckily, at about the same time, my clients started to ask, “Can you help me with a giveaway for a trade show?” or “Can you find me a turn-down gift for a convention group?” Of course I said yes and joined the wonderful world of being a promotional products distributor.

But, given my marketing background, I wasn’t satisfied to approach

promotional products like everyone else seemed to be doing at the time. I was shocked when I would walk into clients' offices and they would have a stack of product catalogs next to their desks. Why? Searching for products was not their job. Was it? I wanted to understand their needs, their markets and their expectations so that I could provide meaningful suggestions.

And yet, clients would call and say, "I need a thousand throw-away items for a trade show," Really? You just want them to throw

them away? So I usually responded, "If you just want them to be thrown away, why not just give me the money and we'll pretend you did something." That of course always gave them pause. And it would provide me with the opportunity to educate them on the value that the right promotional product could bring to their business.

You see, everything my clients do needs to extend their brand image no matter how small they believe the event or opportunity to be.

Using Golf To Build Business In Any Season

Just because golf season has ended in most parts of the country doesn't mean you can't still use the game to strengthen your business.

Here are some tips from Joan Cavanaugh, founder and CEO of New York City-based Boardroom Golf and a contributing author of the Executive Women's Golf Association Foundation book, *Teeing Up for Success*, on how to use golf for power, position and profit in any season.

1. Let them know you play. Have a golf photo or trophy in your office.

Make your putter a stationary object near your desk for practice moments between work sessions. Send a Monday morning email or social media message with a review of the golf course you played on the weekend. Watch the PGA and LPGA tour players on Sunday afternoon and use the results of the game as conversation starters.

2. Build your golfing network. Start preparing a list of golfers: those in your company, industry colleagues, potential clients, your social connections and especially those who are members of golf or country clubs. Attend a charity golf tournament and leave with a handful of business cards from business golfers. Become involved in community activities beyond the scope of your business, which may lead to new areas of golf contacts.

3. Add golf to your business development plans. Identify the annual tournaments when you can reach your target customers and get involved. Volunteer to be on the planning committee. Become an early sponsor and your company will be recognized for many months of promotion before the event, as well as on the day of the tournament. Not ready to play? Volunteer at the registration table and meet all the golfers attending. Buy a ticket to the awards dinner and cocktail party at the charity event.

Your goal is to leverage your contacts into a business relationship that can be solidified on the golf course. Use the winter months to build your business golf strategy and keep the dialogue going. Soon, your contacts will introduce you as a golfer to new clients and prospects and it will be time again to be teeing up for success.

*Pam Swensen is CEO of the Executive Women's Golf Association (EWGA), an international organization with chapters in more than 120 cities throughout the United States, Bermuda, Canada, Italy and South Africa. www.ewga.com. She is a co-author of the book *Teeing Up for Success: Insights and Inspiration from Extraordinary Women*. This article first appeared in the St. Louis Business Journal.*

Last month's part one of this series reviewed the how-to's of developing a sales promotion and shared ways you can become an even more valuable partner to your clients. As a reminder, a sales promotion, by definition, is a short-term incentive to encourage and offer the customer a reason to buy today versus at a later date. Of course, promotional products are a key component of many sales promotion programs. So, becoming the sales promotion expert for your clients isn't that difficult and will give you an opportunity to consistently bring them new ideas and ways to promote their brand to their customers and prospects.

How can a promotional item further help your clients get their customers to take action now?

Some of the examples shared last month included value-added promotions, surprise gift rewards and social media efforts.

This article will take a more in-depth look at some of the other sales promotion approaches so you can judge for yourself how easy it is to grow your sales while helping your clients grab more short-term sales with sales promotions.

Gift With Purchase

We all love getting something for free. I'm sure you've had this situation: You are interested in a particular product or service, but can't decide which one to buy. Then you see the magic words: "Free gift with purchase." That tips the scale by making you feel the potential risk of choosing that product or service is definitely worth the reward because of the promise of a free gift.

We've all experienced the big brands that offer a free gift with purchase. Think about the department store cosmetic counter offers. How many free cosmetic or utility bags have you received for purchasing a specific make-up or aftershave? I know I have many. You may think you don't have any clients who are convinced that a gift with purchase would work for their market, but you will if you position it to them as a means to increase their sales now.

Looking for a potential market for the gift with purchase idea? Think about all the different types of travel-related businesses in your area: travel agents, hotels, rental cars, resorts and more. A gift with purchase in that market works in this way: Book with the



local travel agent and get a free travel wallet; book a resort stay and get a free beach bag, or book a cruise and get a free robe. I used the latter promotion recently to introduce a new itinerary for a cruise line and my client got a tremendous response.

A Thank-You Gift

An alternative is to give a gift as a thank-you for a donation. Think about all the nonprofits in your community that are trying to raise money. I attended a luncheon recently to honor some of our area nonprofits and was amazed at how many organizations serving the community were unfamiliar to me.

How many times have you donated to a worthy cause and received a free t-shirt or tote bag? I recently donated to a cause not expecting anything in return, and lo and behold a week later I received a portable water dish for my pet (it was a pet rescue charity). This charity used the thank-you gift as an opportunity to ask for another donation and tell a story about a specific need. So the “gift” was a means of contacting me again with the hope that I would respond to their plea for more donations (I did).

Not only are nonprofits a good target for donation thank-you gifts, but at this particular event, most of the nonprofits had a tabletop filled with logoed items that they gave out to remind attendees of their needs after the event. It was an excellent way to target donations.

Joint Promotions

You can also take the gift-with-purchase idea another step further. What about combining two of your non-competing clients for a joint promotion? Maybe you have a bookstore and a cookware shop as clients. Customers who buy a cookbook at the bookstore can get a free basting brush with the cookware shop’s logo. Likewise, those shopping at the cookware shop could get a bookstore-branded journal to catalog their recipes. It’s a win-win. And of course, each shop would promote the other for all sales with something as simple as a self-standing counter card.

Another example of a joint promotion is a local car dealership partnering with a local entertainment attraction. The promotion could be as simple as an offer to test drive a

new car and get free or discounted tickets to the attraction, plus a free cap, tote or something else relevant for use at the attraction. Both companies would advertise the promotion.

Our state fair recently held a similar promotion, and a friend of mine decided he wanted to take a group of kids to the fair. With the discount offered, it was worth his while to go to the car dealer for a test drive. Amazingly, he decided to trade in his car and get a new one on the spot. Granted, you don’t always get such an immediate result, but it does happen.

As you can see, a “free” promotional gift with a purchase or a donation can be used in quite a variety of sales promotions.

Sweepstakes Promotion

Another effective sales promotion you can explore is running a sweepstakes. Yes, you need to be careful with the rules and regulations, but a sweepstakes is an excellent way to get your client’s branded promotional products into the hands of potential customers. In a sweepstakes, prizes are given by the luck of the draw from those who participate, and participants have to do something to win.

As I said earlier, people love getting something for free, and research suggests that combining a higher-valued prize with multiple lower-valued prizes brings in a larger number of participants. You could offer the free use of a new car for a year as the grand prize, and have 100 free trunk organizers or auto safety kits as second prizes and 100 valet key chains as third prizes. This kind of promotion not only appeals to car dealers but to car repair shops and tire stores, too. This type of promotion attracts high interest among customers because they believe they have a greater chance to win something than if only a grand prize is offered.

A sweepstakes can work for most businesses, think spas, resorts, plumbers, tire shops, home design or gift shops, cookware shops, pet stores or just about any retail operation. For example, the spa could offer a free massage a month for a year as the grand prize and then give a branded hand massager or stress relieving mask as the secondary prize.

For a service-oriented business such as a plumbing company or home design company, an example is to offer a bedroom or bathroom makeover as the grand prize and a picture

frame or scented candle tin to second-prize winners. Again, the intent is to get increased awareness of your client among new potential customers.

Use Of Social Media In Sales Promotion Programs

With social media being used by so many businesses today, it easy to add a sweepstakes promotion to their efforts to increase the company’s interaction with their existing customers and to gather information on potential new customers (must provide certain information to enter the sweepstakes). Remember the pet charity that I contributed to and how they sent me a thank-you gift with another request to donate? Well, think about your clients sending a thank-you for entering the sweepstakes—maybe a postcard with magnet attached—the magnet offers a discount if they come in within the next 30 days as a follow-up to the sweepstakes. Again, a win-win. Even though the prospects didn’t win the grand prize or even the secondary prize, they may very well come in for a discounted product or service. And hopefully, your client will now have a new long-term customer.

As you can see, it’s not hard to get those creative juices flowing and come up with more ideas for your clients that use more promotional products and increase their sales and yours now. **PPB**

Danette Gossett is president/CEO of Gossett Marketing Communications, Inc., (UPIC: GOSSETT) in Coconut Grove, Florida, and is co-founder of Promotions Resource LLC, a marketing resource network, and co-author of the new book *Transform* with best-selling author, speaker and trainer Brian Tracy. She has won numerous awards including a PPAI Bronze Technology Award for Best Blog and a recent Quilly Award from the National Academy of Best Selling Authors for *Transform*. Follow her on Twitter at @Marketngtbits and @SalesPromoOrg.



MANAGEMENT

Q&A WITH CLAUDIA ST. JOHN



Send your human resources-related questions for Claudia St. John to ppb@ppai.org. Select questions will be answered in future issues.

Q. I strongly dislike smoking. Can I refuse to hire someone just because they smoke?

Smoking is not a protected activity and smokers are not considered a protected class. So, yes, you could in theory refuse to hire smokers. That said, we caution our clients against denying employment for non-work related reasons, particularly if doing so means you will be less likely to hire someone who is protected by the Equal Employment Opportunity Commission (EEOC). In addition, there are many states and locations that prohibit employers from banning smokers from employment (see the American Lung Association's Tobacco Policy Project for a list of states).

Instead, we recommend our clients maintain a strong smoke-free workplace policy and

Continued On Next Page



HIRING FOR KEEPS

IT'S EASY TO MAKE THE WRONG HIRE. FOLLOW THESE 10 STEPS TO GET IT RIGHT.

BY CLAUDIA ST. JOHN, SPHR

THESE DAYS, in-house recruiting has never been easier. It used to be that an employer's only good option was to use expensive professional recruiters who could access their proprietary lists of candidates. Now, qualified candidates are a keystroke away. That said, simply having access to these resources does not mean that businesses are improving their success in finding A-level candidates. What they are realizing is that sourcing top talent is still quite labor intensive and making the wrong hire is still far too easy to do.

Following these tangible steps can vastly improve your chances of success:

attracting candidates who are best suited for the job.

1. Be clear about the position. Before you post a position, take the time up front to understand the position for which you are recruiting, including all responsibilities and tasks associated with the job. More often than not, our clients discover that the top task they are focusing on in their hiring efforts is not the one that takes the most time. If you are clearer about the requirements of the position, you will have a much better chance of

2. Research your job board options.

There are dozens and dozens of job boards out there. Take some time to research the best place to post your position. Before you spend money on the big boards such as Monster.com or CareerBuilder.com, consider a more targeted approach. Ask industry colleagues where they have found success. For sales and professional positions, LinkedIn can be a gold mine, and often there are

industry-specific LinkedIn groups that have free job boards. Bottom line: research all of your job board options and be strategic about where you post your position.

3. Consider outsourcing the legwork.

If you have an idea of where you might source your talent but are uncomfortable cold-calling them yourself, consider hiring someone such as a friend, an intern or consultant to make those calls for you. All your headhunter-for-hire will require is a list of potential candidates' phone numbers, a clear understanding of what you're looking for and a professional manner.

4. Structure your screening.

At Affinity HR, we look at every contact with a candidate as part of the screening process, including how responsive the candidate is in following up and how well written his or her e-mail is. If it takes a long time for your candidates to respond or if their cover letter is poorly written, take that into consideration when screening them.

5. Test, test, test. From the National Football League to Xerox, organizations of every size and across every industry are adding behavioral testing as part of the recruitment process. The reason behind this surge in testing is simple—more often than not, employees fail not because of aptitude but because of attitude. We recommend that behavioral testing account for one-third of your hiring decision, with the other two-thirds being the candidate's experience and his or her interview performance, respectively.


6. Use behavioral interview questions. When you find yourself face-to-face with your candidate, *how* you ask your questions can be as impactful as *what* you ask. We recommend you ask behavioral questions because the best predictor of how the candidate will perform in the future is how they have performed in the past. Behavioral interview questions focus on what the candidate has done in previous jobs or situations. Start your questions with something such as: "Tell me about a time when ..."

7. Use group interviews. We are strong proponents of group interviews that include at least two interviewers in each session. By using group interviews, everyone is able to listen, observe, think and talk. And unlike a typical interview process where the candidate is shuttled from one office to another for one-on-one interviews, group sessions give everyone on the interview team the opportunity to observe the same response and reaction.

8. Structure your questions in advance. When using a group interview format, it's best to decide in advance who will ask what questions. If one person is going to ask operational questions, someone else can ask about customer service and yet another can focus on sales. Once you decide on the areas of inquiry, ask your questions in a behavioral interview style (see tip No. 6) and try to ask the same question of every candidate so that you can compare apples to apples.

9. Avoid bias. When evaluating your candidates, it is natural to pick someone because they are likeable or shared many things in common with you. It is also natural to disfavor a candidate because they don't share your personal preferences or remind you of someone you dislike. These prejudices are natural, but they can be detrimental to finding a qualified candidate. Our best advice: Stick to your job description and evaluate your candidates only on what is contained in the description.

10. If you're not excited, don't hire.

If you don't like your pool of candidates, start over. Too often we see hiring managers select the best candidate in a pool of unqualified candidates simply because they are overly anxious to get a warm body to fill a position. 

Claudia St. John, SPHR, is president of Affinity HR Group, LLC, PPAI's affiliated human resources partner. Affinity HR Group specializes in providing human resources assistance to associations such as PPAI and their member companies. www.affinityHRgroup.com.



Continued From Previous Page

offer smoking cessation programs to existing employees.

Q. We pay our temporary help on a piece-rate basis. We calculate the amount of work they should be able to process in a one-hour period and pay them the equivalent of minimum wage for that work. If the employee performs less than the required work, is it okay to pay them less than the minimum wage for that work?

No, for most non-exempt positions you must ensure that the employee is earning minimum wage. In addition, you also need to make sure the employee is paid time-and-a-half for all time worked over 40 hours in a work week. Therefore, you will need to keep track of the employees' time and ensure that they don't earn less than the minimum wage in your state.

Q. We have a salaried, exempt employee who has been coming in late and leaving early. Can we dock her pay for the hours she has missed?

No. Exempt employees are exempt from the Fair Labor Standards Act (FLSA) and therefore are not paid by the hour but are paid based on the annual salary to which you have agreed. As a result, you cannot dock pay except in limited instances (such as full work weeks in which the employee didn't work or full workdays when the employee was out sick, etc.). Partial-day deductions for a couple of hours within a workday, are not allowed.

Instead, you should treat her tardiness and early absences as part of a disciplinary action, subject to your progressive discipline practices.

EDITOR'S PICKS

By Jen Alexander

Scripted For Success

WRITING INSTRUMENTS CRAFT AND CARRY MESSAGES WITH EQUAL EASE.

AT ITS MOST BASIC LEVEL, the writing instrument does what it claims to do—it writes. But as communication delivery systems have moved from clay and papyrus to paper tablets and now to digital, writing instruments have been dipped in the innovation inkwell time and again to keep up with the changes.

Pens now come with USB drives. They also come with ergonomic barrels, LED lights and, if one forward-thinking design comes to fruition, color-scanning technology to change the shade of ink. And speaking of ink, the options available today include custom color, erasable ink and even laser 'ink.' In all, pens attract attention for their futuristic functionality as well as for their morphing aesthetics.

Pencils, on the other hand, offer users the same firm grip on nostalgia and reliability as they have for decades. The humble pencil receives rapt attention from Indianapolis, Indiana-based supplier The Bencil Company (UPIC: BENTCIL), which manufactures its shapely pencils entirely in the U.S.

The company has developed coatings that accommodate the unique heat-bending process, says President Tom Killion. "We require a paint that will stretch ... we also have perfected paints in metallic finishes and color finishes."

The process of shaping pencils with graphite inside is proprietary, adds Killion, but in summary it allows the lead core to bend without breaking during the process.

Of course, pens have overtaken pencils in the supplier's sales corner, says Killion. "In the beginning—30 years ago—it was all pencils," he says. Today Bencil produces 90 percent more pens than pencils.

It has responded to the demand by creating and patenting a unique process to help its particular styles stand out over others.

The process of creating the "billboard" style top of an Inkbend pen reflects advancements in plastics, adhesions, laminates and printing technology, all of which have added to the complexity of the pen's manufacture.

Writing instruments remain the second largest promotional products distributor sales category, according to research from PPAI. Pens, pencils, markers and highlighters are the stars of this segment, which made up 10.42 percent of total product sales that reached \$19.8 billion in 2013, the most recent year for which data has been collected.



