PPB

PROMOTIONAL PRODUCTS BUSINESS

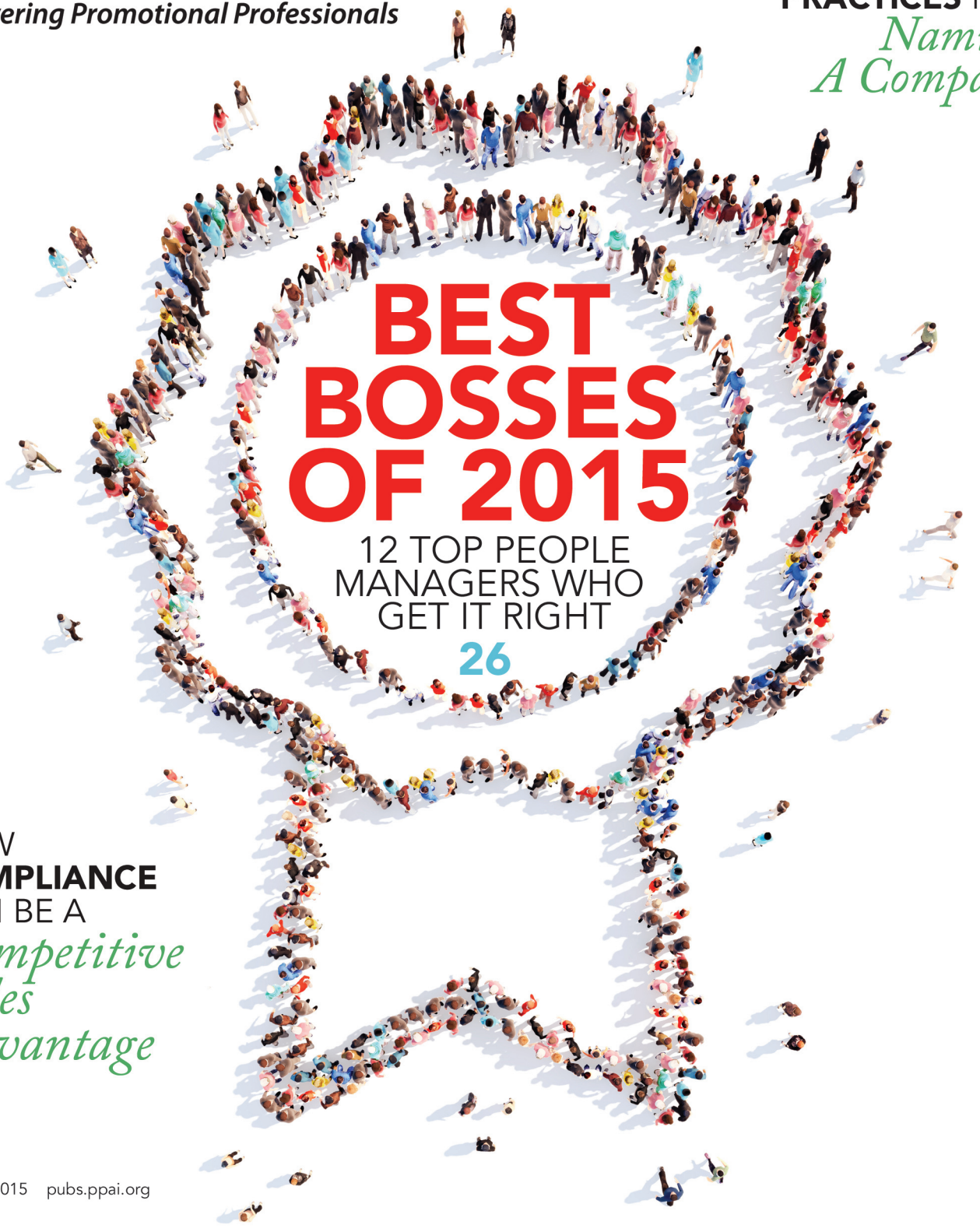
Material Matters: *Boost Your Apparel Decorating Smarts* 58

PPB

Empowering Promotional Professionals

The Athleisure Trend:
WHERE **FASHION** MEETS **FITNESS**
12

EIGHT BEST PRACTICES FOR
Naming A Company
23



BEST BOSSES OF 2015

12 TOP PEOPLE MANAGERS WHO GET IT RIGHT
26

HOW **COMPLIANCE** CAN BE A
Competitive Sales Advantage
79

OCTOBER 2015 pubs.ppai.org

PPB 2015 BEST BOSSES • THE ABCs OF DECORATING • GAMES & TOYS • FITNESS APPAREL • BABIES & CHILDREN PRODUCTS

OCTOBER 2015

Columbia
Columbia
Columbia
STAY OUTDOORS
LONGER
NOW AVAILABLE AT BODEK AND RHODES
2436 Ladies' Arcadia™ II Jacket
2433 Men's Watertight™ II Jacket
Bodek + Rhodes
800-523-2721 | www.bodekandrhodes.com
asi/40788

This is about your livelihood –
Don't Make a Mistake!

Enjoy life more, leave the stressful administrative and financial work to K&B and get more time for family, friends and business growth. You will love the freedom knowing K&B is behind you. Never worry about credit risk, product liability or cash flow again.

- **K&B** is the original. The first promotional distributor.
- **K&B** is the largest organization of independant business owners.
- **K&B** is the most financially stable distributor.
- **K&B** is family owned and family run.
- **K&B** is right for you.

You don't have to choose between great lifestyle and top earnings – with K&B you get both.

Questions: 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**

Visit:

www.comparekaeser.com

Let our Earnings Calculator show you how much more you can be making with Kaeser & Blair.

KAESER & BLAIR INCORPORATED
Promotional Advertising Specialties

SAVE THE DATE FOR

SAGE® CONFERENCE

Mandalay Bay Convention Center | Las Vegas

JANUARY 11, 2016

IN CONJUNCTION WITH THE PPAI EXPO®

Learn how to get more out of your SAGE products and services during this full-day free event!

www.sageworld.com/conference

SAGE®
800.925.7243
www.sageworld.com

CONTENTS / October 2015

26

INNOVATE

Best Bosses Of 2015

12 top people managers who get it right

By Tina Berres Filipski

58

GROW

The ABCs Of Garment Decorating

What you know about apparel printing can save you—and your client—time, money and frustration

By Dane Clement

CORRECTION: In the August issue of *PPB*, a product supplier was misidentified. The leather travel sling featured in Market to Market is provided by Scully Leather (UPIC: S174962). The vest featured in the July issue of *PPB*, in Eye on Apparel, is also provided by Scully Leather.

ON THE COVER: Illustration by tai11.

4 **Perspectives**
Paying it forward
8 **Feedback**

INNOVATE

10 **Profile**
Dale Johnson Cornell
12 **Eye On Apparel**
Fitness apparel
19 **Question**
23 **Marketing**
Eight best practices for choosing a company name that sticks

GROW

42 **Market To Market**
Children's products
48 **Editor's Picks**
Games & toys
55 **Sales**
Five steps to build an unbeatable loyalty program

THINK

70 **Fast Forward**
A Study In Taste • Five Minutes With Arry Yu • That Logo Looks Familiar… • Marketing Skills For Water • Boosting Brands With Alter Egos • Bizwords
75 **Management**
10 undeniable behaviors of great leaders
79 **Product Responsibility**
Why compliance is a competitive advantage
83 **Promotions**
Industry leaders collaborate to help a Nashville nonprofit address its marketing challenges

CONNECT

86 **Inside PPAI**
93 **Close Up**
Emmanuel Bruno
96 **Factory Floor**
Sunset Hill Stoneware
98 **Snapshots**
102 **People News**
104 **Datebook**
107 **New PPAI Members**

112 **The Creative Calendar**

Promotional Products Business: The Official Business Monthly Of Promotional Products Association International

Tina Berres Filipski Editor

Paying It Forward

I **DOUBT THERE'S ANYONE WHO HAS** gotten to their current place in life without someone else's help. Somewhere along life's path, someone with more experience gave them a bit of advice, shared good ideas, provided a job lead or a reference, or offered them an opportunity they wouldn't otherwise have had. And it made all the difference.

Many years ago, fortunately, someone believed in me too. When I was fresh out of college and looking for a job in publishing, the baby-faced editor of a local start-up magazine took a leap of faith and hired me as part of his team. We were all really young and quite inexperienced—and yet, we were this happy little band of people working hard against all odds to launch a new consumer magazine.

My mentors, the editor and managing editor, were only three years older and had little publishing experience themselves, but they taught me a great deal about what was possible when you believed you could not fail.

I think about the gift they gave me in those early years and wonder where I'd be if they hadn't been willing to teach and coach me. Mentors are an incredibly important piece of life's puzzle—without them, there's an empty space where experience should be.

At the PPAI Women's Leadership Conference in New Orleans in July, I enjoyed listening to a panel of industry women talk about mentoring in the session, Women Mentoring Women: Creating Connections Through Leadership. It was moderated by Jessica Hutwelker, MAS, of Sunrise Identity, and panelists were Pat Dugan, MAS, BUDGETCARD, Inc.; Teresa Moisant, MAS, Moisant Promotional Products; Kate Plummer, Clearmount Plastics Limited and Carrie Sabo, CAS, American Ad Bag Co.

For 60 minutes, they shared their personal experiences of being mentored and mentoring others. I thought their comments were too rich to keep within those four walls of the Westin hotel ballroom, so here you go:

1. Mentoring is like a candle: if you light someone else's light, it does not diminish yours.
2. When looking for a mentor, look for a work horse, not a show horse.
3. Take the time to "open the door" for someone else, especially someone new in their career.
4. If someone does a great job for you, pick up the phone and call that person's boss and report how amazing that person is. That five minutes will go a long way.
5. If someone has mentored you, even informally years ago, take the time now to call and thank that person.
6. Take care of yourself first. That's not the most popular thing to say but take the time to do what you want to do and reward yourself so you can be better for everyone else. If you are happy, it reflects in all aspects of your life.
7. It's ok to say "No" when asked to mentor someone. If you are depleted, you are not going to be effective.
8. Mentoring does not have to be ongoing. Practice "spot mentorship." Ask a newcomer to sit at your table at a regional association meeting or help someone out at a trade show.
9. What should you ask of a mentor? Think about what you lack and what someone else can do to help you find abundance. The onus is on the mentee. They need to say what they need. Maybe they need someone to call and ask: "How did your week go? What did you learn? What's on your plan for next week?"
10. If you are going to be a mentor or mentee, put the time in to develop your relationship.

During the session, Pat Dugan told a quick story that has stayed with me. She remembered an early-career boss and mentor who, when asked for the meaning of success, boldly replied: "When Pat is better than I've ever been, I'll know that I've been very successful. And I know that down the road she's going to pass me by."

What a powerful statement from a man with a great deal of confidence. I'm sure it filled Pat with confidence then, too.

Mentoring others or being mentored might be scary or uncomfortable but the results outweigh the risks. These two quotes mentioned during the session sum it up: Life shrinks or expands based on one's courage. Fear is excitement without breath.