Write Up Orders Galore With These Options

1



2



1. Gift a cherished employee with a **smart LED pen with stylus** which features a high-quality mesh stylus and an LED light at the tip. Present it in the included gift box in a show of stylish gratitude. **Gold Bond, Inc.**
UPIC: GOLD0008
www.goldbondinc.com

2. The **Pocket Tec space pen** is built with the same classic

features as the original space pen such as a sealed, pressurized ink cartridge that enables users to write over grease spots, upside down and underwater. The sleek anodized bright finish of this cap-off pen comes in five shades: blue, red, orange, black and silver. **Fisher Space Pen**
UPIC: FISHE837
www.FSPpromos.com

Penning Promotional Success

VALERIE HAYMAN SKLAR, CAS, president of distributor AIA/Corporate Specialties LLC in Detroit, Michigan, could probably write a book about adding writing instruments to promotions. Instead, she blogs about it. Read on for tips on helping clients see the value of writing instruments in promotional campaigns.



Pens are universal, useful and effective. They suit audiences of all ages and demographics, they are indispensable tools of learning and business, and they carry virtually any message for as long as they can be used.

Pens make writing more attractive. Cursive writing may no longer be on the list of required skills taught in schools, but 89 percent of adults and children still think knowing how to write in cursive is important. What's a signature without flowing curves and flourishes? What's more, scientists are learning that cursive helps build cognitive development in the area of functional specialization—helping writers learn by integrating sensation, movement control and thinking.

Pens help celebrate national holidays. At least one, anyway. January 23 is National Handwriting Day, and there's no better way to celebrate than with promotional writing instruments.



Pens bring people together. Want others to support their communities by shopping locally? It's as easy as offering branded writing instruments to customers. Branded pens bring people back to their favorite lunch spots and remind them where to pick up their dry cleaning.

Source: corpspecblog.com

EDITOR'S PICKS



"I bought a \$7 pen because I always lose pens and I got sick of not caring."

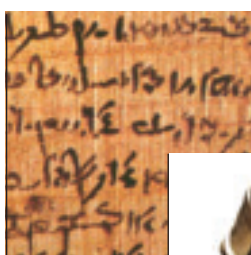
—Mitch Hedberg



3



Pen Progression



4,000 B.C.

Early scribes craft writing instruments from hollow straws or reeds filled with liquid to lay down the rules on papyrus.



500 B.C.

Writers reach for bird feathers, whose porous shafts can soak up ink, and cut the tips to ensure application on writing surfaces. Quill pens remain the go-to instrument for the literate for centuries.



1800s

Steel nibs are invented to help prevent excessive bleeding and smearing on paper; blotting paper becomes the pen's wingman.



VINTAGE PEN COLLECTIBLES

1883

Insurance salesman L.E. Waterman is inspired (or aggravated) to make a self-contained ink pen after an incident with a traditional pen-inkwell combination ruins a sale. Waterman applies capillary attraction to his design, which helps ensure ink hits the paper in a uniform flow. The first practical fountain pen is born—and patented a few months later.



1888

The first patent for a ballpoint pen is granted to a designer who used it to mark leather fabric. This patent, along with a second one issued in 1916, lapses without improvement renewal.



1939

Ballpoint pens receive renewed attention by World War II pilots, who notice the pens don't leak at high altitudes.



PENTOOILING.COM

1945

Milton Reynolds introduces a ballpoint pen containing heavy gelatin ink. It sells well, despite its \$10 price tag and clunky operation, thanks in part to the slogan: "It writes under water." By the 1960s competition forces the price tag for ballpoints down to 60 cents, and the Reynolds pen has gone the way of the quill as smoother versions emerge.



"I gave her
my heart ...
she gave me
a pen."

—Lloyd Dobler,
Say Anything

S. BUKLEY/SHUTTERSTOCK

4



5



3. Say 'thank you' to supporters with a stylus classic pen and vibrant **LED flashlight key ring**. The gift set comes in ruby red, graphite gray or sapphire blue and is packaged in a gift box. Choose from blue or black ink. **ADG Promotional Products**
UPIC: ADGPROMO
www.adgpromo.com

Shed light on great writing with a **Lite Fusion Twist pen and LED light**. The pen features a contoured comfort grip and a barrel in blue, graphite gray, green and red. Customize the pen with LaserSharp™ engraving, and fill it with black or blue Ink. **ADG Promotional Products**
UPIC: ADGPROMO
www.adgpromo.com

Add some West Coast cool with a **Malibu Classic pen**. The oval grip pads ensure a good grasp, and the barrel's metallic-look color options are accented with black. Choose from brown, burgundy, lime green, purple or topaz. **ADG Promotional Products** *UPIC: ADGPROMO*
www.adgpromo.com

4. Dress up note-taking with **Aurora Ipsilon rollerball and ballpoint high-resin pens**, each dressed in gold trim and with cap-click operation. Engrave the barrel for personalization and color-fill to match the trim. **Kenro Industries** *UPIC: KEND8832*
www.kenroindustries.com

5. Promotions pop with a **Jewel stylus pen** in one of six bright colors, with chrome accents and a built-in, soft-touch stylus. The twist-action retractable ballpoint provides a large imprint area for a one-color logo. **Norwood Promotional Products**
UPIC: NORWOOD
www.norwood.com



Why Pencils Are Yellow

FOR A TIME, THE BEST GRAPHITE in the world was mined in China. American pencil makers in the 1800s wanted their customers to know they were receiving the highest quality pencils. The color yellow symbolized royalty and respect in Chinese culture, and pencil manufacturers sought to communicate this 'regal' message to consumers.

Of course, at least one European manufacturer disputed this tale, claiming to have been the first to sell yellow pencils sans Chinese lore. Czech company Koh-i-Noor Hardtmuth, established in 1790, patented and produced a durable clay-graphite lead for its pencils, and displayed a yellow cedar-wood version at the 1889 World's Fair in Paris.

EDITOR'S PICKS



6. An icon comes to life on the **BIC® Emblem pen**. The design features the BIC Boy image molded into metal rivets on both sides of a contoured barrel, which has a rubber grip and chrome-plated accents. Promote any brand with a large, two-color imprint on the barrel and a one-color imprint on the clip. **BIC Graphic USA** *UPIC: BIC* www.bic.com

7. Better to give them the whole package when it's from the **Bettoni Custom Collection**. Comprised of stylus pens, pens, pencils, letter openers and magnifiers, each comes with an optional unique, custom mold on the cap or the barrel, and free ink refills for the life of the product. **Logomark, Inc.** *UPIC: logomark*

8. Tackle three tasks at once with a **Stylus Light pen**. A pen, stylus and flashlight in one, this piece comes in red or black and is filled with black ink. **Beacon Promotions, Inc.** *UPIC: BEACONP* www.beaconpromotions.com

9. The **Fair Isle Winter Collection** ballpoint pen is inspired by comfy and warm knit sweaters. The high-shine barrel showcases a Fair Isle design on the bottom barrel and has chrome accents. The pen features a retractable twist-action mechanism, a black ballpoint ink cartridge and it comes in a coordinating gift bag. **Leed's** *UPIC: LEEDS* www.leedsworld.com

10. Art Deco-inspired lines and etched chrome accents identify the **Estillo stylus pen** as a timeless gift. Choose from blue, black, red or pewter enamels for the barrel. **Hub Pen Company** *UPIC: HUBPEN* www.hubpen.com

11. The brands are bigger on a **Vision Touch stylus pen**, which displays the largest four-color process imprint of any stylus pen on the market. The vivid imprint is highlighted by bright chrome trim and textural rubber grip. Eversmooth™ ink gives a smooth, gel-like writing experience with all the benefits of a ballpoint. **Goldstar** *UPIC: GLDSTAR* www.goldstarasi.com **PPB**

Jen Alexander is an associate editor for PPB.

More Than A Pencil...

WHEN HE'S NOT REMODELING homes, Brazilian-born carpenter Dalton Ghetti sculpts minute masterpieces out of pencils. Ghetti has been crafting detailed pieces from graphite cores for nearly 30 years.

Credit: Dalton Ghetti



10



11



What's Old Is New Again

RECENTLY, PEN DESIGNERS HAVE BEGUN pitching 'ink-free' pens with metal alloy tips that leave light impressions when they touch paper, similar to pencil markings. But the ancient Roman stylus is the earliest known of such instrument, employing a thin piece of metal to 'write' on papyrus.

Historic Notes On The Pencil

1564 – Graphite is discovered in Borrowdale, England. Better for marking than lead, but more brittle, graphite requires a 'holder' to protect it. Early pencils are graphite cores wrapped in string.



1662 – Germany begins to mass-produce graphite sticks for writing. Faber-Castell, Lyra, Staedtler and other companies help usher pencil production into the 18th century.

1699 – The Italians encase graphite sticks in wood, crafting the first "pencil".

1795 – The French mix graphite with clay to make a sturdier core for wood-encased writing tools.



1812 – After being cut off from imports during the war with England, Americans are thankful for cabinet-maker William Monroe, who crafts

the new nation's first domestically-made pencils. At the end of the century, Joseph Dixon Crucible Company (now industry member Dixon-Ticonderoga) and other manufacturers launch the U.S. pencil boom. The 1890s saw a shift from natural-wood casings to painted, imprinted ones.

1858 – The eraser tip makes its debut on the end of the pencil, allowing writers to second-guess their thoughts more cleanly.

1861 – The pencil proves mightier than the sword when graphite is appropriated by the British to line cannonball molds.



1920 – Paper everywhere gets a facelift when German manufacturer Eberhard Faber introduces pencils with colored cores.



"A No. 2 pencil and a dream can take you anywhere."

—Joyce A. Myers

The Power Of Partners

FOUR DISTRIBUTORS WITH ALL THE RIGHT MOVES

BY TINA BERRES FILIPSKI



THE DANCE BETWEEN SUPPLIERS AND DISTRIBUTORS is often a complex one. A few missteps can spell disaster but when both partners step easily together in a shared rhythm, the dance can go on and on.

It's easy to imagine the relationship you'd like to have with your suppliers or distributors, but getting past the communication problems, art errors and shipping complexities can be tricky. How do you create that comfortable, natural collaboration that allows the other side to operate as extension of your company?

Recently, *PPB* looked to supplier readers to tell us about those distributor clients who have mastered the fine skill of effective partnerships. The five individuals selected as *PPB*'s 2014 Powerful Partners were praised by their nominators for providing clear and concise communications, working collaboratively with their industry suppliers, respecting appointments, paying bills on time and demonstrating a high level of creative selling, among many other attributes.

Read on for tips on how to create powerful, meaningful supplier/distributor relationships.



PPB's 2014 Powerful Partners



Johanna Gottlieb

Senior Branding Executive

Axis Promotions

Chicago, Illinois

Years At Axis: Almost nine

Nominated by Peter Hiatrides, Peerless Umbrella

How has Johanna won your respect as a partner?

"Johanna is one of the most professional people that I have dealt with in the industry," says nominator Peter Hiatrides, regional sales manager for Peerless Umbrella. "She is a true partner and together we have benefited from each other. Her dedication to her clients and to her key suppliers as well patience and persistence make her one of the top salespeople out there." He explains that one of his favorite custom pieces came from a project that Johanna worked on. It was for a television station that was promoting one of its cartoons. Johanna approached him with some colorful and creative artwork and together they came up with a layout that wowed her client. Gottlieb recently opened the Chicago office for Axis Promotions, so Hiatrides doesn't get to see her as much as he used to but after a recent sales presentation to the New York office, she called in to speak with him to see what she missed. "She didn't want to skip a beat as she wanted to offer our new products to her clients ASAP," he adds.

One-On-One With Johanna Gottlieb

How important are partnerships with suppliers and how do they ultimately benefit you and your company?

Partnerships with my suppliers are the key to my business. I value loyalty, trust and honesty. I have been fortunate to build strong relationships with some key suppliers. They have been proactive with me in helping me find products and solutions for my clients. Axis would not be where we are today without the suppliers with whom we work. They have listened to our needs, respected our clientele and understand how Axis operates. Axis really values its employees, and our key suppliers treat each Axis employee with equal respect and go the extra mile for all of us.

What do you do that sets you apart from other distributors in terms of working with suppliers?

I like to talk to my suppliers—a lot. I love email and use it daily but I pick up the phone and call my key suppliers weekly to catch up. I like to hear about how projects are going, how they are doing personally and love hearing about new products. It helps me build our relationship and has turned work relationships into true friendships. I also try to thank my suppliers as often as possible. They deserve to know when a project has been awarded or when a spec sample turned into an order. They work hard for us and I feel it is important to share our successes with them. I also let them know when a project has died or moved in another direction. I know how hard it is to work on a project and never hear back on it. I like to keep my suppliers looped into what projects are hot and which are not.

What advice do you have for others who want to achieve a true partnership with their suppliers?

My advice to anyone who wants to achieve a true partnership with their suppliers is to be honest and to manage expectations. We all like to get our quotes, samples and emails a certain way. Let your suppliers know what works for you and what does not. They can share how they like to communicate too. It makes the lines of communication much smoother. I would also suggest you consider them partners and key suppliers versus vendors. A vendor is an important part of many businesses but a supplier is a true extension of your organization.

PPB's 2014 Powerful Partners



Bankers Advertising Company

Iowa City, Iowa

Years In Business: 118

Nominated by Doug Miskimen, Cedar Crest Manufacturing

How has Bankers won your respect as a partner?

"In its 113th year of existence, Bankers Advertising committed to distributing our brand-new line of writing instruments. Sales steadily grew over the ensuing four-year period to more than 900 orders produced in 2013," says Doug Miskimen, president of Cedar Crest Manufacturing in Cedar Rapids, Iowa. "This dedication for our start-up company had a dominate effect on helping us get established in the industry." He explains that Bankers Advertising's substantial commitment to the partnership, and specifically to the Cedar Crest line, includes at least a monthly reference to Cedar Crest products and sales results in *BAC Talk*, the company's newsletter that has accompanied all weekly sales commission checks for more than 100 years. In addition, the company promotes the line by featuring at least six Cedar Crest products in the company's *Idea Book* catalog of best-selling items; and including products in its 2014 gift catalog, weekly web specials, end-user catalogs and online company stores.

In April, Bankers' top sales team toured the nearby Cedar Crest plant to learn about its processes and how to better sell the product line. "Producing nearly 1,000 orders annually, with almost zero defects, an outstanding credit relationship and much more underscores the high level of business integrity and professionalism demonstrated consistently by Bankers Advertising Company," adds Miskimen.

One-On-One With Bankers Advertising Company

How important are partnerships with suppliers and how do they ultimately benefit your company?

Because we are a distributor, our suppliers, along with our sales partners, are a key ingredient to our success. We highly value our relationships with our suppliers and only a select few become part of our list of key and recommended product lines. A true partnership where we can focus on and meet the goals of each party is extremely valuable to us. We work harder to promote the product lines when we know the supplier is working hard for us.

What does Bankers do that sets you apart from other distributors in terms of working with suppliers?

Our supplier relationships are built on long-term trust and mutual appreciation. Service and dependability are far more important than price. We believe the suppliers must be profitable too and therefore we respect their expertise and the role they play. We don't negotiate on every order or expect something special just because we sold an order. We want to go to market with confidence in our production sources and therefore we work to provide complete orders that are executable while being fair to all: the customer, the salesperson, the supplier and ourselves.

What advice do you have for others who want to achieve a true partnership with their suppliers?

Respect your top suppliers by responding to their needs as you would expect them to respond to you. Be honest in communicating and ask only for the things you truly need. Suppliers pay attention to those who promote their product line and give them clean business with adequate production time. Each supplier relationship will grow as you build on productive experiences over time.

PPB's 2014 Powerful Partners

Debbie Abergel

Senior Vice President, Marketing, Sourcing

Natalie Azmitia

Manager, Sourcing & Compliance

Jack Nadel International

Los Angeles, California

Years At Jack Nadel International: 16 and two, respectively

Nominated by Mark Miller and Ron Miller, Par One; Melissa McCauley, Numo; Schlomo Cohen, ETS Express; and Howard Berman, Pro Golf Premiums

How have Debbie and Natalie won your respect as partners?

"Debbie and Natalie work on the creative side of marketing and vendor relations at Jack Nadel corporate office," explains nominator Melissa McCauley, color enthusiast for Numo. "I love the way they think, and the clever way they support their sales folks as well as their vendors. We have worked closely on several campaigns and they create messages that don't get ignored. They are passionate and their enthusiasm is contagious. The natural way that they partner with their suppliers, versus the 'What are you going to do for me?' attitude, keeps me engaged and involved with what they have going on. They stay fresh on my mind and they're the type of distributor whom I can call and say ... 'Hey y'all, I have an idea ...' and they will jump on board."

Nominator Howard Berman, who handles sales at Pro Golf Premiums, says, "Debbie and the crew at JNI have always gone out of their way to show up on time for meetings and organize everything well. When sending flyers to Debbie and the marketing team, they always ensure that the whole JNI team receives copies of sales information. I think it goes without saying that the growth JNI has had is due to the structure and organization of the management team at JNI."

One-On-One With Debbie And Natalie

How important are these partnerships and how do they benefit you and your company?

These relationships are vital to JNI. The time we spend with our partners is invaluable. The connection of various communications sends a strong signal to our partners of their role(s) in JNI's long- and



Debbie Abergel (right)
and Natalie Azmitia

short-term goals. It makes it easier for our sales force to sell more and provides clarity and context for all support staff.