Who was your mentor and what was your experience? I'd love to hear from you at TinaF@ppai.org. PPB

Need something new?

bold

go beyond the black and white

- Always Factory Direct
- In-House Design
- 30-Day Product Guarantee
- Import Quotes Within 24 Hours
- Complete Project Management
- Product Safety Compliance
- Global Logistics

GREATER CHINA™

The Ultimate Importing Experience℠

CELEBRATING 20 YEARS 1995 - 2015

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

PPB

PPAI
The Mark of a Professional®

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
Julie Richie
972-258-3091
JulieR@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

BPA WORLDWIDE BUSINESS

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

DIRECTOR OF INFORMATION TECHNOLOGY
Paul Elfstrom
972-258-3071
PaulE@ppai.org

DIRECTOR OF MEMBER ENGAGEMENT AND REGIONAL RELATIONS
Carol Gauger, MAS
972-258-3088
CarolG@ppai.org

DIRECTOR OF PUBLIC AFFAIRS
Anne Lardner-Stone
972-258-3041
AnneL@ppai.org

DIRECTOR OF PROFESSIONAL DEVELOPMENT
Rachel Robichaud
972-258-3030
RachelR@ppai.org

DIRECTOR OF BUSINESS DEVELOPMENT
Gary Slavonic, CAS
972-258-3048
GaryS@ppai.org

DIRECTOR OF MARKETING
Keith Vincent
972-258-3040
KeithV@ppai.org

BOARD OFFICERS

CHAIR OF THE BOARD
Rick Brenner, MAS+
Prime Resources Corp.
rbrenner@primerescorp.com

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

CHAIR-ELECT OF THE BOARD
Tom Goos, CAS
Image Source, Inc.
tomgoos@imagesourceteam.com

VICE CHAIR OF FINANCE
Bruce Perryman, MAS+
Embroidery Unlimited, Inc.
bperryman@euinc.biz

BOARD MEMBERS

TERMS EXPIRING 2016
Rick Brenner, MAS+
Prime Resources Corp.
rbrenner@primerescorp.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, CAS
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

TERMS EXPIRING 2019
Dale T. Denham, MAS+
Geiger
ddenham@geiger.com

Norm Hullinger
alphabroder
nhullinger@alphabroder.com

MEMBER-AT-LARGE
Term Expiring 2016

David Nicholson
Polyconecpt North America
dnicholson@leedsworld.com

REGIONAL ASSOCIATION COUNCIL DELEGATE TERM EXPIRING 2017
Scott Hareid, Hareid Marketing, shareid@promo-connections.com

EDITORIAL ADVISORY COMMITTEE
Debbie Abergel, Jack Nadel International; Jeffrey Batson, Next Products, Inc.; Larry A. Cohen, Axis Promotions; Craig Dickens, Suntex Industries; Mark Gammon, CAS, The Vernon Company; Mark Gardyn, Gordan Sinclair; Richard S. Greene, MAS, HALO Branded Solutions; Francesco Indrio, Alpi International, Ltd.; Cindy Jorgenson, MAS+, Brown & Bigelow; Fred L. Leamer, ActNow Media Inc.; Cliff Magill, Great Bridge International, LLC; Scott Perry, TradeNet Publishing Company; Carrie Sabo, American Ad Bag Co; Jeff Schmitt, MAS, Cedric Spring & Associates; Lance Stier, Chocolate Inn/Taylor & Grant. PPAI Board Liaison: Norma Jean Knollenberg, CIP, CPIM

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.

BULOVA
CORPORATE SALES

800.228.5682 | corporatesales@bulova.com | bulovacorporatesales.com
ASI: 42427 | PPAI: 133171 | SAGE: 50905

FEEDBACK

Meeting The Challenges Of New Competition

In the August PPB *article "Differentiate To Compete," Mark Graham, founder of RIGHTSLEEVE and co-founder of industry software platform commonsku, wrote that the "price is everything" philosophy no longer works for promotional products businesses, and to successfully compete in today's market, industry professionals must know their customers' dreams, understand their competitors' weaknesses and focus on their own key points of differentiation.*

Coming from the office supply industry, this feels like déjà vu. When the three big-box companies entered the office supply market, many small [companies] reassured themselves that their good customers would never leave them; that customers appreciated their expertise and personal service, and that they loved placing orders the old-fashioned way. They listened to industry experts who told them to get rid of their bottom-feeding customers and to do what they were doing, only better, with their loyal customers. Note that the number of office supply dealers is a fraction of what it was 30 years ago.

The promotional products industry is at a watershed moment right now with the internet set to disrupt our industry the same way it has others. To ignore that fact and say 'keep doing what you are doing, only better' is futile. This fragmented industry with relatively high margins is ripe for the creative destruction that is happening before our eyes.

Promo distributors that do not do business the way their customers want to—online, user-friendly self-service—will be competing for a shrinking share of the market. Those promo distributors that do not improve at merchandising and competitive pricing strategies will go the way of Ben Franklin [stores] after Wal-Mart came along.

What our industry needs are technology providers with the vision to create ecommerce solutions that our customers can use to place orders from beginning to end, and to partner with suppliers for good product data feeds. Then distributors can go out and do what we do best—build relationships that count. And when customers want to, let them transact their business with us online.

Imagine if your sales force spent more time helping customers create marketing and promotion campaigns

and less time sourcing and ordering pens, mugs and t-shirts; more time acquiring new customers and less time finding the cheapest presentation folder.

The good news for office supply resellers is that this is what happened. The industry is tough but almost 5,000 companies compete everyday and in the markets we are in we beat them regularly. We can now do everything they do: convenient online ordering and competitive pricing, and beat them with the advantages we have as owner-operated local companies.

Phil Bertels
President
Give Back KC Ink
Shawnee, Kansas
UPIC: GiveBkKC

Thank you for addressing this issue. As a regional salesperson calling on distributors in my territory, I tire of hearing this lament. I believe that suppliers are sometimes blamed for the Goliaths receiving better pricing than the Davids and that's not the case. You hit the nail on the head when you suggested, "Get rid of this client as they value price above everything else …" when dealing with those price-shopping clients. Those clients have programmed their vendors to keep their margins low and their creativity at bay. And really, isn't utilizing our creativity what it's all about?

Kim Reinecker, MAS
Regional Sales Manager
Starline USA, Inc.
Houston, Texas
UPIC: STAR0009

Recognizing The Importance Of Sensory Media

The July issue of PPB *featured an excerpt of the book* Sensory Media *by Jae M. Rang, MAS, chief inspiring officer of Oakville, Ontario-distributor JAE Associates Ltd. Her book captures years of study on the mind and human behavior relating to promotional material.*

This is a great piece with content I'll be using for my upcoming presentations. I have been speaking on Five Sense Branding for the past year at shows and with regional associations about this exact subject. Martin Lindstrom is another well-known author on sensory branding and I also incorporate his content and stats into my presentations.

Thank you for raising the awareness in *PPB*'s July issue. We, as an industry, have the medium that helps bring greater value to traditional forms of advertising and social media.

Chris Piper, CAS
Regional Vice President, Northwest
HALO Branded Solutions
Bend, Oregon
UPIC: HBS PPB

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

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.

All inquiries are strictly confidential.

DX℠ DISTRIBUTOR EXCHANGE
A division of iPROMOTEu

www.thedistributorexchange.com • 844-251-8544 (toll free)

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

PROFILE

TRAILBLAZER

HOW THE INDUSTRY'S FIRST FEMALE MULTI-LINE REP SOLD HER WAY TO SUCCESS

BY JULIE RICHIE

FRESH OUT OF ENDICOTT COLLEGE after studying broadcast journalism and communications, Dale Johnson Cornell was hired as a secretary in the admissions office at Massachusetts Institute of Technology. It wasn't a good fit. "It was the biggest joke because I couldn't sit in my seat," she says. "I was always getting up and going into the hallway to talk to everyone. I just had more fun meeting people and making friends." Clearly she was meant to be in sales.

Selling ads for the MIT student newspaper on the side, Johnson Cornell found her calling. But there was just one problem. In the early 1980s, virtually no women were working in the sales field in general.

Fortunately, Johnson Cornell loves a challenge. And at just over six feet tall, she makes a memorable presence, something that "probably didn't hurt," she says. After being hired as the first female sales representative by a Boston radio station, she successfully sold broadcast air space for four years before answering an ad in the *Boston Globe* from Sheaffer Eaton, a division of Textron, looking for a New England area representative for its ad specialty business. "The only reason I answered the ad was that it had the word 'ad' in it. I remember thinking to myself, 'I know Sheaffer Pens and I know Eaton diaries, but what the heck is this ad specialty business?'"

Important Mentors

After interviewing and doing a lot of following up, Johnson Cornell became the first female sales representative hired by Sheaffer Eaton and fell in love with the promotional products business. "I loved the concept of selling a hard good as opposed to air," she says. While at Sheaffer Eaton, she was mentored by her boss, Koyne Ahlstrand, as well as her fellow reps John Sweeney and Mike Valentini. "Mike trained me. When he left to start his own multi-line rep firm

Dale Johnson Cornell was named Multi-Line Rep Of The Year by the New England Promotional Products Association in 2010.

12 Commuting In Comfort
EYE ON APPAREL

19 What's Your Preference?
QUESTION

23 What's In *Your* Name?
MARKETING

26 Best Bosses Of 2015
FEATURE STORY

(MVP Promotions), I was devastated." But Valentini encouraged Johnson Cornell to start her own multi-line rep firm as well, which she did in 1985, establishing Dale B. Johnson Associates. "Mike is still a mentor," she says.

In addition to Valentini, two other people stand out as being instrumental to her success in the promotional products industry. Maralyn Brink [of distributor Brink Associates] "took me under her wing. I learned so much from her. She was a brilliant, creative distributor and she led me to get involved in our regional association—[then called] the Specialty Advertising Association of New England (SAANE)," Johnson Cornell says.

Jim Moore of Bay State Specialty was also instrumental. "He was the president of the SAANE and here I was, the little kid with curiosity going, 'can I help?'" That curiosity led Johnson Cornell to become president of SAANE herself, about the time she became an independent rep.

Teamwork

Thirty years ago, the Northeast Representatives Association (NERA) decided to host its own trade shows, the first multi-line representative group in the U.S. to do so. "We would pick a hotel, send out invitations using a list from PPAI and invite distributors to come see us and talk about new products. And we still do this today," Johnson Cornell says.

NERA partnered with regional associations including the Specialty Advertising Association of Greater New York (SAAGNY), the Philadelphia Area Promotional Products Association (PAPPA) and the Chesapeake Promotional Products Association (CPPA) to do a combined show three years ago after realizing there were just too many trade shows. "It's four days of shows in four states the last week of January with one big truck and one big bus. Our participating suppliers enjoy the comfort of the bus and the hauling of their displays while travelling from state to state. I'm really proud of NERA because we have hung in there through many industry changes. It's just been fantastic."

The shows allow the multi-line reps to develop and strengthen personal relationships—as well as helping distributors gather the information and creative ideas to be able to continue a one-on-one relationship with their clients.

Then And Now

Some things haven't changed. "You still have to care, work hard, be organized and want to see success for your distributors and suppliers. And I always encourage people to get involved with their regional associations," she says.

But a lot has changed. Staying in hotels is a breeze today compared to what it was back in the early 1980s. For example, "There were hangers for guys' pants but no skirt hangers," she says with a chuckle. Then again, traffic wasn't as bad and there were fewer distributors to visit. "It's so much harder today," she says. "It's becoming oversaturated." Hiring an associate (Cheryl Lickteig) has helped tremendously, says Johnson Cornell. And PPAI's educational opportunities have helped her stay up to date with the many industry changes. She will begin serving on the PPAI Awards & Recognition Committee starting in January 2016.

On the 18th green at Wolf Creek in Mesquite, Nevada just before The PPAI Expo 2014.

The most dramatic change, however, is one that she herself helped create: now there are many female multi-line reps. PPB

EYE ON APPAREL

COMMUTING IN COMFORT

ATHLEISURE: AT THE INTERSECTION OF FASHION AND FITNESS **BY JULIE RICHIE**

FIRST THERE WERE CASUAL FRIDAYS. Then every day became casual day. Today it's hard to tell if people are headed to the gym, to run errands or to the office—and often it's because the answer is yes to all three. "Casual and 'athleisure' have taken on a life of their own," says Marshal Cohen, chief industry analyst for The NPD Group, Inc., a global information company. "This is no longer a trend—it is now a lifestyle that is too comfortable, for consumers of all ages, for it to go away anytime soon."

Now, with one stylish and stretchy ensemble you can be dressed for the whole day—yoga class, work (depending on your industry), lunch, drinks and dinner out. Even guys are pulling off wearing fitness pants to their mobile offices at Starbucks or to hang with the crowd for Thursday night drinks. No wonder people have been ditching their denim in recent years. Who wants to snap a snap or zip a zipper when you can just pull on some snuggly, soft fitness pants and call it a day?

The numbers bear out the trend toward a market preference for fitness apparel, with NDP's data showing U.S. retail activewear market sales increasing by seven percent for the year ending in October 2014 and U.S. jeans sales dropping eight percent, with activewear comprising 17 percent of the total clothing sales. "Consumers are drawn to its comfort and versatility, and the fact that it still makes a fashion statement. Activewear, by nature, also evokes a sense of athleticism and well-being, which only adds to its appeal," says Cohen.

To capitalize on the athleisure trend, wholesale manufacturers are introducing more fashion-forward styles that are innovative, colorful and unique, and worthy of being not just seen but also admired outside the gym. With the media saturated with ultra-toned celebrities such as Carrie Underwood and Beyoncé touting athleisure brands of their own, promotional apparel is sure to follow along. It won't be long before companies offer athleisure Thursdays or workout wear Wednesdays, providing plenty of opportunity for promotional apparel.

JULIE RICHIE IS ASSOCIATE EDITOR FOR *PPB*.

These Great Finds Combine Style and Comfort

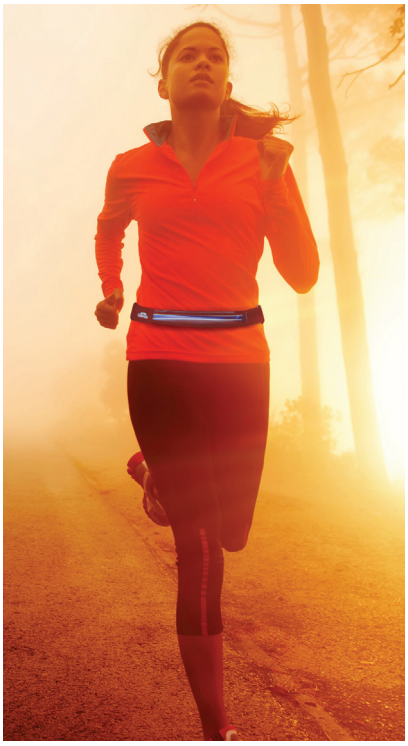
North End® Motion Interactive Color-Block Performance Fleece Jacket Contrast zippers provide a pop of color, while moisture-wicking properties keep you cool and comfortable. Reflective asymmetric piping and print at the center back offer 360˚ visibility. Available in three crossover colors (black/Olympic red, black/carbon and Night/Olympic blue). Available in men's sizes S-3XL and women's sizes XS-3XL.
alphabroder *(UPIC: BRODER) www.alphabroder.com*

Men's Lifestyle Short
Moisture wicking: Check. Breathable and easy care: Check. Side-seam pockets: Check. These nine-inch inseam 100-percent microfiber sphere shorts have it all. Available in black, navy and charcoal in men's sizes S-3X.
Expert Brand *(UPIC: Exper698)*
www.expertbrand.com

BELLA + CANVAS Nylon Spandex Sports Bra
The most basic and most important piece of any women's fitness ensemble is the sports bra. With a racerback construction and double layered binding at the neck and armhole, this one fits the bill. Available in black or white in sizes S, M and L.
Heritage Sportswear *(UPIC: HERI0002)*
www.heritagesportswear.com

Your Brain On Spandex

ACCORDING TO A 2012 STUDY published in the *Journal of Experimental Social Psychology,* the clothes you wear influence your psychological processes, a term researchers coined "enclothed cognition." The Northwestern University researchers found that people wearing lab coats that were described to them as a doctor's coat exhibited increased performance on attention-related tasks compared to when they wore what was described to them as a painter's coat. It stands to reason that the same principle applies to fitness apparel, with wearers being inclined to move more. With the Centers for Disease Control reporting that more than 30 percent of U.S. adults are considered obese, fashion that can influence people to be more active is a trend worth getting behind.



AF200 Tempo Sports Fitness Belt

Races and other sports-oriented promotions are a perfect place to feature this useful belt. The sleek, expandable zipper pouch holds a phone, keys and energy bars while still fitting securely against the body to eliminate bouncing and shifting. Two reflective strips add visibility and an adjustable elastic belt with clip closure ensures a comfortable fit.

Starline USA, Inc. *(UPIC: STAR0009)*
www.starline.com

ZEN Fleece Zip Hood and Pant

Fashion meets karma and comfort in this duo, constructed of a 55-percent cotton/45-percent polyester acid-washed burnout fleece fabric with a silicone finish, dyed-to-match drawcords, raw edges on all seams, brushed nickel concealed double zipper, extra long cuff length and front pouch pocket. Ladies sizes XS-2XL in Dark Smoke, Cement, Wildberry (pink), Oceanberry and Very Berry (purple).

J. America Wholesale Blanks
(UPIC: blanks)
www.jamericablanks.com

Name Dropping

THE TERM SPORTSWEAR, ALSO REFERRED to as activewear, was created by American designers in response to the needs of emancipated women in the 1920s and 1930s who needed functional, easy-care clothing to live their active lives. New terms have cropped up to describe today's clamored-for fitness apparel, but it appears that athleisure has won out over the others.

SportsCore

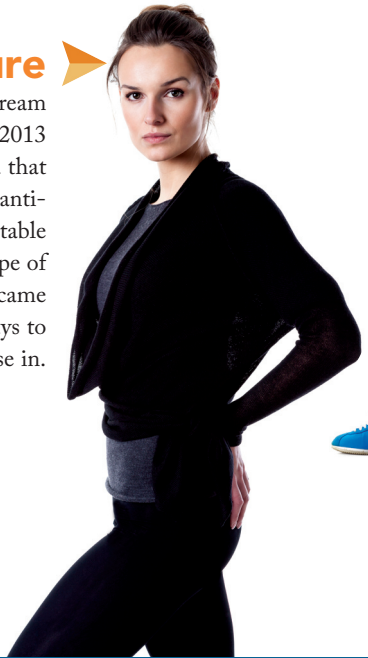
Introduced by *GC* magazine in 2015 as the fashion trend of its target audience, described on *GC*'s website: "Modern man is in a state of perpetual motion and his clothes should never slow him down … It's time to start thinking of the clothes you wear not as fashion but as tech: They are intuitive, modular, and way-outside-the-cubicle tools that keep you moving on a frictionless path forward." This one hasn't caught on.

Yoga-wear

Yoga pants and fitted tanks and other pieces that are equally at home in the yoga studio or at Sunday brunch. This term is more specifically yoga-oriented than athleisure implies, so it doesn't represent the whole category.

Athleisure

A more mainstream evolution of the 2013 "cozy boy" trend that described the anti-menswear, comfortable loungewear type of clothing that became acceptable for guys to roll out of the house in.



Soft Dressing

Coined by former Gap CEO Glenn Murphy on a 2014 earnings call to describe the way people are ditching jeans for fitness pants, which is why he said that Gap's Athleta workout wear store chains were the company's most promising in sales. While consumer choice at retail has increasing influence on promotional wear, the term soft dressing seems to have lost out to athleisure. It just goes to show, one word is always better than two.

High Tech Togs

OMNi APPAREL INC.'S ZORREL BRAND has positioned itself perfectly for the athleisure trend, with its spot-on tagline, "Performance wear for anywhere!" Its innovative SmartBlenz™ fabrics have helped the manufacturer's products become a top choice for companies wanting promotional apparel that goes the extra mile.

The Z100 Dri Balance™ Tee was the company's first product in 2005 and offered "performance before performance was 'cool'," says OMNi Apparel Inc.'s Business Development Manager Craig Wallace. With 100-percent moisture-wicking polyester against the skin and naturally anti-microbial 100-percent combed cotton on the fabric's surface, the fabric is engineered with an elaborate knit structure to provide UPF 30+ sun protection and optimize the moisture transport dispersion in the cotton layer, allowing air to move inward to cool the wearer. It's a workhorse, which is why major airlines outfit baggage handlers in the shirts and disaster relief organizations use the same shirt with Insect Shield® to keep aid workers comfortable and protected from insects.

While the Z100 is still popular, the athleisure trend influenced the next generation of the shirt. "These days everyone offers 100-percent polyester t-shirts. They've become like the cotton t-shirt. But not everyone wants to wear polyester," says Wallace. "Now I'm seeing that people want something different. They want lightweight with the warmth and feel of cotton but with all the performance aspects of polyester. They want to be able to go to a picnic and throw the football around, or go sit at the ballgame and not be soaked in their heavy cotton t-shirt."

Enter Zorrel's Z101 Light Weight Dri-Balance Tee, a 4.7-ounce happy marriage of comfort and performance with a more fitted style and a stretch microfiber yarn, perfect for that dad at the ballgame who wants to feel cool, comfortable and fashionable.

Cooling Scarf/Bandana

Your client's message will be front and center however this item is worn. Cooling crystals in the cotton/poly blend fabric absorb hundreds of times their weight in liquid and cool through evaporation. Non-toxic, non-flammable and reusable thousands of times, the scarf (or bandana) is perfect for outdoor activities, events (golf tournaments, picnics), fundraising (walkathons, pep rallies), and sports and leisure activities (concerts, gardening). One size fits all necks, heads or wrists.

Superex *(UPIX: SUPEREX) www.superex.com*

Performance T

This new four-ounce performance t-shirt features moisture-wicking polyester microfiber with no tag and an athletic fit. Double stitching makes it extra durable. Available in sizes S-XL.

ADG Promotional Products *(UPIC: ADGPROMO) www.adgpromo.com*

Runner's Cap
A unique side zipper pocket holds your key or ID and a fabric strap with two-piece Velcro closure keeps the wind from blowing it off your head. Available in black/stone, navy/stone, stone/black and white/black. **Cap America** *(UPIC: CAPAMRCA)* *www.capamerica.com*

Pizzazz Victory V-Notch Skirt
Whether on the tennis court, in the Pilates class, on the lacrosse field or on the dance floor, this stretchy skirt has what it takes. With built-in boy-cut briefs for full coverage, the skirt looks equally good and performs equally well running errands as it does on the court or field. Available in black, red, royal, navy, athletic grey, purple, forest, maroon and hot pink in adult sizes S-2XL and youth sizes XS-L. **Pizzazz Performance Wear** *(UPIC:Pizzazz1)* *www.pizzazzwear.com*

Xpression Yoga Pants
These made-in-the-USA stretchy poly/spandex pants offer a unique way to show off a brand with full coverage Xpression sublimation—any logo and unlimited colors. You can even add a screen print or embroidery. Size S-2XL. **FPS Apparel** *(UPIC: FPSAp664)* *www.fpsapparel.com* PPB

Leave your message on the desk . . .
Have it viewed every day!

MINYA COLLECTIONS PPAI/ 112523 ASI/ 71370

Desk Organizer

- Chrome Metal Finish
- Memo / Card / Mail Holder
- As low as **$8.00 (R)**

MI-1552 BEAR

MI-1551 BULL

MI-1553 APPLE

MI-1550 STAR

MI-1452 HOUSE

MI-1450 AIRPLANE

MI-1451 TRUCK

MINYA COLLECTIONS W | www.minyausa.com E | minyausa@minyausa.com P | 800.858.1878

WHAT'S YOUR PREFERENCE?

A Distributor Asks:

I've heard and read that some suppliers have a circle of customers they call "Preferred Distributors." What is the advantage for selected distributors and what is the process for being invited into that circle?

Craig Dickens
VP/Sales Manager
Suntex Industries
UPIC: SUNTEX

As a supplier we offer our preferred distributors the opportunity to apply for the Suntex Select Program. This program gives end quantity pricing (EQP) on about 90 percent of our line which in turn gives the distributor an opportunity to earn a better profit, or pass the savings on to the end user, and hopefully land more sales.