What do you do that sets you apart from other distributors in terms of working with suppliers?

Our difference is rooted in our company culture and values. We look to connect emotionally with our suppliers—to become as irreplaceable to them as they are to us. We want to create lifelong relationships. It's important that our partners fall in love with us as much as we fall in love with them. We encourage engagement.

What advice do you have for others who want to achieve a true partnership with their suppliers?

Share your company's vision, be committed, collaborate and be authentic. Those who seize every opportunity to develop meaningful relationships sleep better at night.

PPB's 2014 Powerful Partners

Michelle Michelsen **Merchandising and Supplier Relations Manager** **Summit Group** **Itasca, Illinois** **Years At Summit Group: Two**

Nominated by Kellie Claudio, Sweda Company LLC and Lisa Shayne, Hit Promotional Products

How has Michelle won your respect as a partner?

Michelle has been an important part of our Sweda Influential program," says Kellie Claudio, vice president of sales for Sweda. "She is on the front end with us during product development and gives ideas to make differentiators possible with product and programs. Her 'Let's win together' attitude is extraordinary. We love the partnership we have built with Michelle and Summit Group." Nominator Lisa Shayne, Illinois sales manager for Hit Promotional Products, gives an example of Michelsen's collaborative work style. "While Michelle was planning a recent end-user show, she very clearly gave instructions on setting up, what to expect and what items would be best received by the buyers who were expected to attend. During the show she showed real excitement while visiting the booths, either with or without clients, to the new items and to what the suppliers had to offer."

Claudio adds, "Her honesty and willingness to collaborate is so appreciated in every aspect of our business. Working with our inside



team, Michelle demonstrates a beautiful spirit of professionalism and patience. My outside sales executives also enjoy their time with Michelle because there is true constructive and helpful feedback with an honest strategy to grow business together. It is so wonderful to have great partners like Michelle."

One-On-One With Michelle Michelsen

How important are partnerships with suppliers and how do they ultimately benefit you and your company?

Our supplier partnerships are extremely important. Two years ago we made a change in our supplier philosophy by narrowing down our supplier base and inviting a few with core competencies to be part of our Preferred Group. We have a companywide goal to focus our sales through this group. Our supplier partners play an important role in how Summit competes in the marketplace. Critical elements to our success include sourcing creative product ideas for our clients, delivering safe and quality items that are aggressively priced, and providing superior service. Having strong relationships is imperative when going out to bid on a project. We know our Preferred Group has our backs and we have theirs. If a problem arises, we know our Preferred Group will step up regardless of who is at fault. We all agree that the end customer is No. 1 and we would not be in business without them.

What do you do that sets you apart from other distributors in terms of working with suppliers?

Before joining Summit Group I worked for supplier DARD Products as the marketing director for 10 years. During my tenure, I was building relationships, involved with the daily co-op processes and negotiating annual contracts with distributors. I was able to interact with many different distributors and better understand what they were looking for from a top-40 supplier. Being on the other side for more than 10 years gave me the rare skill of knowing what I can expect as a distributor from our suppliers. In 2012, I was also awarded PPAI's Silver Supplier Achievement award for Best Distributor Sales Tool with the development of *Idea Books*. *Idea Books* were customized catalogs tailored with the customers' logos on all products and the distributors' information imprinted on the covers. We offered these at no charge to distributors.

What advice do you have for others who want to achieve a true partnership with their suppliers?

Spend time with your suppliers and share your goals. Suppliers always ask what they can do to boost their sales with us. I always tell them to be visible and stay top of mind with our merchandisers and sales associates. We encourage our Preferred Group to visit our offices regularly and be proactive instead of reactive. **PPB**

Tina Berres Filipski is editor of PPB.



Introducing **Essent One™**

You're unique. Customers pick you because you're unique. You, together with your customer, form a one-of-a-kind relationship. You need a system that allows you to treat each sale differently, yet automatically manage all of the details that go with it. Like it's business as usual even though it never is. One system to process business a million different ways. One source for all your business information. One solution that brings the entire organization together with all of your trading partners. All from anywhere.

One system. One source. One solution.SM

See your future in action at PPAI Expo 2015, Booth 5849



800-559-9959
See your future at essent.com/one

© 2014 Essent Corporation. Essent and the Essent Logo are registered trademarks. Essent One is a trademark. All rights reserved.

THINK

FAST FORWARD

A HEALTHY START

WHAT THE INDUSTRY CAN EXPECT FROM THIS YEAR'S COLD AND FLU SEASON
BY TAMA UNDERWOOD

SALES OF COMMERCIALLY AVAILABLE hand sanitizer increased eight percent in September after what had been a sluggish period, according to retail researcher IRI. The growth came on the heels of news that the Ebola virus and a new strain of enterovirus were present in the U.S.

Though sales are currently rising at retail, promotional products distributors say demand for hand sanitizer has been trending upward for some time, and that cold and flu season routinely sees increased sales of healthcare-related products.

"With the increased concern over the flu during the last two years, most of my clients increased the access to sanitizer within their facilities with a larger dispenser-type display so access was visible to those who enter their buildings. This change was quietly made and still remains in their facilities today," says Jeff Fleck, CEO of Castle Rock, Colorado-based distributor Xperience Promotions (UPIC: Creat2).

It's important to note that hand sanitizer kills most bacteria and some viruses. "They are helpful in a viral outbreak because they somewhat create an inhospitable environment for the virus to thrive," says Gerry Barker, president of Cheshire, Connecticut-based distributor Barker Specialty Company (UPIC: BARKER). "Thus, the uptick in health-related product sales is more related to a desire to provide a useful item, regardless of whether the

item is effective against Ebola or any other viral outbreak."

Cold and flu season typically brings in more sales of healthcare-related products such as sanitizers, tissues, hand wipes and lip balms for Kimberly Beaudin, MAS, group vendor relations manager for Lewiston, Maine-based distributor Geiger (UPIC: geiger). But this year, Beaudin says, the spike came early. "This early start may be due to the viral outbreaks, but I cannot say for certain," she says.

End buyers' responses to health-related news often depends on their companies' structures. Fleck points out that unless marketers and public relations executives collaborate, the latter is more likely to address sudden disease outbreaks. "The PR person would be more of the decision maker and would more likely take the approach of providing awareness and education of the situation," he says. In his experience, this education typically comes from signage and print materials that help people understand the situation and reduce unnecessary fear.

"The primary concern of most of my clients in this sector (as a whole) is that they are connected to their immediate communities. If there is a health scare within that immediate community, then this priority becomes higher and is handled quite differently," Fleck says. **PPB**



HEALTH PRODUCTS



59 Buyer Beware
PRODUCT SAFETY

63 Let's Have A
Good Time
PROMOTIONS

66 Meet The
Millennials
FEATURE STORY



Five Minutes With Dan Bernstein, M.Ed. President Of Personal Health Designs, Inc.

DAN BERNSTEIN, M.ED., is a 25-year veteran of the promotional products industry, specializing in health and wellness programs through his distributorship, Albany, New York-based Personal Health Designs (UPIC: P600809). Before this, he was a health educator and consultant, developing wellness programs for Empire Blue Cross and Blue Shield and teaching office staffers with carpal tunnel syndrome how to manage their discomfort through proper ergonomics.

What he learned while helping clients overcome carpal tunnel led him to develop one-minute-workout cards that help workers self-manage the factors that put them at risk for repetitive strain injuries. They're called FitStrips, and they're designed to stay on workers' desks as permanent billboards, advertising both brand messages and healthy work habits.

Now Bernstein works as both a distributor and a sup-

plier of FitStrips. He spoke with *PPB* about his invention and what it's like to play both sides of the field.

PPB How do FitStrips work?

Bernstein We have 30-plus different FitStrip titles that address all aspects of comfort at the keyboard. Our classic FitStrips are double-sided and constructed of sturdy laminate. In addition, we have repositionable FitStrips with sticky backs that let recipients put them where they'll see them most frequently. Most people stick them on their keyboard or monitors. We encourage them to use the 30-30 rule, which means after 30 minutes of non-stop sitting you should stand and stretch for at least 30 seconds.

PPB What other opportunities are there in the health and wellness market? Where do you see it headed?

Bernstein First, schools are a huge, untapped market. The next generation is particularly vulnerable to overuse injuries

as they started using technology much sooner than our generation and the use is much more widespread in terms of texting and surfing the web. Unless we intervene early, this generation will suffer earlier and longer than our generation.

It is important that we get this message in the computer labs at schools and homes. At present we have a FitStrips for kids and we will continue to develop more products for schools.

Secondly, as a wellness educator, fitness is a huge part of my personal life and my mission at work. Teaching proper ergonomics to office workers is the perfect opportunity to discuss the value of bringing a fit body to work. This naturally leads to discussions about healthy eating and exercise. Fitness and wellness staff should be involved in key-



Dan Bernstein, M.Ed.

board comfort training as a way to reach people with this good health message and open doors to other aspects of an overall healthy lifestyle.

PPB What are some of the challenges of being both a supplier and distributor? What are some benefits?

Bernstein As a distributor, I've done business with nearly 100 suppliers over the past 25 years. I try to model myself after the ones that have exemplary customer service and know what distributors need to be successful. **PPB**

FAST FORWARD

Abercrombie & Fitch Retreats From Logos



After declining sales, retailer Abercrombie & Fitch announced it will no longer emblazon every garment it sells with its logo. For years, items from the apparel chain were coveted by younger consumers and served as markers of the “in” crowd.

Logos won’t disappear from the brand’s line entirely, however; their relative size will shrink. “There’s a distinction between getting rid of the logo across the chest and the more subtle logos

that will still be there. We still expect some form of logos on men’s clothes, and on women’s, even less,” Jonathan Ramsden, chief operating officer for Abercrombie & Fitch, told *The Columbus Dispatch* in October. “But nothing that big, that stretching across the chest. That goes to changes in consumer behavior.”

The company is reportedly only reducing the size and usage of logos in its U.S. stores.



SIX THINGS TO KNOW ABOUT CHARITY



The time to raise funds is now. Monetary donations to charity rose in 2013 for the first time since the recession. Nine out of 10 Americans have made charitable contributions—including cash, goods or time—within the past two to three years.

Source: Harris Poll



Individuals make the majority of contributions. Individual giving to nonprofits amounted to \$228.93 billion in 2012, an increase of 3.9 percent in current dollars (1.9 percent, adjusted for inflation) from 2011.

Source: Giving USA



People are giving a lot. The average annual household contribution is \$2,974.

Source: The Center on Philanthropy at Indiana University



The wealthy give, too. Sixty-four percent of millionaires are concerned about economic inequality in America, and most prefer to financially support charitable causes over political parties or candidates.

Source: PNC Financial Services Group, Inc.



What causes are they supporting? The greatest percentage of high net worth households gave to educational (80 percent) and basic needs (79 percent) organizations last year, followed by 69 percent to the arts, 65 percent to health-related organizations, and 65 percent to religious organizations.

Source: 2012 Bank of America Study of High Net Worth Philanthropy



Charity is good for business. Companies that increased giving since 2010 improved business performance; and, companies that increased giving by more than 10 percent since 2010 also increased median revenues by 11 percent from 2010 to 2013.

Source: The Conference Board

Green Marketing Turns One Campaign Into Two

THINK A BILLBOARD IS JUNK WHEN A CAMPAIGN IS OVER? Nope, it still has a lot of life ahead. MINI USA recycled its marketing campaign in support of the 2014 MINI Cooper Hardtop by turning old billboards from the initiative into reusable totes that were gifted to each new MINI owner. MINI outsourced the work to Relan, which specializes in recycling vinyl and fabric waste into useable items, as an environmentally conscious way to repurpose old billboards and engage eco-concerned buyers.



Dreaming Of A Robust Holiday

The National Retail Federation expects holiday retail sales to increase a healthy 4.1 percent to \$616.9 billion, higher than 2013's actual 3.1 percent increase during that same time frame. Holiday sales on average have grown 2.9 percent over the past 10 years, including 2014's estimates, and are expected to represent approximately 19.2 percent of the retail industry's annual sales of \$3.2 trillion. If the prediction holds, this would mark the first time since 2011 that holiday sales increase more than four percent.

“One can always tell when one is getting old and serious by the way that holidays seem to interfere with one's work.”

—BOB EDWARDS, radio broadcaster and member of the National Radio Hall of Fame

Making A List, Checking It Twice

Five steps to prepare for inclement winter weather, via the U.S. Small Business Administration

Determine your greatest risk potential. It might come from loss of heat, frozen or burst pipes or the inability to access facilities. What would happen if you had to shut down your business for several days? Look at the building where you do business and assess the property damage risks. If you do this early enough, you'll have time to make structural upgrades that can prevent possible future storm, wind, water or earthquake damage.

Calculate the cost of business interruptions for one week, one month and six months.

Then investigate insurance options or build cash reserves that will allow your company to function during the post-disaster recovery phase. It's also a good idea to develop professional relationships with alternative vendors, in case your primary contractor can't service your needs. Place occasional orders with them so they regard you as an active customer when you need them.

Review insurance coverage. Find out if your policy is adequate for your needs, and consult with a business insurance expert on the right coverage for your situation. When buying insurance, ask, "How much can I afford to lose?" It's a good idea to know the value of your property.

Build a crisis communications plan so you'll be able to make sure your staff, customers, vendors and contractors know what's going on in the event of a disaster. Establish an email alert system, and ensure you have primary and secondary email addresses for your employees and service providers. Use Facebook and Twitter to let the public know you're still in business and in the process of recovering.

Consider a work-from-home policy. Prepare for the possibility that employees won't be able to get to work by developing an emergency work-from-home policy and investing in the technology needed to make company files accessible outside of the office. **PPB**

link redible pens!

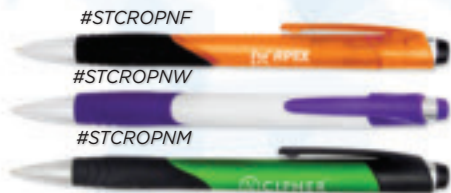
- **FREE set-up** (\$45(G) value!)
- **Always EQP**
- **Always available**
- **24 hour service**
- **FREE rush service**
- **12 pens in a variety of colors**



Festival Pen #FESTVLPN
\$.55(c)/500+



Solaris Stylus Pen #SOLARPN
\$.85(c)/500+



St. Croix Pen #STCROPNF #STCROPNW #STCROPNM
\$.50(c)/500+



Jupiter Pen #JUPITPN
\$.75(c)/500+



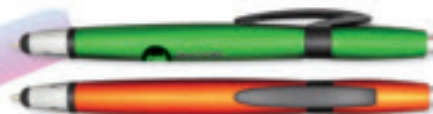
Velocity Stylus Pen #VELOSTPN
\$.58(c)/250+



York Pen #YORKPNM #YORKPEN
\$.55(c)/500+



Carnival Pen #CARNVPN
\$.46(c)/500+



Capri Stylus Pen #CAPRSTPN
\$.69(c)/500+



Babelini Pen #BABELIPN
\$.55(c)/500+



Calliope Pen #CALIOPN
\$.29(c)/500+



Savvy Pen #SAVVYPN
\$.68(c)/500+



Cache Pen #CACHEPN
\$.39(c)/500+

additional information is on our website
additional colors available • expires 12/31/15



CROWN
whatever it takes!
ASI 47700 • PPAI 113430 • SAGE 55209
www.crownprod.com



BUYER BEWARE

LITHIUM-ION POWER PACKS REQUIRE CAREFUL TRANSPORT

BY CINDY MILLSAPS

I T WASN'T SO LONG AGO that branded stress balls, pens, key chains and coffee mugs were the promotional products of choice showcased in most promotional products catalogues and on websites. Serving the purpose of an inexpensive branding opportunity, these products came in unique designs and colorful options, and they were considered to be relatively practical.

Today's technology has created new categories in the promotional products industry. Take, for example, lithium-ion power packs, also referred to as portable chargers or backup batteries, and similar multi-tasking devices such as hand warmers with built-in chargers. These new, high-tech devices provide an opportunity to differentiate yourself to potential clients and the competition by

offering a unique, useful and attention-getting device for branding. However, these devices also have some shipping compliance concerns that need to be fully understood.

Lithium-Ion Power Packs

A lithium-ion power pack is a portable USB charging unit that contains one or more lithium-ion cells or batteries

for storage of energy and device charging. For compliance in transportation you first have to know how this product is defined. Is it a battery, a charger, a battery contained in a case or a cell contained in equipment? The answer to this question was provided in a letter from the Portable Rechargeable Battery Association (PRBA) sent to the International Civil Aviation Organization (ICAO) Dangerous Goods Panel in April 2013. PRBA stated that lithium-ion power packs can be considered cells and batteries contained in equipment for shipping purposes. The IATA Dangerous Goods Panel has agreed so far, and this is how these products are being classified for shipping



Top 10 Considerations When Transporting Tech Products

1. Does the product contain a battery or cell to power the device?
2. Should the device be considered a battery or cell, or a piece of equipment that contains a battery or cell, or a battery or cell shipped with equipment?
3. Has appropriate testing been completed on the internal cell or battery in the device, and can proper documentation be provided?
4. Is the battery or cell manufactured under an appropriate quality management system?
5. Are there multiple constructions of the product? Does the supplier allow for substitutions of critical components?
6. If critical substitutions are allowed, are the new constructions covered by the testing report provided on the product?
7. Are the packages used to ship the product appropriately sturdy for the shipping method and the weight of the devices?
8. Are the packages appropriately labeled and documented for shipment under local and international laws and regulations?
9. Are the devices packaged to prevent inadvertent shorting out or activation of the device during shipment?
10. Have the shipping regulations changed in a way that affects the product?