We do have minimum qualifications, but I will waive these for one year if I feel the distributor has the potential to increase sales with Suntex Industries.

David J. Hawes, MAS+
Brand Architect
Geiger
UPIC: Geiger

Suppliers identify distributor customers they believe are good candidates to help them grow their business. The qualifications include a relatively modest annual sales volume, and the distributor's willingness to develop a mutually beneficial, long-term relationship with the supplier. Loyalty definitely plays a part. It is very similar to the relationship a successful distributor wants to develop with their end-buyers.

The advantages for the distributor can include EQP pricing, discounts on set-ups, and rebates. Some suppliers offer special incentives, additional education, personal sales calls, and advance previews for new products.

A Multi-line Rep Asks:

Holding the attention of distributor sales reps during product demonstrations is a lot like herding cats. They're using their cell phones, talking with each other and going in and out of the room. What can I do to attract and hold their attention during presentations?

Frank Rauch
CEO President
Apex Advertising
UPIC: APEXADV1

If you cannot hold their attention maybe you had better get better lines to rep or develop some great ideas for a distributor's specific client base. Take a public speaking class and learn how to handle those cats. Set rules in advance of your meeting. Offer free spec or regular samples to those who do not use their phones. When they talk among themselves, ask them to share their conversation. Close the door. Limit your presentation to a few hot or new items from your key vendors. Hand out a prepared list of your vendors and the vendor contacts. Bring in food; they can't talk to each other when eating. Instead of a group meeting, do one-to-one meetings. Develop spec and virtual samples with individual sales folks. Stay away from the page-turn sales pitch, and focus on how products have been sold and how they have been used. Bring in the best of the uniqueness from each of your lines. Don't try to cram in 10 lines in 30 minutes; only talk about three lines for 10 minutes each. Bottom line: give them a focused talk that generates money in their pockets via fresh ideas that are new, different and unique to set yourself apart from the rest. Have a conversation and you will have their attention. PPB

DO YOU HAVE THE ANSWER?

A Distributor Asks:

I placed an order for a client and the supplier required payment upfront and then used a shipper that delivered to the wrong address, where someone signed for the products. The package was then lost in the shipper's system and the supplier said I had to go through the shipper to get my money back. I had to pay another supplier to get the product to my client on time. I'm still trying to get my money back from the first botched deal. Who owes me in this case, the shipper or the supplier? And how can I avoid this problem in the future?

What's your answer? Email answers along with your name, title and company name to Question@ppai.org by October 30 for possible inclusion in an upcoming issue of *PPB* magazine.

NEED CLIENTS?

iPROMOTEu provides their Affiliates with innovative, creative, personalized and cost effective marketing solutions to open more doors.

*"Several of my attorney clients fell in love with it. I had a **60% success rate** with mailing and appointment rates. Overall it was a huge success. When paired with a solid protocol for follow-up and due diligence it is a winner!"*

– Paul & Stephanie Zafarana iPROMOTEu Affiliate Since 2008

- Proven Results
- Low Cost Campaigns
- Unlimited One-On-One Marketing Consulting

Get Started TODAY. Schedule a private, one-on-one, no obligation consultation to discuss your marketing needs.

www.iPROMOTEu.com 800.850.3370 **opportunities@ipromoteu.com**

ipromoteu™
the smart choice.

SOLUTIONS

by Top Brands is at PPAI EXPO®

SAGE Rated Supplier 2014 A+

PROMOTIONAL PRODUCTS THAT MAKE A LASTING IMPRESSION!

FREE GIFT!

Just visit a Top Brands representative at booth *1233* in the Expo pavilion.

Make a lasting impression with a name brand item that isn't your traditional promotional product. SOLUTIONS by Top Brands carries products from some of the most sought after brands like Yankee Candle, Buck Knives, Kidde Fire Safety and Vera Bradley.

Make sure to check out booths *720 - 727* to experience the most sought after name brand incentive products.

Top Brands, Inc.

at

PPAI brand®
REWARD. RECOGNIZE. REMEMBER.

www.top-brands.com
UPIC TOPBRAND

www.tb-imprints.com
PPAI 113144 SAGE 53923

800.431.2127
asi 91455

Good Messages STICK WITH YOU

GREAT MESSAGES Are On

PILOT PENS

Your customer's message is important, so make it last with a quality Pilot pen. We design all of our writing instruments for an incredibly long life of smooth writing and positive impressions.

PILOT

Power to the Pen!

Pilot Corporation of America, PPAI# 112712

WHAT'S IN *YOUR* NAME?

EIGHT BEST PRACTICES FOR CHOOSING A COMPANY NAME THAT STICKS

BY BROOKE VAN POPPELEN

YOUR COMPANY NAME lays the entire foundation for your business and your brand. It's how people will remember (or not remember) you, so you want your company name to be unique and meaningful to you, but also convey what your business is about. To help you get off to a good start, read on to learn the best practices to follow when it comes to choosing a name for your business.

1. DO make it obvious what your company provides.

While industry leaders like Google, Apple and Nike can get away with having an abstract name, it's best to stick with something that describes what you do. It doesn't have to be entirely straightforward, but including some form of promotions, marketing or branding in your name will help people figure out what you do without much marketing or guesswork.

Take it from Chris Manfredini, president of distributor Mavich Branding Group (UPIC: MAVICH) in Southlake, Texas. "Mavich Branding Group was created by combining the

first two letters of my name and my siblings' names: Maria + Vincent + Chris = Mavich. Our unique name with the addition of 'Branding Group' immediately grabs attention while informing people of what products and services we provide."

2. DO choose a company name with an available .com domain.

If the .com domain isn't available for your company name, that means there is probably already a company with that name. If someone else has the .com domain, they have a huge advantage over you and will be given preference in search engines.

3. DO think long term.

A name like "Max's Branded Shirts" may seem like a great way to let people know what you sell, but what happens if you expand to offering more than just shirts? It's better to name your company for what you aspire it to be in the future, rather than what it is right now.

An example of a distributor that adapted when it outgrew its name is Groggy Dog (UPIC: GROGDOG4), formerly known as Groggy Dog Sportswear. "As we have diversified our offerings from only screen printing and embroidery and added promotional products, we have dropped 'sportswear' from our name," says owner Craig Jones of the Denton, Texas company. "While the name Groggy Dog does not immediately tell the customer what we do, it's a name they all remember."

4. DO strike a balance between personal and professional.

It's great to add personality to your brand, but make sure it's something you're comfortable explaining. It's okay to have a name that is near and dear to you, just know people will likely ask for the story behind it.

An example of a company name with a story behind it is that of Dallas, Texas-based Fluff, Inc. Owner Phyllis Catton says the story is near and dear to her heart because of her late husband, who helped name the company. "When we met, he nicknamed me Fluffy because of my hair and my positive attitude," says Catton. "So when starting my own business, he said we had to name it after me. Advertising and marketing is fluff and stuff, and so it became Fluff, Inc.," says Catton. "After I work with my customers for awhile, they start calling me Fluffy instead of Phyllis."

5. DO think outside the box.

A unique name may be hard to come up with, but it will also be hard to forget. When you meet prospects, a unique name will be much easier to remember and your company will be top of mind over "The Promotional Products Company" when they're trying to remember who to order from.

"I've been in the industry a long time, on both the supplier and distributor sides, and wanted a company name that was unique but also significant. When thinking about how promotional products tie marketing campaigns together by connecting several different marketing channels, Connect The Dots just made sense," says Karie Cowden, MAS, president of Phoenix, Arizona-based distributor Connect The Dots Promotions, LLC. "I'm a very outgoing person and I wanted my company name to reflect that. I also wanted something that was quirky enough to make people remember it."

6. DON'T choose a name that is difficult to spell or pronounce.

When searching for an available name, many companies make the mistake of replacing a 'k' with a 'q' or a 'ph' with an 'f'. But this runs the risk of typos and increases the

Shameless Self-Promotion Tips

DAWNNA ST LOUIS GREW UP in a dangerous neighborhood and, by her teens, she learned that if she didn't make some changes, she was destined for a life of early motherhood, poverty and even crime. Speaking at the closing general session at PPAI's Women's Leadership Conference in July, St Louis recalled how she took stock of her situation, overcame her limitations and went on to create her own successful IT company.

In the largely male-dominated IT world, she was a rarity. But it was a good place to learn the do's and don'ts that ultimately proved her success. In her no-nonsense style, St Louis encouraged the women in her audience to embrace their self worth and rise to the top with these tips:

1. Give yourself credit for department or company victories, no matter how big or small. Here are some ways to do that:
   - Identify a challenge you had a role in solving
   - Write down three ways you were involved in solving the challenge
   - Determine the benefits of your contribution to the organization
2. If you have a seat at the table during meetings with higher-ups, don't take notes. Don't be the scribe. You don't want to put yourself in the position of being the secretary and not the leader. Your position at the table is important too. Sit at the head of the table or in the center on one of the sides. Alternatively, sit next to those seats. Always face the door. Never take a seat in a corner, especially in a corner by the door.
3. Walk in the shoes of the person you want to be. Know the value of what you bring to the table and don't let anyone else tell you any different. Look at your failures as things you had to learn to get to where you are now.
4. If you have an upcoming meeting where you anticipate you may not be listened to, enlist the help of a supporter in advance. Ask that person to assist if you get interrupted. For example, if someone tries to cut you off, the other person will step in and say, "So-and-so was starting to say something and I want to hear what it is…" —*Tina Berres Filipski* PPB

> *Your company name will shape your entire brand, so you'll want to consider this when choosing yours.*

chance people won't be able to find your correct website. You won't always have a business card on you and you'll soon grow tired of having to spell out your company name or email for people.

Likewise, if your company name is difficult to pronounce, it could weaken your brand awareness because people may pronounce it differently, causing some to think these are separate companies.

7. DO compile a list of keywords.

Or, rather, make a list of unique selling points or benefits you provide. If you want to be known as the most affordable promotional product distributor, you may want to consider using the keyword, "discount." If you want to communicate that you only sell the highest quality products, you may want to consider synonyms for quality, such as diamond and A+.

When brainstorming a name for their company, David and Eric Natinsky, SAGE president and CEO, dove into a thesaurus. "We looked up synonyms for wise because our business tools make people wiser, and a sage is someone with profound wisdom," says David.

8. DO consider how your name will affect your brand as a whole.

Your company name will shape your entire brand, so you'll want to consider this when choosing yours. A great example of a company name that inspired an entire brand is Blue Monster Promotions. This Wildwood, Florida-based distribution company is owned and operated by Marc and Cheryl Kozak, who got their inspiration for the name from the Pixar hit movie, *Monsters, Inc.*

"Blue Monster is all about it being okay to stand out in a crowd. Be different and unique. Be proud to be a monster," says Marc. The entire Blue Monster brand sticks to the monster theme. From their website, to their social media, to their mascot EULB the blue monster (blue spelled backwards), and even to them dubbing themselves Doctor and Nurse Blue, the Kozaks have stayed on brand and it's paying off. Because of their name, their brand has become so popular that they now sell their own branded merchandise with their mascot on it.

Whether you're just starting out or are considering a rebranding, take time to think through these best practices. By tapping into your creativity and avoiding some of the common mistakes, you'll be able to create a name that will shape your business with an eye to the future. PPB

Brooke Van Poppelen is marketing communications coordinator for SAGE.

NEED CLIENTS?

iPROMOTEu provides their Affiliates with innovative, creative, personalized and cost effective marketing solutions to open more doors.

"The New View Campaign was a hit! We sent this piece to new branches of an established client, which prompted a meeting resulting in a $25,000 order. Since its initial release, this enterprise has led to six additional orders for the same customer and an account sales increase of 75%! Brilliant campaign, brilliant results. Thanks!"

– Chuck Feldman iPROMOTEu Affiliate Since 2008

- Proven Results
- Low Cost Campaigns
- Unlimited One-On-One Marketing Consulting

Get Started TODAY. Schedule a private, one-on-one, no obligation consultation to discuss your marketing needs.

www.iPROMOTEu.com 800.850.3370 **opportunities@ipromoteu.com**

ipromoteu™ the smart choice.

Best Bosses Of 2015

12 TOP PEOPLE MANAGERS WHO GET IT RIGHT

BY TINA BERRES FILIPSKI

"IT IS NOT THE GENIUS at the top giving directions that makes people great. It is the great people that make the guy at the top look like a genius," says business author Simon Sinek in his newest bestseller, *Leaders Eat Last*. Good bosses, like good leaders, empower their teams to function on their own and once the boss moves on, continued success isn't necessarily because they left but because they were there.

PPB salutes some of the best people managers in the industry in our annual Best Bosses tribute. The 12 bosses profiled here were nominated by their direct reports and selected by an in-house team based on their ability to coach, mentor and constructively challenge employees while providing a positive and collaborative work environment, leading by example, and encouraging and celebrating success.

PPB Best Bosses 2015

Ken Cheng

Owner, AKWA Apparel (UPIC: AKWA)
City of Industry, California
Number of direct reports: 50
Cool factor: He loves wearing "experimental" apparel designs to work so people can see what they look like on a real person.
Nominator: Steve Pinzon

"Ken has successfully navigated AKWA Apparel from a board-short company to a 100-percent made-in-the-USA corporate apparel company," says nominator Steve Pinzon, senior partner at Brea Marketing Group and a manufacturer's rep for AKWA. "I've really enjoyed his talent for explaining why the smallest of details is important to the quality process. He knows manufacturing like nobody I've ever met. He is also incredibly composed; he never loses his temper, never belittles a competitor or employee and never creates tension in the office. He's been through some difficult times on a personal level, but he never brings that to work with him. He's just a class act every day, every week, all year long."

"When the employees are mentally invested in AKWA, they do a more conscientious job."

What is your philosophy for successfully managing people?

Cheng: Provide open communication and be part of the team. By performing team work, not only does everyone support each other, but it helps everyone get involved, including myself. I enjoy listening to everyone's comments and concerns because this helps me get involved with my employees and it helps the employees to get involved with the company. When the employees are mentally invested in AKWA, they do a more conscientious job.

How do you create a positive culture with your team and those who report to you?

Cheng: In order to encourage my employees to strive for the best, I must also be open to changes. In doing so, this helps employees feel more confident within themselves and the company. It also empowers the employees to try and improve the company. AKWA is 100-percent made-in-USA apparel, so we're often at a cost disadvantage. If the employees can help improve the company, we all benefit from any efficiencies or product additions they suggest.

What advice can you share with other managers to improve their people-management skills?

Cheng: Always build trust. Think positively, demonstrate appreciation, establish mutual respect and be responsible for your actions. These things will all lead to effective people management. AKWA's work force demonstrates this, as 75 percent of our employees have been with the company for 10 years or more. AKWA Apparel is known for high-quality, made-in-the-USA garments, but the backbone of the company is our high-quality people.

PPB Best Bosses 2015

Amy Geiger

Director of Sales Operations, Sunrise Identity (UPIC: Sunri635)
Bellevue, Washington
Number of direct reports: 25
Cool factor: Amy is laid-back when she needs to be and more involved when necessary. She doesn't get in the way of productive work.
Nominators: David Dees, Rosie Fitzgibbon, Stephanie Porter, Vanessa Chung, Jessica Grinaker, Kevin Sanderson, Richelle Simonson, Christina Lopes, Ash Mitchell, Cori Baily, Sasha Torre

"Amy is a big proponent of letting her employees be self-led," says nominator Rosie Fitzgibbon. "She is against micromanaging and wants her employees to grow from their own learned experiences—both good and bad. She allows the teams to develop their own unique styles that work best for them and only intervenes when absolutely necessary." Fellow nominator David Dees, project specialist, says, "Amy genuinely cares about us and our lives and success while remaining a good boss who is professional and firm when need be, and is a good leader." Stephanie Porter, account manager, adds, "She is a great mentor, does not micromanage and empowers others to make decisions. If we go to her with an issue, she wants us to come up with some solutions to present first."

What is your philosophy for successfully managing people?

Geiger: The first thing I would say is it's important to hire well. I go by the philosophy 'hire tough, manage easy.' I would say skills for the job are important, but fit and attitude are equally important. Hire interesting people that you want to be around. Put the ego aside and don't be afraid to hire people that are smarter than you and encourage them in their strengths. Also, I look for people who can "hustle." I use scenarios in my interviews to see how people work. At Sunrise Identity, it's a fast-paced environment, we have fun, but we work hard. I want to see that fire of motivation in a potential new hire.

How do you create a positive culture with your team and those who report to you?

Geiger: I see managing people like coaching. Set clear expectations and goals with accountability to those goals. Believe the best about your team. When there's a conflict or issue that arises, remember that most want to work hard, feel valued and do a good job. Listen and seek to understand with that in mind. Cheer for your team and encourage them—be their biggest fans—however, don't be afraid to hold folks accountable when they are missing the mark. I also set up mentors with newer folks to help foster leadership and empowerment.

I like to do fun activities with my team to foster a positive culture. I look for ways to add some fun, bring in coffee or lunch if the team has been working hard. We go on "trend walks" (shopping to see the latest and greatest) three to four times a year. We've also really enjoyed afternoons off as a team at a baseball game. Additionally, for important meetings I'll bring in lunch from a trendy spot.

What advice can you share with other managers to improve their people-management skills?

Geiger: Value curiosity and listening. Information is key to doing your job as a manager. One-on-one meetings are key to gaining insights from your team and sharing information. This is a time to listen; don't do all the talking or you won't learn anything. Ask questions, listen and take notes. From there, you can set goals and check in on those goals. It will keep you learning from your team and from there you will be adjusting your goals or strategies for the success of the company. Don't micromanage. Give people space to be successful. People management is not easy, but it's so rewarding.

PPB Best Bosses 2015

Jim Habzda, MAS

Senior Vice President, Geiger (UPIC: Geiger)
Lewiston, Maine
Number of direct reports: 8
Cool factor: He doesn't take himself too seriously and maintains a calm demeanor when crises occur.
Nominated by: Lorrayne Mancari, MAS+, who represented his entire team with the nomination

"Jim's laid-back and relaxed management style, along with his sense of humor, set him apart from other bosses," says Lorrayne Mancari, regional sales vice president. "Our boss uses his quick, dry wit and sense of humor to keep us from going off the rails at times and he's well known for his goofy laughter, which we all try to imitate. When you hear it, you cannot help but laugh too." Mancari describes her boss of 11 years as a leader who encourages teamwork among the sales management team which allows them to leverage the strengths of individuals for the benefit of the team, sales partners and company. "There is an unbroken trust with Jim; trusting and empowering us to make sound decisions but always available to offer advice or discuss strategies whether it's 7 am or 10 pm." He's also hands-on, without being a micromanager, she adds. "He makes a point to visit our regions personally, multiple times a year, to get a pulse of what is happening on the street level."

"[The team is] not about making you look good. You're about making them successful."

What is your philosophy for successfully managing people?

Habzda: I work very hard to create an atmosphere of trust and respect. It is also very important to be genuine so your team feels you really believe in them. Another important aspect is empowerment—the ability to be confident that they can make decisions. Communication is vital to maintain all of this.

How do you create a positive culture with your team and those who report to you?

Habzda: It's all about the team. If you're going to engage the best and the brightest and retain them, they'd better think that you care more about them than you care about yourself. They're not about making you look good. You're about making them successful. If you really believe that and act on that, it gains you credibility and trust. Trust is a much more powerful, long-term and sustainable way to drive an organization and create a positive culture.

What advice can you share with other managers to improve their people-management skills?

Habzda: Assume the best intent of people, and that they're really trying to do a good job. People really *are* trying to do a good job, and they want to be proud of where they work.

Mike Hadley

Owner/President, Custom Images, Inc.
(UPIC: C484859)
Greer, South Carolina
Number of direct reports: 8
Cool factor: He will ask a question to which he already knows the answer to see if you have a different way of approaching the result.
Nominator: Mark C. Thigpen

Mike Hadley has led distributor Custom Images for 25 years. Nominator Mark Thigpen worked for a competitor in his early years in business, but went to work for Hadley 18 years ago. "Mike has been the ultimate mentor, more of a father figure to me," says Thigpen. "He has taught me not to let emotions get in the way of a business decision; one, if not the best, pieces of advice ever. Anyone who meets him never forgets him. He is everything that I can only hope to be as I grow older."

What is your philosophy for successfully managing people?

Hadley: Managing people is all about respect. Just keeping that in mind creates a healthy atmosphere for everyone.

What advice can you share with other managers to improve their people-management skills?

Hadley: Mistakes are how we learn. Make sure you take care of your client as well as your employee.

How do you create a positive culture with your team and those who report to you?

Hadley: My door is always open. Business is our third priority after God and family.

Nominator Mark Thigpen (right), who works in sales for distributor Custom Images, Inc., says his boss, Mike Hadley, has been his friend and mentor for the past 18 years.

October 16 Is National Boss's Day

DO YOU HAVE A GREAT BOSS? Remember to thank him or her on National Boss's Day, Friday, October 16. A thank-you goes a long way. Here are a few ideas:

- Leave a handwritten thank-you note on your boss's desk pointing out what you appreciate about him or her. It's a refreshing alternative to emails, tweets and texts.
- Send a note to your boss's boss pointing out the attributes that make your boss so terrific.
- Offer to do a small task for your boss to free up an hour on this special day, such as an errand or a report.
- Do something unexpected for your boss such as tidying up the office space.
- Post a short and simple note of praise about your boss on your social media page.

- Bring in a homemade lunch for your boss or get your boss's favorite takeout and bring a homemade dessert.

Brian Haner

CEO, Image Source, Inc. (UPIC: IMAGESCE)
Kirkland, Washington
Number of direct reports: 14
Cool factor: He does everything from the garbage, dishes and coffee in the morning, to road trips to distant clients across the state or farther. He leads the team and is on the team.
Nominators: MaryLee Berthon, Lori Horand, Sabrina Tan, Greta Dawson, Jamie Butkowski, Airan Weatherman, Jowed Hadeed

Brian Haner (center) is admired by his team for his ability to be an influential leader and run a successful business while also getting to know his employees as people and having fun with them.

"Brian may be the CEO and founder of our company but he never makes you feel as if he is anything more than a fellow co-worker," says nominator Greta Dawson, account executive, "but he's still an influential leader and supports his team by going out of his way to help each employee with whatever they need." Haner's nominators describe him as approachable, caring, intelligent, inspiring, passionate, hard working, kindhearted, humble and hilarious. "Brian is genuine in all things and it shows. What you get is real," says MaryLee Berthon, account executive. Another nominator, Jowed Hadeed, marketing coordinator, says Haner always has a great attitude. "He gives off an energy that is motivating and positive. Even as CEO, Brian stays humble."

What is your philosophy for successfully managing people?

Haner: Find that perfect balance between creating a fun and friendly workplace, and a fiercely competitive workplace. It's not an easy thing to do, but we've been the most successful when those two are in sync with each other. We want our team to have a blast when they are at work, and we also promote accountability and winning. We need to be highly competitive every day in order to bring in the right projects and clients to drive revenue.

How do you create a positive culture with your team and those who report to you?

Haner: For us, culture trumps everything, so anything we can do to build our culture is a top priority. We are big on team activities inside and outside the office. Our best team event each year is our all-company weekend getaway with everyone, including families. It's generally a destination resort where we can leave the office setting to just hang out, build personal relationships, get to know the families and get a little crazy.

What advice can you share with other managers to improve their people-management skills?