“The cost of not complying with transportation regulations is often greater to your bottom line than the cost of completing the necessary testing and verifying compliance with the appropriate packing instructions.”

purposes. One additional clarification needed is on the difference between a cell and a battery. The terms are often used interchangeably by sellers and consumers but the definitions are different.

Cell Versus Battery

By definition, a cell is a single encased electrochemical unit with one positive and one negative electrode that exhibits a voltage differential across its two terminals. A cell cannot be fitted directly into an end device and work properly without additional circuitry or a means of connection or circuitry.

Basically, a cell is a component of a battery.

A battery is defined as one or more cells electrically connected and fitted with a device necessary for its use. Devices may include an enclosure, safety circuit or connector. The primary function of a battery is to provide power to another piece of equipment.

These definitions alone reveal why there is so much confusion about how to classify power packs for shipping, and how to determine whether a product has a cell or a battery contained within it. The testing requirements under the UN Manual of Tests and Criteria (UN 38.3/T1-T8) are different for cells and batteries as well, so making this distinction is critical.

Buyer Beware: Obtain Transportation Documentation

When you order a lithium-ion power pack directly through a supplier, transportation compliance must be addressed. Lithium-ion rechargeable power packs have transportation regulations that vary by geography and mode of travel such as air, land or sea. It is your responsibility to ask your supplier for documentation that demonstrates the minimal lithium-ion transportation requirements have been met. For example, cells and batteries must be manufactured under a quality management system. To verify compliance, ask for a valid ISO certificate that includes the design and/or manufacture of lithium-ion

batteries or cells, or of USB chargers. The ISO certificate should not be for something unrelated to your product such as a computer, MP3 player or electronic toys. The cells and batteries must also be compliant with the testing requirements of the UN Manual of Tests and Criteria and must be appropriately packaged, labeled and documented.

What makes power packs unique for transportation compliance is that they are defined as cells or batteries contained in equipment. This means they are subject to a much less stringent set of shipping requirements than if they were individual cells or batteries. The definition of each type must be fully understood to guarantee compliance at all levels.

The cost of not complying with transportation regulations is often greater to your bottom line than the cost of completing the necessary testing and verifying compliance with the appropriate packing instructions. Consequences of not complying can include civil and/or criminal penalties, product liability claims, state attorney general actions, consumer class actions, shareholder liabilities and reputation management issues.

Imagine this scenario: Your electronics client, a respected industry leader, takes your recommendation of a branded lithium-ion power pack for his giveaway at a large industry event. Thousands of these power packs, or chargers, are distributed to visitors at your client's booth. The charger overheats and causes damage to someone's carry-on bag. And that *someone* happens to work for your client's No. 1 competitor.

Transportation Compliance Webinar

For a comprehensive presentation with detailed explanations on the regulations related to transportation requirements of lithium-ion battery packs, watch PPAI's webinar, Global Shipping Regulations For Lithium Ion Power Packs. Search for it under Transporting Electronics by selecting Education and E-learning at www.ppai.org.

The 60-minute webinar is free to view and contributes one hour toward the Product Safety Aware requirement.

The webinar explains the technical side of transportation and provides answers to many questions, such as:

- What is the T1-T8 UN manual?
- Who issues Hazardous Material Regulations (HMR) in the U.S.?
- What happens when you don't have short-circuit protection on a multiple cell pack?
- How does the International Air Transport Association construct regulations?
- Who regulates international shipments by boat?
- How are power packs classified for shipping?

Outlook

The outlook for the transportation of lithium-ion power packs, and for new technological developments for the promotional products industry, has good and bad sides. The good news is that global harmonization of regulations is moving forward. Organizations such as PRBA are leading forces in the movement toward consistency.

The bad news is that various international regulations and interpretations related to the classification of lithium-ion power packs currently exist. These regulations are in constant flux and should be monitored as closely as possible to mitigate risks. Watch for updates on transportation regulations in this magazine and in *PPB Newslink*. **PPB**

Cindy Millsaps is president and CEO of Energy Assurance, LLC. She has worked in global regulatory approvals, quality systems management, product safety and product qualification testing with emphasis on information technology equipment, power/energy and batteries. In addition to advising her clients, she serves on Underwriters Laboratories Standards Technical Panel for UL 1642 and UL 2054 where decisions are made that impact the future of the industry. She was a presenter at the PPAI Product Safety Summit in August.

General Lithium-Ion Battery Shipping Requirements

- Cells or batteries must be manufactured under a quality management system.
- It's illegal to ship defective or damaged cells or batteries.
- Contents must be protected from short circuiting.
- There must be an effective means to prevent accidental activation.
- Place the contents in a strong outer package. The definition of "strong" generally means the package can be dropped from 1.2 meters (four feet) without spilling the contents.
- Secure the contents against movement within the outer packaging. A good solution is to package the contents separately and then bag or wrap them in packs.

Source: Global Shipping Regulations For Lithium-Ion Power Packs, a PPAI on-demand webinar presented by Cindy Millsaps.

Solutions for Printers

3 LOCATIONS

California | Kentucky | New Jersey



ZooApp



BRANDED WEBSITE



We Offer More Than 20 Services, Including:

- Coast-to-Coast Printing and Mailing
- Web-to-Print Technology
- Customer Service 6AM-6PM Pacific
- Marketing Tips and Business Solutions
- ZooApp in the Apple App Store
- Rewards and Loyalty Programs

ZOO
PRINTING
SOLUTIONS FOR PRINTERS

For More Information,
Please Visit www.zooprinting.com

experience the best
of both worlds...
VISIT US AT 2 BOOTHS!

PPAI EXPO

BOOTH 6236

PPAI brand.
REWARD. RECOGNIZE. REMEMBER.

BOOTH 8117

FREE! >>>>

Vera Bradley

Join Top Brands at the
PPAI Expo January 13-15,
2015 in Las Vegas.

To claim your free Vera Bradley Tote, visit
a Top Brands representative at **booth 8117**
in the brand. pavilion and **BRING THIS AD.**

Whether you are looking for name brand
imprinted products or incentive rewards
the dedicated team at Top Brands can help!
Top Brands has over 50 years of experience
supplying the most sought after name
brands in the business.



Top Brands, Inc.

Trusted. Innovative. Products.
Since 1961

www.top-brands.com

800.431.2127



Let's Have A Good Time

HELP YOUR CLIENTS CELEBRATE MILESTONES, ANNIVERSARIES AND OTHER IMPORTANT VICTORIES

BY TAMA UNDERWOOD

THE VIRTUAL WHOOSHING SOUND of years passing by doesn't only apply to one's birthdays. Businesses of all sizes reach milestones that deserve poignant reflection, tasteful recognition and, at times, a raucous shindig.

Company anniversaries, customers served, profits earned, profits donated—all of these and more are reasons for businesses to celebrate, showcase their brand identity and further their marketing efforts.

Most corporate events follow similar patterns and may seem simple to pull off, at first. But with a company's image on the line, stress levels can mount quickly.

"Large milestone events like these always give me gray hair!" says Lesli Hebert Covell, owner of Richmond, Texas-based Proforma Extraordinary Promotions (UPIC:

PROFORMA). Despite feeling pressure to deliver excellent promotions for her clients' biggest moments, Covell rises to the occasion every time. She has won two PPAI Pyramid Awards for her work on events for one of her long-time clients in the recycling and demolition industry.

Her most recent award recognized the work she did on the company's 60th anniversary event. "This is a family-owned company, so it was a major milestone," she says.

Like most events, budget was a concern. But so was honoring the company, its employees and their accomplishments in a manner befitting the occasion. Here are four ways Covell helped to up the ante on the event without breaking the bank.

CASE STUDIES

Party Down With These Celebratory Promotions



To celebrate a church's 75th anniversary and help raise donations for renovations, a series of commemorative gifts were given to donors at various contribution levels. The imprinted items included porcelain plates, die-struck coins, decals, certificates and Lucite paperweights. Ballpoints pens were awarded to those who assisted in the fund-raising efforts.



An automobile dealer wishing to promote business during its 30-year anniversary advertised in newspapers, on the radio and through "heart throb" key chains decorated with the theme logo and passed out to prospective customers. Car buyers were given coffee mugs personalized with their initials and the dealership's logo.



To commemorate a 50th wedding anniversary and encourage attendance at the celebration, direct-mail invitations were shipped in white boxes to family members and friends across the country.

Copy inside read: "Fifty years ago a young cowboy from Montana and a lovely Philadelphia sophisticate tied the knot." Illustrating this fact were a western bandanna and herringbone scarf tied in a knot. The couple's names and the official invitation for the celebration and request for RSVP followed.



To commemorate a plant anniversary and to generate good will among employees and neighbors, a variety of promotional products were deployed over a period of several months to generate awareness of the centennial celebration of the company's manufacturing plant. Key rings were circulated at kickoff meetings, and employees received wallets with their paychecks inside. Employees past and present, as well as their families and visitors from the community, attended the celebration's open house, where travel-hanger grips, ash trays, tote bags and other items were distributed. Limited-edition porcelain plates were also given to employees and pensioners.

Manage expectations. The client wanted to give attendees custom-made toy excavators that would serve as desktop reminders of the event, but "with the budget and timeframe for the event, this was not possible. So I suggested a crystal piece with the excavator inside," Covell explains. "It was a win-win."

Use packaging strategically. Covell says anything presented *inside* of something else has a higher perceived value. "This particular gift came in a blue velvet box with satin lining," she says.

Suggest something unexpected. Covell's client usually emailed invitations to corporate events, but she suggested mailing invitations this time. "This also added to the unique flavor of the event, being that it was the 60th anniversary."

Seek out trusted suppliers. "The right supplier is key to making you look like a hero," Covell says. In this case, she was previously familiar with the supplier company and the products she ordered. **PPB**



Distributor Lesli Hebert Covell of Proforma Extraordinary Promotions won a PPAI Pyramid Award for her work on a company's 60th anniversary.

THREE SMALL REASONS FOR COMPANIES TO CELEBRATE ...

If the big stuff is just too far in-between, ignite company morale with mini victories.

1. **Overcoming a minor roadblock**, such as a buggy email system or a tricky client dilemma
2. **Completing a big project** that had staff logging overtime hours away from home
3. **Performing manual labor**, such as packing for a trade show or sprucing up the office

Discover the Difference

Compare each point below & discover which CounterPoint® Counter Mat is best for you.

Traditional

VS. Precision Molded®



Diagram illustrating the Traditional Counter Mat construction:

- 1 Image directly reverse printed to plastic surface
- 2 Base materials adhered to surface using high-strength adhesives
- 3 Six base options include:
Super Duty Heavy Duty DuraTec® ReTreads® BarelyThere™ Peel&Place®
1/16" 1/8" 3/16" 1/16" 1/8" 1/16" 1/8"
- 4 Short lead time with 5-day standard and 2-day rush available
- 5 Custom shapes and sizes available with a custom die charge
- 6 CounterPoint® must print products
- 7 Super Duty SAC is exclusively available from CounterPoint®



Diagram illustrating the Precision Molded Counter Mat construction:

- 1 Image printed to paper board and molded between molten plastic layers creating sealed molded edges that are airtight and waterproof
- 2 Base materials fused to the molten plastic layer
- 3 Two base options include:
DuraTec® Foam
1/16" 1/8"
- 4 6-day standard lead times with 4-day rush available
- 5 Available in rectangle shape only with no die charge for custom rectangle sizes
- 6 For added savings you can supply the printed sheets for our U-Print-It™ Program
- 7 Precision Molded® is exclusive to CounterPoint®

Now it's time to touch, feel, & test each one.

Order your free Traditional & Precision Molded® samples today!

(888) 876-6292

www.DoYouPop.com



CounterPoint®
Durable Counter Mats

MEET THE





MILLENNIALS

HOW TO ENGAGE AND MARKET TO THIS POWERFUL GENERATION

BY MICHELLE M. SMITH, CPIM, CRP



MEET THE MILLENNIALS

Understanding Millennials

MILLENNIALS ARE DESTINED TO PLAY a profound role in business, and to be successful, marketers need to thoroughly understand their preferences. The FORUM research reveals that millennials:

- Value authenticity and ethics
- Are technological multi-taskers
- Prefer flexible work environments
- Prioritize relationships on all fronts
- Expect to succeed using clear guidance
- Are more socially tolerant and altruistic
- Insist on closer relationships with their managers
- Respond to frequent, positive feedback and recognition
- Don't trust traditional media, advertising or anyone outside of their personal network
- Believe businesses should help resolve social issues and not measure success strictly in financial terms



Millennials—those individuals born between 1980 and the early 2000s—rank as the largest generation ever, and they're now taking center stage in both the workforce and the marketplace.

And they are having a significant impact on the world around them—not the least of which is how they will drastically change the composition of the workforce. By 2020, the U.S. workforce will flip from 50 percent baby boomers and 25 percent millennials to 25 percent baby boomers and 50 percent millennials.

Already the majority population at many companies, they stand poised to become a tremendous influence on the future of work and the most important consumer generation in history with an estimated \$170 billion in spending power.

But research has shown that millennials don't trust brands or advertising, and this is creating major problems for marketers. When it comes to discovering new products, researching product information and considering purchase decisions, millennials go to their friends first. Their view of the world is different from any previous generation, and we need to understand how to build millennials' trust, increase their engagement, market to and win their business, as they will soon comprise the majority of our employees, our business customers and consumers.

To help navigate this new world order, this article explores some of the foundational attitudes, beliefs and values that define this unique generation as detailed in the March 2014 research study, "Understanding Millennials: What Businesses Must Know about America's Most Unique Generation," by Dr. Frank Mulhern of the FORUM for People Performance at Northwestern University.

Who Are The Millennials?

Millennials are plugged in. Perhaps the most significant characteristic of the millennial generation is their role as the first generation raised on technology. They grew up immersed in the digital era and feel comfortable working with the intricacies of the internet, mobile technology and social media. Outpacing all older generations in social networking and cell phone use, they consider technology as an extension of their bodies. They keep smartphones, iPads and laptops close by and multitasking is second nature to these digital natives.

Millennials value authenticity and ethics. Considered by many as the most socially conscious generation since the 1960s, millennials tend to be much more tolerant and altruistic. Having witnessed a variety of corporate scandals firsthand, they actively seek authentic leaders and ethical corporate policies as they enter and progress through their careers. They look for inspiration and value accountability. If today's business leaders want to connect with millennials, they should embrace clear missions, ethical corporate values and accountability. Millennials want to believe in the organizations they work for and the brands they support, so transparency, authenticity and involvement in altruistic causes rank as important business strategies.

MEET THE MILLENNIALS

Millennials want to succeed. Millennials expect great things for themselves. Molded by their upbringing, these “achievement junkies” have an ingrained sense of purpose and an inherent drive to succeed. Willing to work hard in order to achieve and advance in the workplace, they also crave structure and a clear career path. Managers should not only tell, but also show millennials what success looks like. Measurable goals, concrete benchmarks and regular training that help millennials maintain cutting-edge skill sets and achieve professional goals will all help managers get better results from their newest workers. In short, millennials want strong leadership and clear instructions.

Millennials have a distinctive work style. Having come of age with mobile technology at their fingertips, millennials view their time as a valuable resource so they multitask in order not to waste it. They are accustomed to being connected to mobile technology at all times and fully expect to communicate directly with family and friends while at work. They believe their “always-connected” state actually outweighs any loss of concentration and makes them more productive. To facilitate the transition of millennials into the workplace and to encourage them to frequent business locations, companies should integrate up-to-date technology as part of the overall infrastructure.

Because millennials live so much of their lives through technology, they view work as an activity that just needs to get done. Unlike the generations before them, they don't particularly value “face” or “desk” time. This new orientation doesn't easily fit traditional work arrangements, so forward-thinking companies will benefit from establishing flexible, informal and engaging processes and work environments.

Millennials crave meaningful, challenging work so they can personally feel they make a difference. To help keep them from getting bored, managers may want to keep millennials in the loop with frequent communication about how the particular tasks they perform contributes to the company's strategic goals.

Millennials focus on relationships. Millennials readily admit they prioritize relationships over careers and have established their own networks and communities. Because of their attitudes toward relationships, millennials more often than not seek flexible hours, working conditions and career paths. Companies, in turn, must develop flexible work arrangements that allow for these new expectations about work-life balance.

Representing a strong shift from a “me” to a “we” environment, millennials prefer operating as team players who engage in informal relationships with their colleagues. While they don't respect hierarchies, they do desire strong leaders who express a sincere interest in them.

Millennials believe they are special and want their managers to recognize their specific strengths. In fact, a close relationship between supervisor and employee may actually help ensure that millennials develop loyalty to their companies and meet their own performance goals. Not surprisingly, mentoring relationships can work well with this group as long as the mentors check in often to make sure their protégés stay on track with projects and have the necessary resources to feel sufficiently supported.