Haner: Creating autonomy with our team is extremely important, where they are really empowered to manage their business, team, clients, and departments, all with our leadership and guidance along with way. We also make sure to recognize and reward our team for success and performance. With autonomy comes trust, and when trust is present, the magic happens.

PPB Best Bosses 2015

Diane Kozel

President, Nyberg, Fletcher & White
(UPIC: NYBE0001)
Glen Burnie, Maryland
Number of direct reports: 18
Cool factor: She puts her trust in her employees to get their jobs done.
Nominators: Kathleen Gubbels, Laura Spear, Kristina Watt

"...hire people who can and will take care of your customers as good or even better than you would."

"Diane is always fair and knows how to treat people; she is willing to lend a hand to help solve a problem and appreciates our ideas, thoughts and input," says Laura Spear, a customer service rep who has reported to Kozel for the past 12 years. "She makes our company a fun place to work and is definitely the best boss that I have ever worked for." Kathleen Gubbels, who has been at the distributor a short time, knows what Spear is talking about. "She sets such a positive work environment for all of her employees. Some bosses can be so secluded and stay locked up in their office. My boss is nothing like that; she interacts with everyone to make sure we are enjoying our work day." Kristina Watt believes many employees stay at the company because of Kozel. "My boss is very understanding, fair and easy to work for. She is an encouraging person and is willing to try new ways to sell products."

What is your philosophy for successfully managing people?

Kozel: Well, actually it starts by hiring the very best—and most attractive—people I can find. (I said the "most attractive" part just in case they see this.) But seriously, when you hire the very best, they pretty much manage themselves. Regardless of the volume of business you do, you need smart, dedicated support from a team that treats every transaction and customer like they owned the company.

The trick is to hire people who can and will take care of your customers as good as or even better than you would. On the rare occasions when they do need help, I don't just tell them what to do, we figure it out together. We do it that way because I respect their skills and expertise, and hopefully they feel the same about me.

How do you create a positive culture with your team and those who report to you?

Kozel: For one thing, I never ask anyone to do something or perform at a level I wouldn't expect of myself. And I try to set an example in every aspect of our business. There's that word again "our." That's exactly how I think about it. None of us is the owner, but we consider it "our company" as if it were family-owned and operated by all of us. When something goes wrong—yeah, like that ever happens!—we all feel the problem and work to get it right. And, when we do well, we all share in the sense of accomplishment and success from having done a superior job for our customers.

And, in case you're wondering, it helps not to take everything too seriously. Sure, in our business everything has to be just right or we lose a customer to one of our competitors. We all know that, but life is short and you've got to enjoy the work we do, individually and together, or it's just not worth the long hours we all invest in our jobs. You just can't spend this much time every day with your team without enjoying their company and the work we do together.

What advice can you share with other managers to improve their people-management skills?

Kozel: It's not complicated. Hire the most competent. Respect their skills and judgment, and they'll return that favor. And treat them like family—don't fake it, because they'll know. And be sure you have their backs and they'll have yours.

Nominators (from left) Kristina Watt, Kathleen Gubbels and Laura Spear (far right) credit their boss, Diane Kozel (second from right) and the trust she puts in them, for the company's ultimate success.

David Lewenberg

EVP and COO, Genumark Promotional Merchandise, Inc. (UPIC: Genum323)
Toronto, Ontario
Number of direct reports: 40
Cool factor: He has served as president of the Promotional Product Professionals of Canada, volunteers for charities and even finds time to play hockey. And he has a story for everything.
Nominators: Stephen Knox, Tracey Clingen, Joan Robertson, Steve Share, Tammy Bookbinder, Murray Sobko, Joelly Lang, Bev Willard, JT Aujla, Mandy Hanson, Emma Freed, Lee Kelso, Trisha Miller, Alexis Sanchez, Brenda MacLeod, Marc Thompson, Elaine Hunter, Marie Clark, Susan Heslop, Helen Walsh

Genumark Promotional Merchandise employees show their sense of humor to honor their boss, David Lewenberg. The company has offices across Canada so images for those who work outside the Toronto office were augmented with disproportionate head sizes and body doubles in this nominator group photo.

Direct report Joan Robertson started at Genumark about the same time as David Lewenberg and has reported to him for more than 14 years. "He is one of those rare bosses who not only shares his passion for the industry (which is contagious) but also truly cares for the well-being of his co-workers. I wouldn't trade him for the world!" she says. Another direct report, Bev Willard, says Lewenberg is unique, caring and willing to help anyone. "He does all he can to make sure everyone is up to date with the newest information regarding technology, changes and products. He goes out of his way to help anyone who has a problem." Murray Sobko says his boss is always positive and approachable. "With a team-first attitude, he genuinely wants the best for all staff and business partners. He is solutions driven and earns the respect of everyone who has the privilege to work with him."

"Love what you do, admit when you're wrong and allow people to see the real you."

What is your philosophy for successfully managing people?

Lewenberg: Let people be who they are and put them in a position to best utilize what they are great at. Hire talented people and let them use those talents.

How do you create a positive culture with your team and those who report to you?

Lewenberg: I make sure to always send them a personal note on their birthday. I help them celebrate their wins and try to really be there for them when they have business or personal disappointments. I try to always be truthful with them so they always know where they stand with me and with our company. I try to give people the job and then give them the room to succeed or, unfortunately, sometimes fail. I make sure I am always having fun and I tell lots of stories to try to make the situation more about real life than work.

What advice can you share with other managers to improve their people-management skills?

Lewenberg: Love what you do, admit when you're wrong and allow people to see the real you.

Mike Malinowski

Director of Sales, Gill Studios, Inc. (UPIC: Gill)
Shawnee Mission, Kansas
Number of direct reports: 8
Cool factor: He's an amazing storyteller. Any time he is relating something, whether it's work-related or an experience with his family, he paints such a picture that you can see it, relate to it and find the humor in it.
Nominators: Sarah Mann, Kerry George, Rob Baumgardner, Brianne Becker, Brenda Pflumm

"Mike is empowering and motivating," says Brianne Becker. "He acts as a leader but is still in the trenches with you. It's very refreshing to work for someone who does what you do, knows what you do and what challenges you are up against. He's very supportive and has our backs." Brenda Pflumm agrees. "He's always positive, supportive and a terrific mentor," she says. "He never comes across as the boss; he makes you feel like an equal, and encourages your individuality and your strengths." Kerry George, who has worked for Malinowski for just over a year, says, "He shares our successes and ideas with everyone, which means a lot. It shows that he's proud of our hard work."

Mike Malinowski (center) is flanked by his team members who appreciate his ability to create a relaxed environment where regular communication is key.

What is your philosophy for successfully managing people?

Malinowski: Be consistent, be available and be empathetic. All three are needed to build a successful team.

How do you create a positive culture with your team and those who report to you?

Malinowski: First, always listen first before providing any input. Listening sets the foundation for solutions and ideas. Second, hold weekly one-on-one meetings with each team member to check in personally and professionally. We spend much of our lives together and showing that you care supports the culture that has been part of the Gill tradition. Work/life balance is vital in today's world. Third, support company goals with all actions including hands-on activity. Assist other departments when needed. I wouldn't expect any team member to do something that I wouldn't do. Fourth, celebrate successes like birthdays, work anniversaries, monthly goals and big orders.

What advice can you share with other managers to improve their people-management skills?

Malinowski: Put your team first. Make sure they know you are always available and transparent. Focus on goals and stay true to the big picture. Don't get bogged down in daily management. As Warren Buffett said, "Hire well, manage little." If your team is spirited and engaged, your job will be amazing too.

Lisa Pine

Vice President of Sales, Axis Promotions (UPIC: axispromo)
New York, New York
Number of direct reports: 4
Cool factor: She knows how to simultaneously train and manage new employees, and how and when to let go.
Nominators: Nicole Bail, Alexis Quinn

"Lisa has a unique way of capitalizing on her team members' strengths that lets them take control of the clients and projects, and put their own unique spin on them, while being able to take a step back and do other things to build her business," says Nicole Bail, who has called Lisa Pine her boss for 14 years. Newbie Alexis Quinn has had a similar experience. "Lisa held my hand tight in the beginning—and as I grow, she knows how to loosen the reins. But yet, she's still always there when I need her." She also lauds Pine for her work ethic, which she calls "fierce and contagious. Lisa has a way of teaching, training and breeding success." Bail adds, "She's incredibly motivating in a way that motivates others around her. Her clients and employees are incredibly loyal to her."

What is your philosophy for successfully managing people?

Pine: I think the No. 1 philosophy to managing my team is to understand and acknowledge that I couldn't be where I am without them. We are the sum of our parts. I am not their boss but rather their mentor. I do not take credit for their accomplishments. I recognize their strengths and achievements privately and publicly. I do not dump work on them. We share the responsibility. They see me in the trenches. I talk to them about their goals and my goals. I teach always—whether it's how to make a better presentation, how to tell the Axis story or how to lead the clients to close the deal. I respect my team. They know I'm the boss but they see me as part of the team.

How do you create a positive culture with your team and those who report to you?

Pine: Again, we discuss personal and group goals. We share successes amongst our team and company. I motivate them to grow. I share myself with them. We spend time out of the office together. I work *with* them.

What advice can you share with other managers to improve their people-management skills?

Pine: Listen to your team. Don't just talk at them. Be open and honest, and provide constructive criticism. Good people want to learn and improve. Ask your team for constructive feedback as well. Be approachable. A good leader is someone who leads by example, not someone who tells others how and what to do. A good leader is someone who is respected by their peers, management and team.

PPB Best Bosses 2015

Teddy Scott

Vice President of Sales, AZX Sport
(UPIC: AZXS9472)
Tonawanda, New York
Number of direct reports: 15
Cool factor: Teddy makes employees feel involved in the project as a whole, not just performing that specific function.
Nominator: Chris Hampton

"Teddy leads by example," says Director of Sales Chris Hampton, who's reported to Scott for six years. "There are so many times he could ask for a quick task to be done but he takes the time to bring us in and get us excited about the potential if we succeed at this task. I've never seen him ask anyone to do anything he didn't try first." Hampton characterizes Scott as a glass-half-full guy who is charismatic and positive, even in the most challenging situation. "He always comes from the perspective of the big picture. He designs contests and rewards in super innovative ways, and the best part about working on these challenges is the hype Teddy creates to get us all over the finish line—from killer videos to motivate us to supportive emails and phone calls to generate excitement. Teddy drives the culture of partnership and 'can-do' attitude. It's easy to follow his example."

What is your philosophy for successfully managing people?

Scott: Understand people's personal and professional goals. With that information in hand, then give people a clear path on how their goals can be achieved in tandem with achieving the company's goals as well.

How do you create a positive culture with your team and those who report to you?

Scott: I have an open-door policy and foster an environment of constant improvement at all levels of our business. I lend time to individuals to express new ideas and actually explore the possibility of their potential as opposed to quickly dismissing them as bad ideas. We celebrate company wins as a team, awarding and recognizing people on a frequent basis who go above and beyond. Also, I'm willing to get involved in any aspect of the business.

What advice can you share with other managers to improve their people-management skills?

Scott: Listen to your people. Do not immediately dismiss a new idea even if it goes against your own personal views. Give people the opportunity to try new things and make mistakes. Take time to get to know your people and what motivates them.

"Give people the opportunity to try new things and make mistakes."

Scott Smith

Director of Global Solutions, Summit Group, LLC (UPIC: summit)
Portsmouth, New Hampshire
Number of direct reports: 6
Cool factor: After a biannual, two-and-a-half-day team meeting, he planned a surprise afternoon of candle pin bowling (it's a quintessential New England experience) where everyone could burn off stress, rib each other and laugh.
Nominator: Susan Hysen

While Susan Hysen, senior account manager, works in the Silver Spring, Maryland, office, her boss, Scott Smith, and the rest of the team work in the Portsmouth, New Hampshire, office—but she never feels left out. "Scott makes sure that in addition to scheduled team meetings and weekly calls between us, I know I can call him any time—and I do! I do not feel detached and that is mainly due to Scott and the attitude and vibe he encourages," she says, adding that he fosters a fun, creative and happy work environment—and he's always encouraging. "He wants everyone's ideas and feedback, and pushes you to think outside the box. He understands life's priorities and this work/life harmony he lives trickles down to his team. He offers an excellent balance between taking work seriously but not taking himself too seriously."

Scott Smith (back row, second from right) works hard to foster an environment where all team members are valued and recognized.

What is your philosophy for successfully managing people?

Smith: Hire well. Management is easy when you are managing the right people. Do what you can to make sure those you hire fit well into the corporate culture of your team and put them into a position where they can use their strengths to be successful. Clearly define roles and responsibilities, and then trust your people to get the job done. I try hard to empower my staff to make decisions and be there to offer support and help them remove obstacles to their success.

How do you create a positive culture with your team and those who report to you?

Smith: For me, just being myself and staying honest seems to work. I have found that by doing those two things in a sincere way tends to reciprocate the behavior, resulting in a very positive work environment. I am big on team work and try to foster an environment that all team members are valued and recognized for their contributions.

What advice can you share with other managers to improve their people-management skills?

Smith: First, you can be critical without criticizing. No one comes to work looking to make a mistake—how you manage crises or problem orders with your staff can make or break your relationship with them. Second, be active in the daily workday of your staff. Know what they are working on. Understand what is working great and what is not. When possible, take action to help them achieve their goals, solve problems or just listen to their concerns. Be available. Third, manage without micromanaging. Some people need more oversight and direction than others; work hard to find a balance that works for you and each member of your team.

PPB Best Bosses 2015

Paul Weller

Director of IT, AIA Corporation
Neenah, Wisconsin
Number of direct reports: 10
Cool factor: He finds time to join the team's quarterly dinner/happy hour, and spends time with employees outside of work.
Nominators: Tim Brunner, James Wolff, Sharon Zarter, CAS

"I've worked with several bosses in my career (both in and out of the industry) and Paul is one of the best," says Sharon Zarter, CAS, senior IT analyst at AIA. "He manages both the IT department and what the business needs from IT with courtesy and respect. He bridges any gaps with clean communication. He is willing to roll up his sleeves to help all of us achieve our goals." Tim Brunner, network engineer, admires Weller's customer service and leadership skills. "I regularly find myself thinking 'What would Paul do?' I feel very lucky to have such a knowledgeable leader who empowers us to be independent, hardworking teams and encourages greatness." IT Support Technician James Wolff calls his boss humble, reasonable and fair. "I can always trust that Paul has my back which helps me focus on doing the right things."

Who's Your Bestie?

Tell *PPB* about the best boss you've ever reported to and why that person holds the distinction. We'll run your comments in an upcoming issue. Email: TinaF@ppai.org

What is your philosophy for successfully managing people?

Weller: I personally try to follow the servant leadership principle for leading/managing my team. I always look to turn the tables and I ask myself and my staff what I can do for them to help them be successful. I also believe you need to be transparent, open and approachable by your entire team.

How do you create a positive culture with your team and those who report to you?

Weller: Listen more than talk with your team, ask for feedback, and always work to improve how you serve your team. By removing project/task obstacles and getting my staff the right tools to do their jobs, they are able to better able to serve our diverse group of customers. If my team feels successful and their actions lead to better service, then my success comes from their actions.

What advice can you share with other managers to improve their people-management skills?

Weller: I believe everyone should be a lifelong learner. I have found there are always better ways to lead and manage as we mature and the workforce changes. By listening and better understanding each team member and what drives them at work and at home, I have built a better personal connection and I can work to help each team member grow personally and professionally. PPB

Paul Weller (second from right), believes he's fortunate to lead such a hardworking team, including (from left) Sharon Zarter, CAS, James Wolff and Tim Brunner.

TRIUMPH CALENDARS by BIC graphic

Good Value Calendars by BIC graphic

WE'VE GOT YOU COVERED

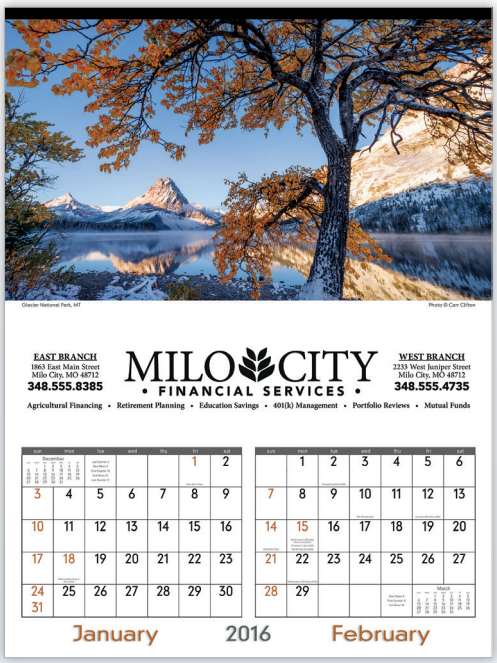
Guaranteed Inventory

Over 100 calendars guaranteed to be in stock through December 31, 2015.

1452 | I Love America

1601 | Scenic Inspirations

SOMETHING FOR EVERY BUDGET!



3206 | Scenes of America

bicgraphic.com | norwood.com

BIC®, the BIC Graphic logo, bicgraphic.com, norwood.com, Triumph®, Good Value Calendars® and all related trademarks, logos, and trade dress are trademarks or registered trademarks of BIC Corporation and/or its affiliates or licensors in the United States and other countries and may not be used without written permission. ©2015 BIC Graphic USA, Clearwater, FL 33760.

We are BIC graphic

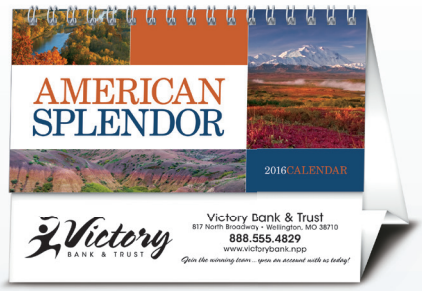
FOR LAST MINUTE ORDERS!

MANY THEMES & STYLES AVAILABLE!

24 HOUR

Over 200 calendar styles
available for last minute orders.

4321 | Matchbook - Modern



4251 | American Splendor Desk

6102 | Red & Black
Contractor's Memo
(13-sheet)

8150 | Monthly Planner

MARKET TO MARKET

KIDS THESE DAYS

GREAT CHILDREN'S PRODUCTS REEL IN THE PLAYGROUND SET, BUT IT ALSO PAYS TO MARKET TO MOM AND DAD.

By Jen Alexander

THE OLD SONG ABOUT LOVE and marriage could easily become one about children and parents, because when it comes to promotional marketing, you definitely "can't have one without the other." A successful campaign means appealing to grown-up sensibilities as well as the youthful pursuit of trends.

Clients who want to reach out to families of school-aged children and babies are competing with television and the internet for the attention of their target audiences. Those same influences—or at least the content delivered—can serve as inspiration when selecting products for your client's campaign.

Ken Laffer, MAS, president of Westbury, New York distributor Motivators Inc. (UPIC: MOTIVATORS), says prospective clients with a target audience of young children, or parents of young children, will find trendy items more appealing. "I think the industry leans heavily on classics; trendy items are generally licensed products."

Of course, licensed products do add to the bottom line, and, says Laffer, "we can't imprint something that's licensed. But we can do a value-add such as packaging or a custom tag or label."

Regardless of a product's status as a trendsetter or perennial favorite, Laffer says product safety should always be part of the discussion. "It should be age-appropriate, something of value, and compliant," he says. "We have a program where we send a kit to new mothers who work at our client's company. The kit contains an [infant bodysuit] and a silver, engraved spoon."

To ensure a successful campaign or program, Laffer says the focus should be a balance between appealing to parents of young children and to the children themselves. Additionally, he suggests tying a theme into a product, rather than the other way around. "Back in to the theme, and try to find something that's fun and speaks to the theme," he says.

Jen Alexander is an associate editor for PPB.

48 Game Plan
EDITOR'S PICKS

55 Rewarding Good Behavior
SALES

58 The ABCs Of Garment Decorating
FEATURE STORY

Good To Know

THE CONSUMER PRODUCT SAFETY COMMISSION sets forth regulations regarding children's products. Manufacturers and importers of children's products must certify, in a written Children's Product Certificate (CPC) based on test results from a CPSC-accepted laboratory, that their children's products comply with applicable children's product safety rules.

The CPC and supporting test reports must be in English. The CPSC provides a lengthy and detailed list of children's toys, jewelry, clothing and general-use items that require third-party testing. Visit www.cpsc.gov and click on the Business & Manufacturing Tab, then click on Testing & Certification.

Learn more about children's products and safety regulations through PPAI's online education. On-demand webinars that cover ink testing protocols, jewelry compliance and how to determine what defines a children's product are available at www.ppai.org/productsafety.

Grow A Kid-Focused Promotion With These Products

Win or lose, the **Paragon youth performance mesh polo** scores points with coaches and parents. The lightweight shirt, crafted from 100-percent performance polyester, features moisture management, odor control and UPF 30+ sun protection, and it's antimicrobial. The polo is finished with a matching fashion collar, oyster pearl-black buttons, double-needle hemmed sleeves and side vents on the bottom. It's also wrinkle-resistant and snag-resistant. Sizes: S-XL in black, heather gray, navy, red, royal and white.
Heritage Sportswear/Virginia T's
UPIC: HERI0002
www.heritagesportswear.com

This children's **training sippy cup** features a spillproof screw-top lid with easy-to-grip handles on each side. The cup holds up to five ounces and includes embossed measurement markings in ounces and milliliters. It's BPA-free, CPSIA certified and FDA approved.
Essef Distributors
UPIC: 7414140
www.lincolnline.com

The Price of Procreation

EVERYTHING COSTS MORE THESE DAYS, including the necessities of child-rearing. From birth to age 18, analysts estimate it costs more than $250,000 to bring up a child. Child care is the single largest component of this figure, according to *MoneySense* magazine.

Food *$1,799.94*

Increased household costs *$2,834.88*

Child care *$4,141.84*

Clothing *$874.44*

Increased transportation costs *$2,152.22*

Health care *$255.35*

Personal care *$260.56*

Recreation/school supplies *$1,046.40*

Average annual cost *$13,365.63*

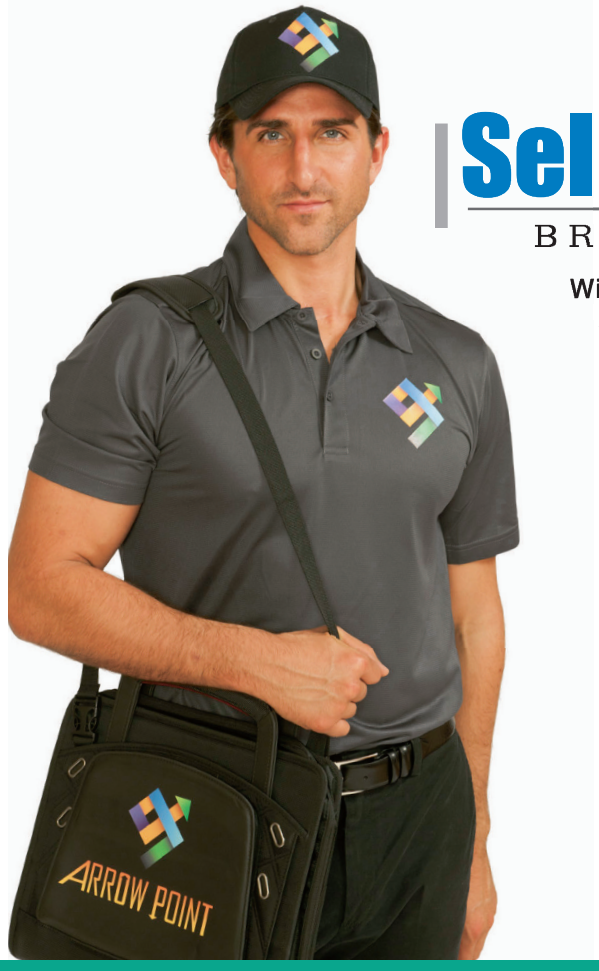
TOTAL COST TO AGE 18 *$253,946.97*

GAIN AND KRAFT PHOTOS BY SHEILA FITZGERALD/SHUTTERSTOCK

JOHNSON'S PHOTO BY DCWCREATIONS/SHUTTERSTOCK

Be cool and stay warm with a **Team 365™ Leader soft-shell jacket**. Its water-resistant finish keeps young athletes dry and comfortable in wet conditions, while the Windsmart® technology provides a wind barrier fabrication for maximum wind resistance. Other features include a chin guard for comfort and protection, as well as zippered front welt pockets for added convenience and functionality. Choose from eight crossover colors in sizes S-XL.
alphabroder *UPIC: BRODER*
www.alphabroder.com

Make success a clear choice with a **zippered clear backpack** featuring a front zippered pocket and two mesh side pockets. Decorate it with a single-color imprint on the front pocket.
Norwood *UPIC: NORWOOD*
www.norwood.com



Sell More Than Ever

BRAND IT WITH STAHLS'

With over 80 years of decorating experience, trust your client's logo with the most innovative decorating techniques in the industry. Impress your clients with logos that stand out and draw attention to their brand.