Millennials are informal. Millennials personify informality. They dress informally and prefer informal work environments where they can readily interact with coworkers and supervisors. Accustomed to the frequent and informal communications predicated by the world of mobile communications, millennials expect similar approaches in their work settings.

Many businesses have taken note by re-designing the physical work environment. Open and shared workplaces with good connectivity and capacity for mobility suit millennials. Companies should invest in up-to-date technological solutions such as cloud computing, video conferencing, collaboration tools, virtual private networks, etc. Asking millennials to help with the technology transitions and share their knowledge will help ensure the technology fits the new workforce.

Engaging Millennials Begg Different Approaches

While millennials seek frequent, specific feedback, they don't accept direct criticism well. Managers should offer suggestions as part of regular feedback rather than waiting for scheduled performance reviews. With their need for frequent, positive feedback, millennials appreciate the use of recognition and reward programs as ways to spotlight their accomplishments. Companies have also found success by including peer recognition and specific celebrations as motivators.

Business leaders must be sensitive to the fact that baby boomers and Gen Xers might view the public recognition of millennials as excessive. To keep things in balance, companies should never resort to “one size fits all” recognition solutions. They may also find a leveling device by using a reverse mentoring approach in which millennials coach older generations about technology as a way to create bridges between boomers and millennials.

Marketing To Millennials

Experts predict that millennials will have more spending power within the next five years than any previous generation. Without a doubt, millennials have materialized as a key target across the marketing spectrum, but despite their significance in the marketplace, they don't respond well to traditional marketing approaches. In fact, research has found that millennials don't trust brands or regular

Experts predict that millennials will have more spending power within the next five years than any previous generation.

MEET THE MILLENNIALS



Five Tips For Marketing To Millennials

1. Market with them, not to them.

Millennials are digitally savvy and can spot an advertisement quickly. Marketers need to re-examine efforts to market to millennials, and instead consider marketing “with millennials.” The key is to identify millennial advocates and work with them.

2. Let millennials share their stories.

This generation wants to communicate with everyone, and brands are no exception. Brands must make millennials feel their voices are being heard. They want to share their experiences, so brands should allow them to do so. When brands arm millennials with content and make it easy to share, they will happily share their experiences with their friends and networks.

3. Mine millennial data to improve marketing.

Millennials are also much less concerned about privacy compared to other generations. A recent survey by the USC Annenberg Center for the Digital Future found that more than 50 percent of millennials would give up their personal information in exchange for an incentive, so the opportunity for brands to collect, mine and leverage social data to make better marketing decisions is tremendous.

4. Be a brand with which they want to be associated.

Millennials have grown up in an age of instability—September 11, the Iraq and Afghanistan wars, Hurricane Katrina, the Haiti earthquake, the housing crisis and an unstable economy. Millennials actively seek out brands

they believe are “paying it forward,” and reject brands that fail to demonstrate social responsibility. They won’t advocate for just any brand—but they will advocate for a brand they love and want to be associated with.

5. Build long-term relationships.

Show millennials that you care about them and they will be happy to advocate on behalf of your brand. Don’t reach out just once and forget about them. Build an ongoing millennial advocate communication plan. These relationships with millennial advocates open up the opportunity for brands to create lifelong customers.

Adapted from the “Millennials as Advocates Survey” conducted by SocialChorus, July 2013

MEET THE MILLENNIALS

advertising. A recent study by SocialChorus found:

- 98 percent of millennials are more likely to engage with a friend's post over a brand's post
- 95 percent of millennials say that friends are the most credible source of product information
- 91 percent of millennials would consider purchasing a product if a friend recommended it
- 67 percent never click on sponsored stories
- Only six percent of millennials consider online advertising to be credible
- A recent study by Edelman discovered seven in 10 millennials believe it's their responsibility to share feedback with brands when they have a good or bad experience

Long gone are the days of traditional advertising when brands could push out messages to the masses. The impact of this new reality means that marketers must find tactics to connect with millennials in a softer way than traditional advertising. Some of the most effective marketing for this generation can occur in those situations where brands encourage and make it easy for millennials to share their own stories.

Instead of broad marketing approaches, companies should think in terms of "personalization." They must find unique ways to market "with" rather than "at" millennials. They should aim to reinforce millennials' belief in the idea that businesses and brands willingly "pay it forward" and want to help society, not just amass profits. If they want to build long-term relationships with millennials, brands must find ways to get millennials to publicly "like" the products their companies represent and help millennials share their stories with their peers.

Brands would also be well-advised to speak authentically to the attitudes, beliefs, personalities and preferences of millennials in their marketing copy, and incorporate specific visual imagery that resonates with this generation.

As marketers themselves, the person-to-person relationships that pave the way to marketing success are not an inherent strength in millennials who often incorrectly see their co-workers, supervisors and customers as just like them. To succeed in marketing, millennials will require help in order to develop a better understanding of how to influence and persuade people; they must learn how to be more "other-focused."

Millennials' Expectations

Since millennials behave differently from the boomers and Gen Xers who currently dominate the workforce and marketplace, both environments need to evolve to accommodate the diversity of the generations as the composition changes.

Business leaders need to understand the characteristics of the millennial generation: broad optimism, social tolerance and involvement, value of work-life balance, team orientation, desire for inclusion, inherent trust issues and embodiment of technological communications. Leaders and marketers ought to demonstrate they value and care about millennials and want to foster relationships with them. As

a matter of fact, anyone who wants to successfully market to this newest adult generation should fully comprehend that millennials:

- Use Google and other search engines to do their own research before purchasing
- Can be attracted through social media, blogs, electronic newsletters, etc.
- Often rely on video content for learning
- Trust testimonials from their peers and peer groups
- Want customized solutions that fit their lifestyles

Because of their relentless electronic research, millennials have different expectations from those of previous generations when it comes to making purchases and engaging in retail commerce. As customers, millennials know about, and expect, the best value from what is available. In this context, marketers will want to focus on creating specific messages and products that resonate with millennials.

Accommodating Millennials Requires Change

Millennials are affecting business across the board. In the workplace, decision makers should proactively address issues in workplace design, tools, processes and systems. To create a stable workforce, they must confront human resource and career planning issues as the vertical promotions millennials desire eventually become insufficient to fill the demand for this larger cohort of workers.

In business relationships, leaders should focus on effective ways to deal with the constant demand for and influx of new technology that affects business operations and can change well-established personal relationships. By the same token, business leaders must find new ways to help millennials appreciate and master the traditional, face-to-face people skills that millennials miss in a world dominated by text messaging and online chats.

The Millennial Generation is profoundly altering the customer marketing landscape in terms of both products and methods of purchase. Companies are already coping with the impact of peer-to-peer recommendations as they struggle to find new methods to build the deeper, rather than broader, brand-focused relationships required to succeed in the future.

Millennials are certainly different from any previous generation, and companies need to find creative new ways to build brand trust in order to earn their respect, loyalty and business. **PPB**

Named one of the Ten Best and Brightest Women in the incentive industry by Incentive Magazine, Michelle M. Smith, CPIM, CRP, is a highly accomplished industry leader, international speaker, author and consultant. A respected authority on leadership, internal branding and employee engagement, she is past president of the FORUM for People Performance at Northwestern University, vice president of research for the Business Marketing Association and president emeritus of the Incentive Marketing Association, among many other prestigious board positions past and present. Smith is vice-president of business development for O.C. Tanner. You can reach her at michelle.smith@octanner.com.

CONNECT

INSIDE PPAI



LISTEN UP

EXPERIENCE WORLD-CLASS EDUCATION AND SPEAKERS AT THE PPAI EXPO 2015

THE PPAI EXPO 2015 is set to deliver a lineup of exciting speakers and an extensive professional development schedule in Las Vegas next month. Expo's education offerings are designed to motivate audiences, feed them new ideas, develop their professional skills and advance their careers.

Attendees will have more than 100 education sessions from which to choose at the industry's largest and longest-running show. Starting on Sunday, January 11, and running throughout the week, Expo's sessions are developed within one of nine tracks—Business Management, Product Responsibility, Industry Essentials, Marketing & Advertising, Decorate, Sales & Service, Strategies & Solutions, Technology and Supplier—and earn credits toward MAS or CAS certifications. The SAGE conference also runs concurrently on Monday, offering 13 sessions for suppliers and distributors about SAGE technology.

Expo 2015 keynote and general session speakers are prepared to expand their audiences' outlooks on relationships, boost idea building and help them manage their creative impulses.

78**Richard Stromberg, CAS**
CLOSE UP**84**

SNAPSHOTS

92

DATEBOOK

81**HumphreyLine**
FACTORY FLOOR**89**

PEOPLE NEWS

95

NEW MEMBERS

Monday Keynote Luncheon**Troy Hazard**

Monday, January 12, 2015

12:15 – 1:45 pm (Presentation begins at 12:45 pm)

South Seas Ballroom

Member Fee: presentation only \$25 / with lunch \$55

Nonmember Fee: presentation only \$50 / with lunch \$110

Revenue Through Relationships

Author, television and radio personality and business speaker Troy Hazard asks his audience why, in such a “connected” world, we sometimes fail to actually connect as people. While personal relationships are governed by authenticity, honesty, respect and other factors, the business relationships we build are often mechanical and perfunctory. Hazard’s session will focus on developing effective and efficient strategies to apply modern technologies and help return an emotional element to business relationships. Hazard will also share real-world examples of how this approach has helped him stay relevant to his customer base and grow his business.

**Monday General Session****Jeremy Gutsche**

Monday, January 12, 2015

3:30 – 5 pm

South Seas Ballroom

Free to Expo Attendees

Better & Faster – The Proven Path To Unstoppable Ideas

Jeremy Gutsche, founder of TrendHunter.com, shares the tactics and frameworks he’s developed to help his audience answer problems and challenges with innovation and ideas. Gutsche’s session outlines certain mental “traps” that prevent people from effectively applying creative thinking to their challenges, and teaches the processes and habits to avoid them.

Tuesday General Session**Jeffrey Tambor**

Tuesday, January 13, 2015

8:30 – 9:50 am

South Seas Ballroom

Free To Expo Attendees

Performing Your Life

Tuesday morning kicks off with a general session presentation from actor Jeffrey Tambor. The star of “Arrested Development” and “The Larry Sanders Show” asks attendees to discover the artist within themselves. Drawing on his own experiences from his long career, Tambor’s lessons focus on catalyzing change and promoting introspection among his audience. The session incorporates a one-man show, seminar and question-and-answer elements, and audiences will leave having realized and dismissed some of the great fears holding them back from their potential.

**Tuesday Keynote Luncheon****Mark Graham And Bobby Lehew, CAS**

Tuesday, January 13, 2015

11:45 am – 1:15 pm

South Seas Ballroom

Member Fee: presentation only \$25 / with lunch \$55

Nonmember Fee: presentation only \$50 / with lunch \$110

A Live PromoKitchen Interview Hosted By Mark Graham And Bobby Lehew, CAS

PromoKitchen Chefs Mark Graham and Bobby Lehew, CAS, interview successful leaders from the promotional products industry during a live taping of their podcast. Leaders from

some of the industry's largest and most successful supplier and distributor companies will join Graham and Lehw to delve into life, values and finding meaning in the modern, fast-paced, always-on, high-risk business world. The panel focuses on establishing authen-

ticity and value alongside profits and progress.

To learn more about The PPAI Expo 2015 and to register, visit expo.ppai.org.

PPEF Names Incoming Trustees, 2015 Board Officers

The Promotional Products Education Foundation (PPEF) has named its 2015 officers and completed its trustee election for the 2015-2018 term.

Serving January 2015 to January 2016, the incoming officers are:

Chair: Rebecca Kollmann, MAS+, AIA Corporation

Immediate Past Chair: Kippie Helzel, MAS, CPS/Keystone

Chair Elect: Pat Dugan, MAS, Budgetcard Inc.

Vice Chair – Fundraising: Lori Bauer, BIC Graphic North America

Vice Chair – Strategic Planning/

Budget: David Tate, Signet, Inc.

Vice Chair – Scholarship: Carol de Ville, MAS, The Branding Company

Vice Chair – Marketing: Ted Fuehr, MAS, Incentives International

Vice Chair – Recognition: David DeGreeff, MAS, BigBang Corporate Apparel

The incoming trustees' three-year terms begin following the PPEF's board meeting at The PPAI Expo 2015. The incoming trustees are:

Christine Lovell, MAS, Advertising Specialty Institute (ASI)

Lovell is the senior vice president of sales at ASI and has been with the company and the industry for 23 years. She has donated considerable amounts of time to serving within the industry, including 11 years with the Gold Coast Promotional



Products Association leading its membership, bylaws and trade-show commit-



Rebecca Kollmann, MAS+



Kippie Helzel, MAS



Pat Dugan, MAS



Lori Bauer



David Tate



Carol de Ville, MAS



Ted Fuehr, MAS



David DeGreeff, MAS

tees; four years on PPAI's Marketing Information & Research Committee; two years with the foundation, and four years as an Incentive Marketing Association board member and co-chair of its Membership Retention Committee.

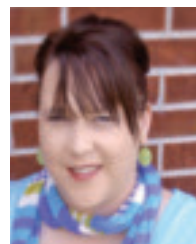
Danny Rosin, Brand Fuel

Rosin is a 24-year veteran of the promotional products industry and has for the past 17 years led distributor Brand Fuel.



He is the incoming vice president of the board for the Carolinas Association of Advertising & Marketing Professionals, and he runs its Raleigh-Durham-Chapel Hill CAAMPfire Program. He is also a founding chef and board member of PromoKitchen,

and is the co-founder and board president of Band Together, a volunteer-driven non-profit that supports local charities through live music.



Kim Newell, president of World Wide Lines, and Bruce Perryman, MAS+, CEO of Embroidery Unlimited, are also joining the PPEF Board at The PPAI Expo 2015 as PPAI Board representatives. They were appointed by PPAI Board Chair Mark Jenkins, MAS+, and approved by the PPEF Board.

- **Saratoga Pens** Ship in 48 Hours
- **FREE** Random Samples
- **FREE** Virtual Proofs
- Full Line Self Promotion Program
- **Full Color** Variable Printing
- Early Bird Discount
Windmill Planners & Deerfield Calendars
- Period Promotions to Save You \$
- Automatic Order & Shipping
E-Mail Confirmation



ADG

promotional products

Quicker. Simpler. **Better.**

800-852-5208 | www.adgpromo.com

Saratoga™ pens
 Windmill™ planners
 Deerfield™ collection
 adimages® drinkware
 arlington™ keepsakes
hdi™ High Definition Imprint

asi 97270 | ppai 111475 | sage 50324 | upic ADGPROMO



PPAI DEPARTMENT SPOTLIGHT: **PROFESSIONAL DEVELOPMENT**

AS PART OF its series showcasing the staff and departments within PPAI, this month *PPB* takes a closer look at the Association's Professional Development team.

The Professional Development staff's goal is to be the indispensable industry resource for education and professional development and to deliver it via a broad array of multimedia formats that propel the Association's members to achieve maximum personal and professional success.

PPAI regularly updates and refines its education offerings to its members. These efforts have increased the number of education offerings by 20 percent over the past three years. This year saw the development of the Technology Summit, held in conjunction with Expo East, serving the industry's IT and technology professionals. And in recent years, the professional development

department has launched the TAS and MAS+ programs, introduced a mobile device-friendly webinar platform, grown the North American Leadership Conference into the industry's premier education event, and collaborated on the launch of the product safety awareness program.

Professional development is the backbone of PPAI's work to educate its members and raise the level of knowledge within the industry. Rachel Robichaud, PPAI's director of professional development, says, "PPAI as an organization has strived to continuously educate its member base. Education is the foundation for all industry knowledge, and without development as an association and individuals our industry would not thrive." **PPB**



PPAI Professional Development team members (L-R) Stacy Riddler, associate manager of professional development; William Poole, certification coordinator; Julie Alcaro, manager of curriculum development and certification; and Rachel Robichaud, director of professional development, offer a lighthearted take on education.

HEY

**Don't yawn!
Use your coupon!**



Monthly Planners, Certificate Covers, Binders, Menus, OH MY!

10% OFF UP TO \$100!

Coupon: PPAI-12

Expires: 2/15/15

Menu Essentials

by Carlson CRAFT™ Binder Division

Presentation Essentials

by Carlson CRAFT™ Binder Division

YOUR ONE-SOURCE PRINT PARTNER

In a highly competitive industry faced with demanding deadlines and rising costs, Team Concept delivers high quality print materials that allow for generous margins.



Located in the
Chicagoland Area



Personalized
Service

IN-HOUSE CAPABILITIES:

- Offset Printing – 10 Different Offset Presses!
- Digital Printing – 3 Different Digital Technologies!
- Large & Mid Size Sheetfed Presses
- Full In-House Bindery Department
- Variable Data Capabilities
- Expert Mailing Services
- Laminating and Finishing
- Soft Touch, Aqueous and UV Coatings
- Foil Stamping, Embossing & Die Cutting
- Thermography (Raised Print)



VISIT US AT THE
PPAI EXPO®

BOOTH#
2084

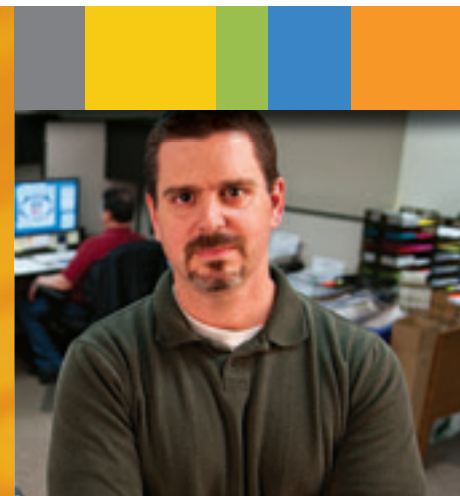
FOR YOUR CHANCE TO WIN A VISA GIFT CARD!

DISCOVER THE DIFFERENCE OUR TEAM CAN MAKE

CALL US AT: 866-653-8326

EMAIL US AT: SALES@TCPT.BIZ OR
VISIT: TEAMCONCEPTPRINTING.COM

© 2014 Team Concept Printing :: PPAI# 622006



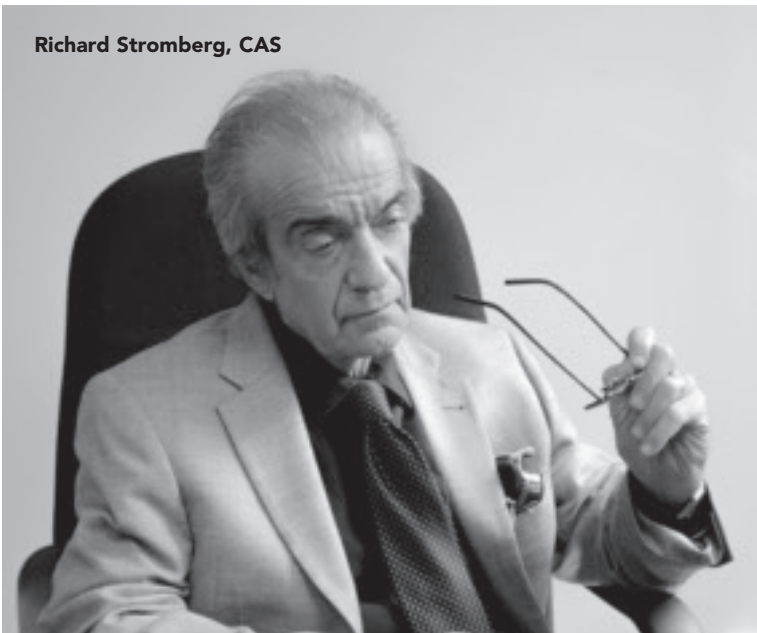
TEAM
CONCEPT

Printing ■ Finishing ■ Mailing

CLOSE UP

Under The Umbrella

Richard Stromberg, CAS



SOME SAY IT'S BAD LUCK TO open an umbrella indoors, but Richard Stromberg, CAS, has seen nothing but good luck in the umbrella business since he first exhibited at Chicago's Conrad Hilton Hotel in the 1960s. "There were about 150 supplier firms exhibiting, and perhaps 500 distributors in attendance," he recalls.

After initial stints at industry stalwarts Hazel and Forward Industries, Stromberg ventured out on his own to start manufacturing and selling Stromberg Brand (UPIC: 1ASTRMBG) umbrellas through his Hudson Valley Umbrella Co. Now, more than 50 years later, he continues to keep the rain off customers' heads—and brands on their minds—with domestically manufactured and imported umbrellas. Stromberg has been a lifelong supporter of PPAI and an active participant, including committee service for the Association and earning his CAS designation in the 1970s.

Today Stromberg lives with his wife, Helen, in Katonah, New York. They have four daughters—Debby, Marla, Jan and Jennifer—and in his downtime he enjoys playing piano, gardening, playing poker and traveling.

Jen Alexander is an associate editor at PPB.

What was your first job, and what lessons did you learn?

I began working at age 16 as a waiter in a boys' camp, then I began working summers at a pawn shop in New York City. The lessons I learned included: "The only thing that is constant in life is change" and "hard work pays off." Once I got into my own business, it was, "You're never alone," meaning that even though you think your client is not bidding out a job, they probably are. So ... caveat vendor!

What advice would you give an industry newcomer?

Know everything you possibly can about a prospective customer before you call on them and do not try to sell to giant companies—at first. Learn the business by calling on small- to mid-sized companies. Remember, companies this size can make you very successful, and they tend to be far more loyal and profitable than the giant firms.

Who do you consider to be your personal and/or professional mentors, and why?

I consider my personal mentors to be my father and mother, and also my wife and daughters. My business mentors are the late Glen Holt, a PPAI Hall of Fame member and an industry legend; Bob Lederer, the chairman of Prime Resources Corp.; and the late Gene Eherenfeldt, who was the ultimate multi-line rep and industry consultant.

What motivates you?

In business, the need to be creative and innovative; also, producing complex projects that others have said can't be done. Last, assisting umbrella firms outside the U.S. in building state-of-the-art umbrella factories.

What promotional products do you wish you had invented?

Stress balls, backpacks and lanyards.

What professional accomplishment are you most proud of?

Building what is, I believe, the best umbrella marketing and manufacturing team in the U.S. and assisting in designing two of the most efficient umbrella factories in Europe; one in the UK and one in Italy.

If you were to write a book about your life, what would the title be?

Either *Carpe Diem—Never Give Up* or *Where There's Life, There's Hope.* **PPB**

iCharger Executive II

emergency charger for
iPhone, Android, Blackberry, HTC, LG, PSP, GPS & More



8000mAh

Free imprint up to 4 silk screen
Free upgraded packaging



Included connectors:

Standard USB

iPhone Lighting for iPhone 5 & 6

30 pin iPhone

Micro for Android, Blackberry, HTC,
LG, PSP, GPS, Digital Cameras & More

Other Styles —



Model #: iCharger-button



Model #: iCharger



iCharge-6

All models include our 3-in-1 cable for all phones & tables

FREE gift – stop by our
Booth # 665 at PPAI/
Las Vegas

Exclusively from iPlus USB Inc.

PPAI/408559 sage/68428 asi/62853

Learn inside tips for
SAGE Mobile



Learn how to drive
your business with
SAGE Websites



SAGE | E X P E R I E N C E
Learn. Grow. Excel.

The inside
look into
SAGE's
products
& services
LIVE
on the PPAI
Expo floor

JANUARY 13-15, 2015



Everything you need to
know about SAGE Online



CONNECT WITH US



Visit sageworld.com/experience
for more information

SAGE
800.925.7243



Ensuring Healthier Handshakes

HUMPHREYLINE'S DOMESTIC OPERATION TAKES ON HAND SANITIZER.

BY JEN ALEXANDER

WINTER MONTHS HAVE MANY reaching for that little boost of reassurance in a bottle—hand sanitizer—and HumphreyLine, which was acquired by Polyconcept North America in November, is ready to supply health-conscious users with U.S.-made options straight from its factory.

Hand sanitizer is only one of several products HumphreyLine produces domestically, says President Mel Ellis, but it is one of the most popular. “We produce just under 200 different products, although each one has numerous color, size and decorating options. We are among the industry leaders in six categories: hand sanitizers, lip balms, tooth brushes, sand pails, stadium cups and the Humphrey Flyer,” Ellis says.

“We do not allow imports in our product line. Instead, we make everything we sell. This gives us a tremendous advantage over other suppliers of similar products in that we never run out of stock, and we actually know what is in our products,” says Ellis. “We are in the business of serving our customers, and we do this through drop-dead reliable customer service and by being a product safety leader.”

Ellis describes the process from procurement to packaging hand sanitizer, as it

happens on his company's factory floor.

“We purchase bulk gel and spray sanitizer made by a local firm, and we purchase bottles and caps from another,” says Ellis. “We operate three filling lines in our plant, so we have great flexibility in meeting spikes in demand.”

Read on to learn how sanitizer goes from free-flowing to contained.

The bulk product is pumped into the designated filling line, where the “goop” is dispensed through a nozzle into the bottle as it passes underneath. Once the bottle is filled, the automatic capper applies the cap, which then goes through a spinning tightener.

The bottles are inspected for fill, appearance and cap tightness before

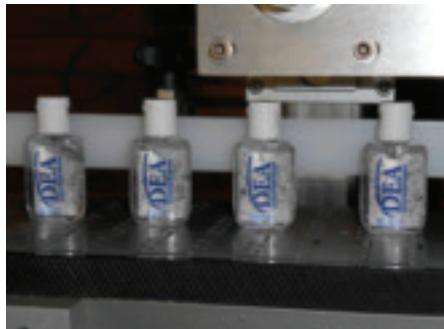
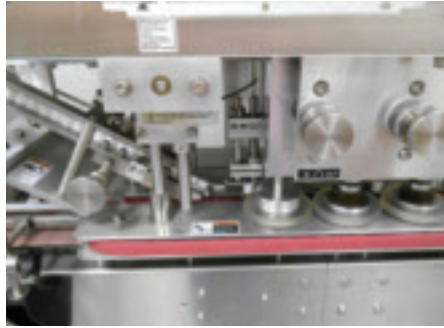
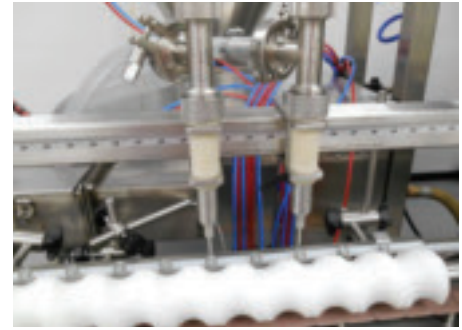
packing, and then they are stored in the warehouse, waiting for an order.

"When the order comes in, the art is transmitted electronically from our art department to the label printer, and the next thing we see is a printed, pressure-sensitive label, ready to apply to the bottle," Ellis explains. "We simultaneously apply the ingredients statement required by the FDA to the back of the bottle and the customer art to the front."

Then, the filled and labeled bottle goes down a conveyor belt for final inspection, and one more turn of the cap to ensure it's on tight, before the product is dropped in a box for shipping. **PPB**

Jen Alexander is an associate editor for PPB.

TOP LEFT A HumphreyLine employee places empty bottles on the filling line. **TOP RIGHT** Gel sanitizer is dispensed from two nozzles, each loading 1/4 ounce, into half-ounce bottles. **MIDDLE LEFT** The automatic capper applies the cap to the top threads of the filled bottles. **MIDDLE RIGHT** Printed labels are ready to apply to sanitizer bottles. **BOTTOM LEFT** Labeled bottles of hand sanitizer glide down the belt at HumphreyLine's factory, ready to keep end users healthy. **BOTTOM RIGHT** Samples are tested to ensure the product meets quality standards.



ABOUT HUMPHREYLINE

Founding date 1957

Principals Bitsy and Mel Ellis

Size of production facility 55,000 square feet

Number of employees 54

Types of specialized equipment Injection molding; blow molding; silkscreen printing; pad printing; offset printing; filling lines for the personal care amenities line; label making; label printing

Special training is needed to operate any equipment in the plant, and floor supervisors and managers provide the primary hands-on training. Specialized certification is required for operating equipment, such as a forklift truck, and for shipping hand sanitizer, which is classified as a hazardous material if shipped by air. In addition, HumphreyLine's Standard Operating

Procedures (SOP) cover nearly every step in manufacturing. In order for an employee to be considered "trained," he or she must learn the SOP, take a written test and agree in writing to follow the SOP.

Number of orders filled per year 20,000

Most popular items Hand sanitizers, stadium cups and lip balms

The easiest item to make? The egg flat, used in the commercial egg industry. It requires no decoration, but is merely molded and shipped. The most complex? Sand pails and yo-yos. The steps include molding, decorating and assembling each piece, all to order for custom color and decoration options. "Any time you have multiple manufacturing steps, the complexity rises dramatically—as does the chance for problems," says Ellis.

Notable accomplishments This year marked HumphreyLine's 20th consecutive year of shipping more than 99 percent of its orders complete and on time.



We Are Aware

ppai.org

As of 10/7/2014

SNAPSHOTS



Newton Manufacturing Company's National Sales Meeting & Trade Show event drew Newton representatives, guests and employees to Charleston, South Carolina.

■ Newton Manufacturing Hosts Sales Meeting, Trade Show In South Carolina

Newton Manufacturing Company (UPIC: NEWTON) brought its sales representatives and supplier representatives together at the Newton, Iowa-based distributor's National Sales Meeting & Trade Show at Charleston, South Carolina's Wild Dunes Resort in September. The event, "Wild About Charleston," featured an awards dinner recognizing the successes of its sales representatives, a number of presentations and peer-to-peer discussions, and opportunities to meet with more than 45 promotional product suppliers in attendance.

Trade Show Executive Magazine Awards Top Ranking To The PPAI Expo ■

The **PPAI Expo** has been recognized as the 55th-ranked U.S. trade show on *Trade Show Executive* magazine's 2014 Gold 100 List. The rankings, published in the magazine's October issue, are based on a three-part, same-show comparison including show size, growth and attendance as well as innovation, social media practices, green initiatives, global participation and economic impact. The PPAI Expo has been ranked as one of the leading trade shows of the Gold 100 since the list's inception in 2007. PPAI Executive Vice President Bob McLean and PPAI Director of Expositions and Meetings Darel Cook attended the *Trade Show Executive* Gold 100 Awards and Summit in Dana Point, California, on October 22-24 to accept the award for PPAI.



PPAI Executive Vice President Bob McLean (left) and Director of Expositions and Meetings Darel Cook (center right) display The PPAI Expo's award alongside Judy Chambers, CEM, sales executive at the Las Vegas Convention and Visitors Authority (center left) and Laurie Lutz, vice president of CES operations at the Consumer Electronics Association, whose show earned the No. 1 spot on the Gold 100.



Charles River Apparel President Barry Lipsett (right) with some of the supplier's customers on Boston's waterfront.

■ Charles River Apparel Invites Customers To Boston's Charles River Regatta

Charles River Apparel hosted a number of its key distributor customers October 18-19 for the 50th Head of the Charles Regatta in Boston, Massachusetts. Charles River is a sponsor of nonprofit rowing organization Community Rowing, Inc., providing apparel for several of the teams competing and Community Rowing staff.

MiPPA's End Buyer Show Draws Strong Crowds, Education

The Michigan Promotional Products Association (MiPPA) brought the promotional products industry to Ford Field, home of the Detroit Lions in downtown Detroit, on October 15 for Promotions That Roar!, the regional association's first end-user show. The day included a keynote presentation by PPAI President and CEO Paul Bellantone, CAE, in Ford Field's Hall of Legends, an exhibit hall with featuring 80 industry suppliers, and an awards ceremony and reception honoring MiPPA Past Presidents Scott Petrowski and Tim Stedman with the regional association's Outstanding Service Award.



PPAI President and CEO **Paul Bellantone, CAE**, joined MiPPA's Promotions That Roar! end buyer event to speak on the power of promotional products.



Promotions That Roar! drew more than 700 distributors and end-buyer clients to Ford Field in Detroit, Michigan.

(From left) MiPPA Executive Director **Paul Kiewiet, MAS+**; PPAI President and CEO **Paul Bellantone, CAE**, and distributor Lasting Impressions President **Mark Dabiero**, get a picture with **Roary**, the Detroit Lions' mascot.



YOUR PHOTOS HERE

Send us your company or industry organization photos for possible inclusion in Snapshots in an upcoming issue. Email high-resolution images to *PPB's* News Editor James Khattak at JamesK@ppai.org and be sure to include a description, plus your name and contact information.

SNAPSHOTS

Bellantone, Jenkins Visit Industry Companies On East Coast Road Trip

In October, **PPAI** President and CEO Paul Bellantone, CAE, and PPAI Board Chair Mark Jenkins, MAS+, embarked on a road trip up the East Coast, visiting with industry companies along the way. On the drive, Bellantone and Jenkins met with companies in Connecticut, Maryland, New York, North Carolina, Pennsylvania, South Carolina, Virginia and Washington, D.C., to connect and learn more about what the Association can do for them and the industry.



Bellantone and Jenkins' first stop was at supplier Jetline in Gaffney, South Carolina. They met with owner Eric Levin (second, left) and Vice President Joe Hoffman (second, right), among others, at the start of their East Coast road trip.



Jenkins (right) and Brand Fuel Co-owner Danny Rosin toss bean bags during the duo's visit to the distributor's offices in Morrisville, North Carolina.



PPAI Senior Marketing Manager Gage Chariton (center) shows of his first-prize chili contest trophy alongside Association staff sporting their Halloween costumes.

PPAI Celebrates Halloween With A Costume Contest And Chili Cook-Off

PPAI staff celebrated Halloween and cooler weather's arrival with a costume contest and chili cook-off on October 31. Ten staff members brought their chili A-games to the cook-off, with Senior Marketing Manager Gage Chariton winning the big prize with his "Chili Chili Bang Bang" effort, while prizes in the costume contest recognized the most original, the best DIY and "People's Choice." **PPB**

**Get.
Here.
NOW.**

**SO MUCH
To See**



ppai.org/expo

**LAS
Vegas**

**Have A
BLAST**

**Put The
Chat In
Chit
Chat**

**Redefining
BIG**

**Everyone Is
GOING
BUILD Your
Network**



You Know You Want To

**RUB SHOULDERS
With The IN CROWD
Meet Someone NEW**

January 11-15, 2015

Education Jan. 11-12 • Exhibits Open Jan. 13-15
Mandalay Bay Convention Center, Las Vegas

PPAI EXPO®

EXPO is now Sunday thru Thursday



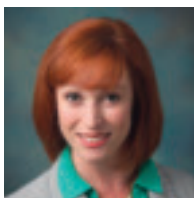
Stop by booth #1249 at the PPAI Expo 2015 for a chance to win an iPad® mini.

And learn about the exclusive discounts you can get through the FedEx Advantage® program.

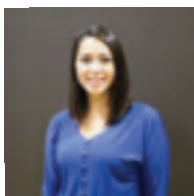


PEOPLE NEWS

By James Khattak



Jillian Flesh



Sarah Furth



Katie Hallstrom



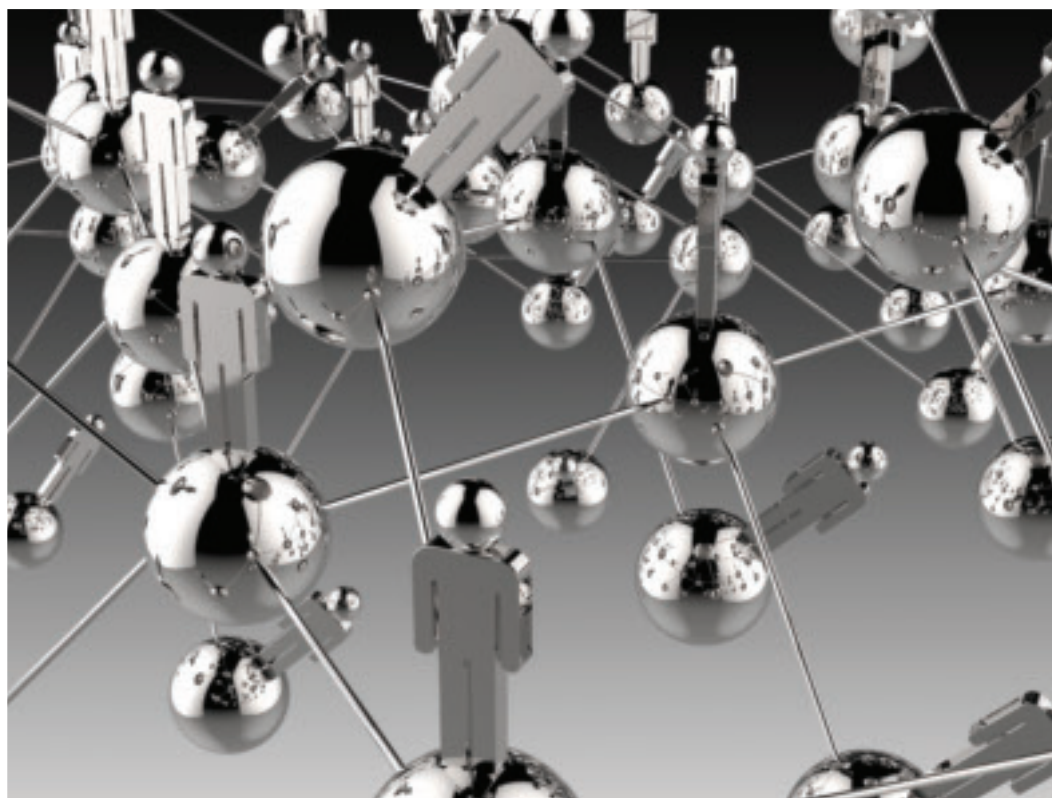
Ian Kalna



Mike Newman



Mary Ellen Sokalski, MAS



See who has moved in—and up—in the promotional world.

BUSINESS SERVICES

The Scarlet Marketeer, Inc.—Mary Ellen Sokalski, MAS, founder

DISTRIBUTORS

American Solutions for Business (UPIC: AMER0005)—Katie Hallstrom, promoted to executive director, and Justin Zavadil, promoted to executive vice president

The Perfect Promotion, LLC (UPIC: Perfect2)—Chelsea Caplan, account coordinator, and Amy Fields, promoted to account and marketing specialist

TPS Promotions & Incentives (UPIC: TPS)—Karen Nixon, promoted to partner

REPRESENTATIVES

K.C. Fields Ad Associates (UPIC: KCFI0001)—Doug Yount, sales

SUPPLIERS

Beacon Promotions, Inc. (UPIC: BEACONP)—Sarah Furth, promoted to ecommerce specialist

Chocolate Inn/Taylor & Grant (UPIC: CHOCINN)—Shelley Bednarski, southeast regional sales manager, and

Sammy Gallardo, customer service/inside sales representative for the southeast region

Crystal Sensations (UPIC: Cryst769)—Michael Bannister, sales

The Flesh Company (UPIC: T491589)—Jillian Flesh, promoted to executive vice president

Innovation Line (UPIC: INNOV8)—Mike Doyle, Kerry Schmock and Lorel Gardner of The Doyle Group will represent the company in Michigan; and Dan Pigott, to represent the company in Delaware, Maryland,

New Jersey, Pennsylvania and Washington, D.C.

Pop! Promos (UPIC: poppromos)—**Ian Kalna**, vice president of West Coast sales

Storm Creek (UPIC: StormCrk)—**Carman Thorne** of Gary Thorne & Associates will represent the company in Arkansas, Colorado, Iowa, Kansas, Missouri, Nebraska, and Oklahoma

Vantage Apparel (UPIC: vantage)—**Mike Newman**, sales representative for New England, including parts of New York and Connecticut; and **Jennifer Strauss**, sales representative for Alabama, Florida, Georgia, Mississippi and Puerto Rico **PPB**



GOT NEWS?

We'll share it. Send your people news, including high-resolution images, to *PPB's* News Editor James Khattak at JamesK@ppai.org.



Doug Yount



Justin Zavadil

DS9. The new Prodir.

Come and visit us
at our Booth 5506



**Personality pens.
Swiss made.**

Prodir SA
Via Serta 22 | CH-6814 Lamone
T +41-(0)91-9355 555 | F +41-(0)91-9355 653
knud.noerding@prodir.ch
www.prodir.com

prodir®

Factoring

Resolves Your Cash Flow Issues FOREVER!

**...It's Perfect for Promotional Products,
Printing & Marketing Businesses**

Why wait to get paid when you need cash now? PPAI Working Capital's Factoring Credit Line provides immediate cash advances within 24 hours for your accounts receivables.

Single Order Financing

In addition to Factoring your invoices, our unique Single Order Financing service provides immediate cash for larger orders requiring up-front payments to your suppliers.

- Low Cost - Average fee only 1-3% per invoice
- Unlimited Capital - As sales increase, more funds become available
- Credit and Collection services at no additional cost
- Credit Based on your client, not on you or your business
- Available to small and large Distributors & Suppliers

**Are you ready to solve your cash flow issues,
fund your operations & grow your business?**

**Contact Us For A Confidential Discussion
About Your Working Capital Needs**

866.718.0469



PROGRAM MANAGED BY:

PROMOTIONAL CAPITAL LLC

www.promotionalcapital.com



**INTERNATIONAL FACTORING
ASSOCIATION**

DATEBOOK

JANUARY

January 4-6

ASI Orlando

Advertising Specialty Institute
Orlando, Florida
www.asicentral.com

January 7-9

PSI Show 2015

Dusseldorf, Germany
www.psi-messe.com

January 11-15

The PPAI Expo 2015

Promotional Products Association
International
Las Vegas, Nevada
www.expo.ppai.org

January 21-22

Trade Only National Show

Trade Only
Coventry, United Kingdom
www.tradeonly.co.uk

January 26-30

PPPC National Convention 2015

Promotional Product Professionals of
Canada
Toronto, Ontario
www.promocan.com

January 27

PAPPA Winter Showcase 2015

Philadelphia Area Promotional Products
Association
Springfield, Pennsylvania
www.mypappa.org

January 29

SAAGNY Winter Showcase

Specialty Advertising Association of
Greater New York
Suffern, New York
www.saagny.org



February 18-19

VAPPA 2015 Spring Shows

Virginia Promotional Products
Association
Richmond and Roanoke, Virginia
www.whymappa.org

FEBRUARY

February 3-5

ASI Dallas

Advertising Specialty Institute
Dallas, Texas
www.asicentral.com

February 23-24

NEPPA 2015 Spring Show

New England Promotional Products
Association
Foxboro, Massachusetts
www.neppa.com

February 24-25

CAAMP Carolinas Connection

Carolinas Association of Advertising
and Marketing Professionals
Concord, North Carolina
www.caampers.org

MARCH

March 3

TRASA Spring Expo

Three Rivers Advertising Specialty
Association
Pittsburgh, Pennsylvania
www.trasa.net

March 3-4

CASA Tropical Show

Caribbean Advertising Specialties
Association
San Juan, Puerto Rico
www.casapr.com

March 10

UMAPP Fire & Ice Booth Show

Upper Midwest Association of
Promotional Professionals
St. Paul, Minnesota
www.umapp.org

March 11

PPAW Hot Products Show

Promotional Products Association of
Wisconsin
Milwaukee, Wisconsin
www.ppaw.org 

To scope out other
events, visit www.ppai.org
and click on the industry
calendar.



The Biggest
Promotional Products
SHOW on the
EAST COAST

EXPO **E**
east

March 12-15, 2015
Atlantic City
Convention Center
New Jersey

presented by
PPAI
SAGNY

Education March 12
Exhibits Open March 13-15

Admission Is
FREE

Experience Two Shows In
ONE LOCATION

Be Amazed At More Than
1,000 BOOTHS

80+ Diversified
EDUCATION SESSIONS

FIND WHAT YOU NEED
With The Greatest Of Ease

Not Your Average
WEEKEND

ppai.org/expoeast • Follow us @expo_east

Exclusive **PANTONE®** Deals
Only At The **PPAI EXPO®**



LOWEST PRICES EVER

**SAVE
UP TO 35%**

Visit the PPAI PANTONE® locations:

1st Floor of Mandalay Bay Convention
Center by the PPAI Information Booth

OR Booth #
1048



Authorized PANTONE Partner



shop.PPAI.org

Your exclusive industry authorized PANTONE® partner

HEY YOU!



Win A
Pantone
Portable
Guide
Studio

All Expo Pantone purchases will
be entered into the drawing.

**Don't Miss
The PANTONE
Education Session:**

**"Improve Color
Communication To
Your Customers"**

Mandalay Convention Center
Jan. 12, 2015 • 2pm

**FREE GIFT WITH
PURCHASE**



Thermo Cup with any
\$400+ purchase.

4GB Flash Drive
with any \$250+
purchase

While Supplies Last!
Visit the booth for more information.

NEW MEMBERS

New Members Joining In September 2014

ASSOCIATE

FreePromoTips.com

PPAI #537474 UPIC: F537474

DISTRIBUTOR

A&T Apparel

PPAI #621030 UPIC: A621030

Accent Embroidery

PPAI #382174 UPIC: thammock

**Adventures in Adv-Innovative
Management Solutions**

PPAI #622071 UPIC: A622071

AIM Mail Center 115

PPAI #579396 UPIC: AIM115

ALD Embroidery, LLC

PPAI #621137 UPIC: ALDEMBRO

All In Designs

PPAI #621807 UPIC: A621807

Angel Oak Creative

PPAI #622044 UPIC: A622044

ARTDEN DESIGNS

PPAI #621324 UPIC: A621324

Aston Impressions

PPAI #263151 UPIC: astonimp

Awards & Specialties

PPAI #622068 UPIC: A622068

Basler Printing Co.

PPAI #621310 UPIC: B621310

Big B Promotions, LLC

PPAI #422063 UPIC: B422063

Big Bend Advertising, LLC

PPAI #612976 UPIC: BigBend

Big Mouth Promotions

PPAI #621283 UPIC: B621283

Biltmore Print and Image

PPAI #615070 UPIC: B615070

Bluetek Printing

PPAI #614468 UPIC: B614468

Brite Ideas Marketing Solutions

PPAI #622127 UPIC: BIMS

BYOG-Build Your Own Garment

PPAI #622120 UPIC: B622120

Cain Signs

PPAI #450638 UPIC: CAINSIGN

Carab Enterprises, Inc.

PPAI #362914 UPIC: Carab

ClassFive

PPAI #621400 UPIC: C621400

Copley Distributing, LLC

PPAI #621486 UPIC: C621486

**CRT Custom Tees & Specialty
Printing**

PPAI #536435 UPIC: C536435

Csa Solutions

PPAI #621515 UPIC: C621515

Custom Specialty Promotions

PPAI #621111 UPIC: C621111

Cyclone Marketing Group

PPAI #496370 UPIC: CMGROUP

Dagny's Designs, LLC

PPAI #347854 UPIC: ms05038

DB & Company

PPAI #271080 UPIC: DBandCo

Denver-24-Hour

PPAI #621676 UPIC: D621676

Digi Touch Media, Inc.

PPAI #616078 UPIC: DTM324

DIMENSIONAL MARKETING, INC.

PPAI #510660 UPIC: D510660

NEW MEMBER Spotlight

Richard X Zawitz

Founder

Tangle, Inc.

PPAI# 189164 UPIC: TANG0002

How did your company get its start?

My background is in the fine arts, but in 1981 I decided to create a commercial product called Tangle in order to bring more creativity to people globally through manipulating a mass-produced object. My concept was that anyone—young or old, male or female—in any culture could experience the joy of the creative process in its most simplistic form. Tangle Creations' business model is based on our Tangle product, which in turn is based on an original sculpture that I created in 1975.

Tangle grew and I began dedicating more and more time to building the business. I began to attend trade shows and market Tangle in the U.S. Eventually I reached more than 40 countries. In order to build the Tangle business, I worked upstairs in a loft at night above my family's furniture business. I had a day job running my family business and worked in both businesses for 10 years. I fully committed to dedicating my days' energies to only Tangle Creations in 1987.

My artwork may be seen everywhere, from Europe and America to Asia, South America and Africa, in public places, private galleries, institutions and hospitals. I currently have galleries and workshops in Hong Kong and in San Francisco. Tangle Creations is a hybrid company; an invention/ideation company and a manufacturing/distribution entity.

Continued On Next Page

Continued From Previous Page

What's your favorite thing about being in the promotional products industry?

I invented the Tangle in response to people consistently wanting to touch, hold and play with the sculptures. Due to the origin of Tangles, their qualities speak to both an innate playful and therapeutic need. This is intrinsic in every Tangle we make. The shelf life of Tangles is absolutely incredible. They are practically habitual and become staples in people's lives.

What is consistently so valuable to us is to see all of the multi-leveled uses of Tangles. They are for everyone from children to adults; from executive gifts and acute therapeutic needs to workplace stress relief. We are always so interested in the wide breadth of companies that find Tangles pertinent to their business and customers. Even the British government has purchased two million Tangles for its government-mandated smoking cessation program.

When did Tangle Creations know that it wanted to be a part of this industry?

When I first started in 1981, someone introduced me to promotional products and I thought, "Wow, what a great idea!" I imprinted on a Tangle and I went to a PPAI show in 1982 and everybody loved the Tangle. From that day forward we've been involved in the business and sold millions of Tangles in the promotional products industry. So that's how it all started and we love the industry.



Why did you join PPAI?

We first joined PPAI in 1982, about a year after we started our business. Our product was such a superb fit that we felt very comfortable within the industry. We found PPAI was something special and have recently rejoined the Association because it's a great way to do business with a lot of wonderful people.

Richard X Zawitz, founder of Tangle, with a sculpture based on his design.

Distinctive Advertising & Promotions Ltd.

PPAI #621032 UPIC: D621032

DJ's Graphics

PPAI #228057 UPIC: DJsGr541

Dugout Sportswear

PPAI #622135 UPIC: D622135

Eagle Print Dynamics

PPAI #287941 UPIC: eagle411

ESP Printing

PPAI #558190 UPIC: E558190

Fawn Mountain Creative Media

PPAI #622020 UPIC: FMCM

Firelake Designs

PPAI #616953 UPIC: fldesign

Five Thousand Forms, Inc.

PPAI #621329 UPIC: F621329

Four Townes Embroidery

PPAI #621826 UPIC: F621826

Global Group, Inc.

PPAI #621654 UPIC: GGIInc

H Markus & Margossian

PPAI #621055 UPIC: H621055

HD & HB Enterprises

PPAI #622173 UPIC: HDCEP

Homosassa Printing

PPAI #620852 UPIC: H620852

Hoverboard Promotional Advertising

PPAI #621992 UPIC: Hover

iDeal Promo Source

PPAI #622220 UPIC: i622220

Image Print Promotional Products

PPAI #484105 UPIC: I484105

Imprint Avenue, Inc.

PPAI #225511 UPIC: IMPR9530

Integrated Media Source

PPAI #428772 UPIC: I428772

Inven

PPAI #620240 UPIC: I620240

IPROMOTEu-Wystone's World Teas

PPAI #616829 UPIC: I616829

Itrends Solutions

PPAI #621782 UPIC: I621782

Joan's Monogram Works

PPAI #621787 UPIC: J621787

Kaeser & Blair-Marali Promotional Products

PPAI #622064 UPIC: K622064

Kindred Design Screenprinting

PPAI #621058 UPIC: K621058



PRODUCT SAFETY

It's Important!



Product safety is no longer an issue for just a few companies. It is an issue for the entire promotional products industry!

That's why PPAI has launched the **PRODUCT SAFETY AWARENESS PROGRAM**.

This program focuses on creating a culture in which promotional product companies are aware of and engaged in the product safety discussion, resulting in confidence in the promotional products medium at every level.

The program calls for all companies who wish to exhibit at a PPAI event, advertise in a PPAI publication or sponsor PPAI in any way to gain **PRODUCT SAFETY AWARE** status.

Yes, It's That Important!

ppai.org/inside-ppai/product-safety



Kris Knight Sales

PPAI #622238 UPIC: K622238

Kristy Carder Enterprises, LLC

PPAI #621127 UPIC: K621127

Lerner Promotions

PPAI #483521 UPIC: LERNER

Levy Promotional Products

PPAI #622066 UPIC: L622066

Lionwood

PPAI #621300 UPIC: Lionwood

Logo It, Inc.

PPAI #282605 UPIC: logoit

Mac Graphics Group Incorporated

PPAI #622047 UPIC: M622047

Matthew-Lee Corp.

PPAI #618478 UPIC: MLC

Max 10 Pinup DBA Mix-n-Match

PPAI #621395 UPIC: Max10

Maximum Media

PPAI #596595 UPIC: M596595

MCM Sportswear

PPAI #375975 UPIC: M375975

Mi Print Shop

PPAI #342102 UPIC: Kxv54321

MKE Marketing, LLC

PPAI #621584 UPIC: M621584

Mountain Merch

PPAI #621147 UPIC: M621147

Ms. Print, LLC

PPAI #620996 UPIC: MPLLC

MT Needles Embroidery

PPAI #615478 UPIC: MTN

Network Graphic Imaging, LLC

PPAI #622075 UPIC: N622075

One Touch Solutions, LLC

PPAI #620044 UPIC: otllc

PDP Blackford Management

PPAI #614458 UPIC: P614458

Permanent Impressions And Designs, LLC

PPAI #621775 UPIC: P621775

Precision Color Printing

PPAI #622189 UPIC: P622189

Premier Image

PPAI #594557 UPIC: P594557

Prime Time Awards, Inc.

PPAI #621097 UPIC: P621097

Qwik Signs and Classic Creations

PPAI #620487 UPIC: Q620487

Reach For The Stars Design, LLC

PPAI #621067 UPIC: RFTSD

Regency Forms

PPAI #621621 UPIC: rf1

Required Team Gear

PPAI #529116 UPIC: RTG

Sands Promotional Solutions

PPAI #621985 UPIC: S621985

Shirts And Much More

PPAI #615108 UPIC: S615108

Sports Image Apparel

PPAI #568306 UPIC: RCMi

ST. CROIX SCREENPRINT

PPAI #335763 UPIC: StCroix3

Standard Print Group

PPAI #621302 UPIC: SPG50

Tag Every Bag

PPAI #620908 UPIC: TagLine

Tasteful Treats & Treasures

PPAI #335637 UPIC: treats

Teamworks Of Fenton

PPAI #340914 UPIC: ASGINK

The Embroidery Shop

PPAI #560872 UPIC: TES2012

The Finer Things

PPAI #149785 UPIC: FINERTX

Top It Off

PPAI #621139 UPIC: T621139

TOP Promotional Products

PPAI #439082 UPIC: topusabg

Do you want to sell your distributorship?
Would you like to slow down, take it easy, and not work so hard?

We can help you sell your distributorship quickly and easily.
We can also structure an exit strategy that makes sense for you.

Call or email us today.
All inquiries are strictly confidential.



A division of iPROMOTEu

www.thedistributorexchange.com

A service for small distributors with sales less than \$1,000,000.



Average 35% Savings for Wireless Solutions

PPAI members have access to exclusive discounts on America's best known and most reliable wireless networks, plus receive great deals on the latest phones and accessories.

- Up to 35% off Monthly Access Fees on Sprint, AT&T, T-Mobile and Verizon Wireless**
- Up to 35% off add-on data features
- Up to 50% off eligible accessories
- FREE ANY MOBILE TO ANY MOBILE CALLING
- FREE mobile device management portal
- FREE quotes (side by side cost analysis)
- Dedicated 24/7/365 help desk support & more!

**carriers require a 5 line minimum for business accounts (all phones, tablets, mobile hot spots and other cellular internet connected devices count towards this minimum)

In addition to wireless savings, take advantage of deep discounts on landline VOIP systems, hosting, Internet access, and a wide variety of other telecom solutions.

To learn more, please visit
www.eMemberBenefits.com/PPAI
or call 844-470-PPAI (7724)
to speak with a Member Care Specialist.



Total Marketing

PPAI #621374 UPIC: T621374

TPS Sports

PPAI #621669 UPIC: T621669

Valley Trophies

PPAI #621020 UPIC: V621020

Wallace Carter & Associates, Inc.

PPAI #287296 UPIC: WALLP002

Wham! Promos

PPAI #621017 UPIC: W621017

Whole View Marketing

PPAI #622212 UPIC: W622212

Why-Pay-Retail

PPAI #620500 UPIC: W620500

Wuraola Merchandise Corp.

PPAI #609881 UPIC: W609881

Xcelerate Marketing

PPAI #621316 UPIC: X621316

ZMark On Target Promotions

PPAI #481239 UPIC: ZMARK

Zuse, Inc.

PPAI #621824 UPIC: Z621824

SUPPLIER**ADK Packworks, LLC**

PPAI #621558 UPIC: A621558

AGLIKA TRADE, LLC

PPAI #620630 UPIC: AGLIKA

Artifi Labs

PPAI #621314 UPIC: A621314

Book Wear

PPAI #233342 UPIC: Book1122

Cirrus Fitness

PPAI #620198 UPIC: CirrFit

DreamSeats, LLC

PPAI #621150 UPIC: D621150

Guayabera Mfg.

PPAI #621285 UPIC: G621285

iNTEX GROUP INTERNATIONAL

PPAI #621589 UPIC: intex

PACIFIC BUSINESS

PPAI #620704 UPIC: PSHOW

Prodir SA

PPAI #206605 UPIC: PRODIR

PromAction BV

PPAI #621437 UPIC: P621437

PutterWheel

PPAI #621597 UPIC: S621597

Rock Steady Holdings

PPAI #620947 UPIC: R620947

Solpals, LLC DBA C-SLIDE

PPAI #622123 UPIC: CAMCOVER

Torn Ranch

PPAI #614285

UPIC: TRNRANCH

Valani Apparel

PPAI #622003

UPIC: V622003

Wrap Kings

PPAI #621555

UPIC: WrapKings

Yogibo

PPAI #621406

UPIC: Yogibo **PPB**

Contact Sandy
Mendoza at 972-258-
3019 or SandyM@
ppai.org with any
changes. PPAI members
can download a Word or
Excel file complete with
contact information at
www.ppai.org. Find it
under the Members/
Members Only tab.



Learn The Ins & Outs

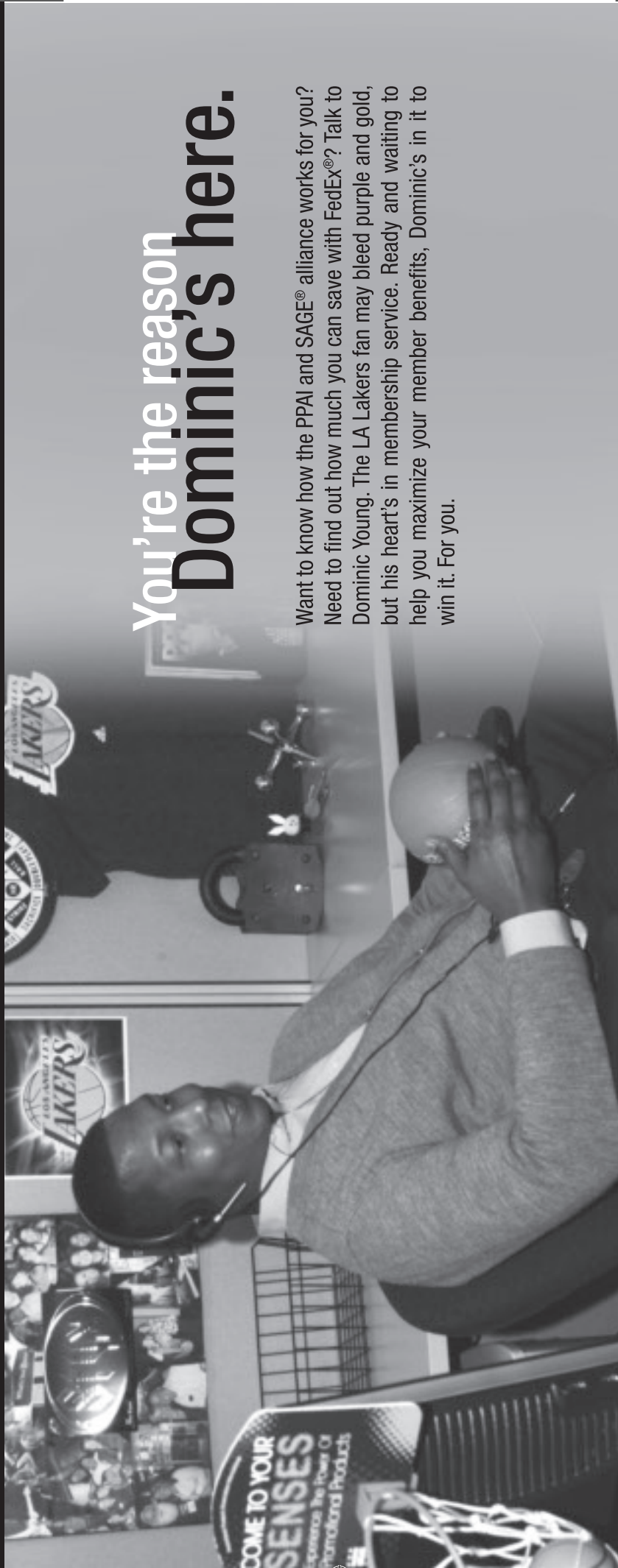
PPAI Webinars put top-notch education experience at your fingertips. With live and on-demand choices, earn CAS or MAS credits toward your industry certification. It's never been easier to gain the knowledge needed to stand out in the promotional products marketplace.

Register today at: ppai.org/education

PPAI Webinars™



At **PPAI** you're more than a number.



You're the reason
Dominic's here.

Want to know how the PPAI and SAGE® alliance works for you? Need to find out how much you can save with FedEx®? Talk to Dominic Young. The LA Lakers fan may bleed purple and gold, but his heart's in membership service. Ready and waiting to help you maximize your member benefits, Dominic's in it to win it. For you.

Dominic Young—
PPAI member care specialist, all-star
888-426-7724 x3061

This Is PPAI

Thank you to our sponsors:



AD INDEX

ADG Promotional Products	75	iPROMOTEu	10-11, 22, 98
800-852-5208 www.adgpromo.com		800-850-3370 www.ipromoteu.com	
Bag Makers	34	Kaeser & Blair Inc.	20
800-458-9031 www.bagmakersinc.com		800-642-9790 www.kaeser-blair.com	
Bodek and Rhodes	IFC	PPAI	83, 87, 88, 91, 93, 94, 97, 99, 100, 101, 103
800-877-9911 www.bodekandrhodes.com		888-I-AM-PPAI www.ppai.org	
Carlson Craft	76	Prodir SA	90
866-409-8949 www.presentationessentials.com		www.prodir.com	
CounterPoint	65	SAGE	2, 80
800-873-9133 www.vistun-digispec.com		800-925-7245 www.sageworld.com	
Crown Products	58	Sony Electronics	5
800-367-2769 www.crownprod.com		800-222-7669 www.sony.com/premium	
Distributor Central	23	Stahl's ID Direct	9
888-516-7401 www.distributorcentral.com		586-772-6161 www.stahls.com	
Essent Corporation	52-53	Team Concept	77
800-559-9959 www.essent.com		847-772-9800 www.teamconceptprinting.com	
Evans Manufacturing, Inc.	BC	The Vernon Company	24
800-745-3826 www.evans-mfg.com		800-743-7545 www.vernoncompany.com	
Greater China Industries, Inc.	1	Top Brands	62
888-424-6847 www.greaterchina-usa.com		800-431-2127 www.top-brands.com	
Heritage Sportswear	7	Vantage Apparel	27
800-537-2222 www.heritatesportswear.com		800-221-1080 www.vantageapparel.com	
Hit Promotional Products	IBC	Zoo Printing	61
800-237-6305 www.hitpromo.net		800-507-1907 www.zooprinting.com	
iPlus USB Inc.	79		
818-508-0900 www.iplususb.com			

The Advertisers' Index is published for reader convenience. Every effort is made to list information correctly. The publisher is not responsible for errors or omissions.

Statements of fact and opinion within *PPB* are made on the responsibility of the author alone and do not necessarily reflect official opinions on the part of Promotional Products Association International nor an endorsement of products and services described therein. Advertisers and advertising agencies assume liability for all content of advertisements printed and assume responsibility for any claims which may arise against publisher for their advertising.

PPB (ISSN 1072-3293) Volume 38, Issue 12 is published monthly by Promotional Products Association International, 3125 Skyway Circle North, Irving, Texas 75038-3526. Periodicals postage paid at Irving, Texas, and additional mailing offices.

Postmaster: Send address changes to *PPB*, 3125 Skyway Circle North, Irving, Texas 75038.

PPAI members receive *PPB* as a membership benefit paid for by membership dues. \$48 of dues is allotted to *PPB* and is nondeductible therefrom. Nonmembers may subscribe to the publication for \$72 annually. To order subscriptions, reprints and to request advertising rates, call 972-258-3044. Copyright ©2014 Promotional Products Association International. All rights reserved. Printed in U.S.A.

EVERYONE'S TALKING

About the industry's first and only product safety road map

“When I joined this industry in 2012, product safety was THE topic. Webinars, articles and social media posts on the subject were popping up everywhere. Suppliers and distributors both were challenged to learn as much as possible about the topic and as quickly as possible. Talk about a moving target! TurboTest offered me the chance to research exactly what the issues were on a product-by-product level as well as the documentation required to fulfill expectations. The tool is a wealth of information, and yet PPAI members can pull very specific information from this tool as it relates to an individual item or product category. It was and continues to be my go-to resource.”

Vicki Wade, TAS,
The Vernon Co.

“We need a place to turn when confronted with customer questions and internal decisions. With TurboTest, PPAI has created a unique and powerful solution to help every industry practitioner understand the myriad of product safety rules we all face.”

Gene Geiger, MAS, Geiger

“Safety can be a huge scary word to some people. There are so many rules and standards that different categories must meet. Knowing product safety would be a full time job. With the TurboTest I feel like I found a “Dummies Guide to Product Safety.” It takes out all the fluff and gives me exactly what I need.”

Kristy Morris, CAS,
Cintas

PPAI TurboTest™
Promotional Products

ppai.org/turbotest

PPB PopQuiz

DECEMBER 2014



**Congratulations
to November's
winner:**
Jennifer Andr 
of AIA - Logo
Marketing Group

SO YOU THINK YOU'VE READ this issue pretty thoroughly, huh? Let's test your recall. Answer the five questions in this month's *PPB* Pop Quiz correctly and be entered into a drawing for a chance to win a **\$50 American Express gift card** to spend any way you'd like. *Deadline: December 9, 2014*

CIRCLE THE CORRECT ANSWER below and submit your answers by the deadline of December 9, 2014 (and remember to fill in your contact information below):

1. According to the profile on Dilip Bhavnani, Sunscope is one of about how many different companies owned by Bhavnani and his family?

- a) 25
- b) 50
- c) 40
- d) 80

2. This month's cover feature reports that millennials are the most important consumer generation in history, with an estimated spending power of:

- a) \$170 billion
- b) \$170 million
- c) \$100 billion
- d) \$100 million


3. The product manufacturing process featured in *Factory Floor* is for:

- a) Hand sanitizer
- b) Stress balls
- c) Markers
- d) Magnets

4. In *Eye on Apparel*, Vantage Apparel's Gina Barreca says the most popular type of decoration is:

- a) Screen printing
- b) Embroidery
- c) Digital transfer
- d) Spot color printing

5. According to this month's Editor's Picks, which product comprises the second largest-selling category of promotional products?

- a) Office products
- b) Apparel
- c) Drinkware
- d) Writing instruments 

Hint:

All of the answers are found in articles in this month's issue.

Your Name: _____

Company: _____

Email: _____

Phone: _____

Submit your answers by December 9, 2014. Here are three ways to respond: 1. Scan and email this page to: PPB@ppai.org. 2. Fax this page to: 972-258-3004. 3. Submit your answers online at pubs.ppai.org. Click the December cover to see the Pop Quiz logo. You will be notified if your name is drawn. One entry per person, please. There will be one winner per issue and previous Pop Quiz winners are ineligible. Good luck!