LOGO ANY WAY

- **Full Color Digital Logos**
- **Special Effects, Designs, and Logos**
- **Classic, Distressed, Rip-Away Appliqué™**
- **Personalize with Names and Numbers**

Visit Stahls.com

STAHLS'®

800.478.2457 | PPAI201510

Full Color Digital

Special Effects

Distressed Appliqué

Names & Numbers

Keep kids hydrated on the go with an eight-ounce **Wee Sport drink bottle**. It's BPA-free and CPSIA compliant, and comes in white with a choice of lid colors: black, reflex blue, green, orange, purple, red and white.

Beacon Promotions *UPIC: BEACONP www.beaconpromotions.com*

Keep insects at bay during ballgames with **Herbal Armor® DEET-free insect repellent**, either in wipes or a pump spray. This natural repellent uses six natural oils and is allergy tested and safe for sensitive skin. It's also sweat- and water-resistant, and won't damage clothing or equipment.

Natural Trends, LLC

UPIC: NTRENDS www.naturaltrends.com

Kids ages four and older will appreciate the cool portability of a **Camelback® eddy™ Kids bottle**. A write-on surface in white, beige, yellow or blue-grey lets others know who it belongs to. The one-piece bite valve is child safe, easy to clean and made from BPA-free Tritan™. Top-rack dishwasher safe.

The Allen Company *UPIC: ALLEN www.allenmugs.com*

On The Baby Product Bandwagon

EXHIBITORS AT THE ABC KIDS Expo in December 2014 rolled out hundreds of nifty new gadgets, toys and tools for parents of little ones. Here are a few of the most eye-catching products that hit the shelves this year, and the likely buyers.

Animal-themed bath storage
Suction cups secure these creature-inspired storage pouches to bathtub walls.
Maker: *3 Sprouts*
Taker: *Parents with annual zoo memberships*

Customizable strollers
The Priam stroller allows parents to assemble it in the style that suits their child's needs.
Maker: *Cybex*
Taker: *The dad who built a teardrop camper trailer from scratch*

Retro style cribs
The Winston style crib comes in washed white or vintage iron, and was inspired by old-fashioned American metal cribs.
Maker: *Franklin & Ben*
Taker: *Parents with the entire "Mad Men" series on Blu-Ray*

Mod snack cups
Dual handles, a weighted base and an easy-open lid on this cutely-styled cup make snacking less messy.
Maker: *Ubbi Tweat*
Taker: *The mom who believes even Cheerios deserve to be treated well*

Stay-put drinkware
An adhesive hook and a closed loop make this hanging cup perfect for little sippers who are forever leaving cups all over the house
Maker: *Puj*
Taker: *The grandparents who take group sleepovers seriously* PPB

Game Plan

MAKE A PLAY FOR PROMOTIONAL FUN

By Julie Richie

TOYS AND GAMES BRING OUT the fun—and the kid—in everyone. Brands that associate themselves with fun by thoughtfully including toys or games as part of their internal or external marketing efforts are instantly more engaging. But it's always important to be strategic.

"So many sales associates misunderstand or underestimate how to effectively use these two categories," says Dan Livengood, senior national account executive for Chanhassen, Minnesota distributor Business Impact Group (UPIC: Busin946). "Creating the right campaign using channels like these is more comprehensive than slapping a logo on a rubber ball."

For example, it's critical that the target audience's attention span is taken into account. "Attention span today is much shorter than five years ago," Livengood says. "Regardless of the target demographic, the product—and the campaign around it—have to be compelling."

For ever-popular desktop toys, it's important to think about the senses since the product is something the recipient could be using nearly every day. "You want something that people will hold or play with on a daily basis. It will give you the power to literally put a brand in their hands," says Johanna Gottlieb, senior branding specialist in the Chicago office of New York City-based distributor Axis Promotions (UPIC: axispromo). Gottlieb touts the paper mouse pad as one of the most popular desktop promotional items. "While it's not necessarily considered a toy, people can doodle on it and it's so useful because every sheet is removable. Putting your logo, special event dates, or a call to action on something like that is very effective and inexpensive," she says.

Just make sure to do your research and choose vendors who are compliant and who have tested any products that are considered toys, Gottlieb adds. For more information, visit ppai.org and search for product safety and compliance.

Think Outside The (Toy)box

WHEN EMPLOYEES FEEL CONNECTED to their company's brand, it translates into a better bottom line. Global professional services company Towers Watson's three-year study of 41 multinational organizations found those with high engagement levels had two to four percent improvement in operating margin and net profit margin, whereas those with low engagement showed a decline of about 1.5 to two percent. Target HR departments to tout the benefits of engaged employees and using promotional products as part of a strong internal marketing campaign. Think new-hire gifts, desktop toys and logoed games for employee lunchtime socializing—bingo, anyone?

You Can't Help Playing With These Fun Products

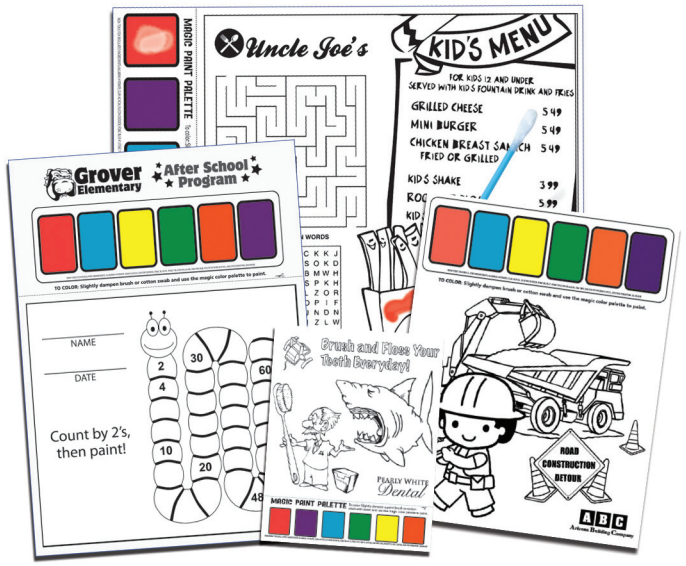
1

2

1. Brown Kirby Bear Teddy bears are the universal sign for love, care, and affection—making them perfect for any marketing campaign designed to warm the hearts of clients, employees and community members. Kirby is a soft, eight-inch brown bear that looks great in a logoed t-shirt. This product complies with all U.S. Consumer Product Safety Improvement Act (CPSIA) product safety requirements and is safe for children of all ages. **Artistic Toy Manufacturing** *UPIC: ARTSTOY*
www.artistictoysmfg.com

2. Flexible Flyer This folding flexible 10-inch diameter flyer sends your clients' logos soaring—at the park, the beach or even just in the backyard. Available in blue, red, yellow, purple, green or white, the imprint area is a six-inch diameter on the flyer and a 2½-inch diameter on the pouch. **Tempo Industries** *UPIC: Temp0001*
www.tempoline.com

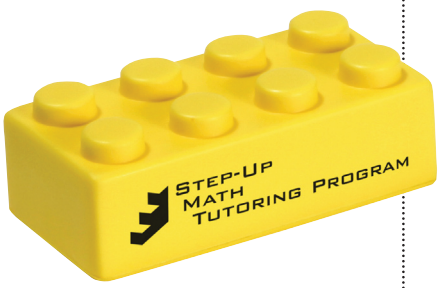
3



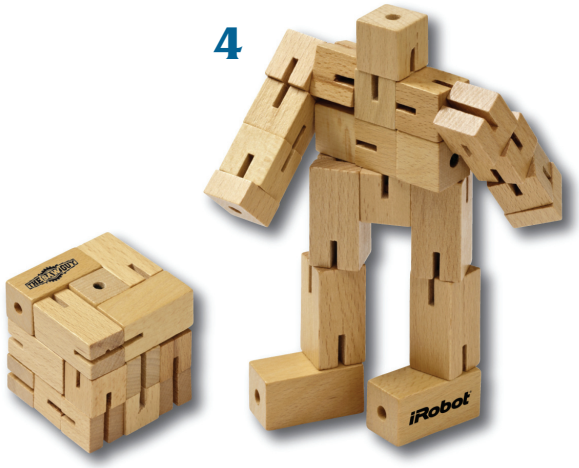
3. Magic Paint Poster
Restaurants, churches, child care centers, schools and car dealerships are perfect businesses to pitch the Magic Paint Poster. It's a great way to engage kids and families with brands while also providing educational entertainment. **California Tattoos** *UPIC: caltatto*
www.californiatattoos.com

4. Robo Cube Puzzle
Turn this poseable, wooden seven-inch robot, inspired by Japanese kumiki puzzles, into a cube—or any creative shape you want. Made from genuine hardwood in a natural finish with strong elastic bands holding the segments together, it's a durable toy that will sit on a desk, shelf or counter for years to come. **Jornik Manufacturing Corp.** *UPIC: JORNIK*
www.jornik.com

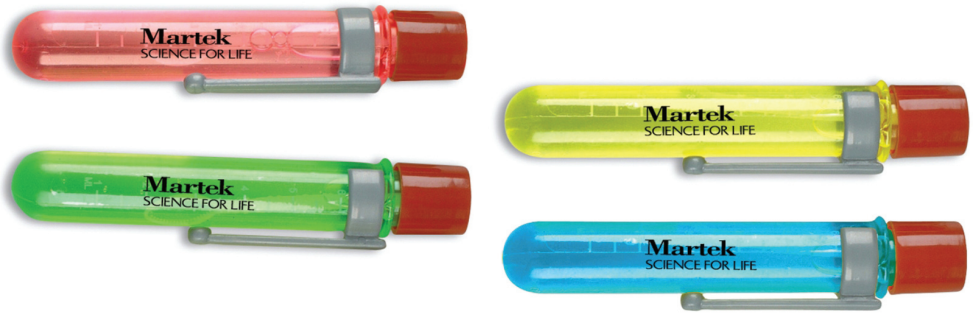
5. Test Tube Bubbles
Schools, child-care centers, car washes, pool companies and more will love this unique promotional item. The formula for the bubbles is created so that these bubbles don't pop when they hit the air or even when they are touched. Offered in assorted colored test tubes only (red, green, yellow and blue), and the colors may vary. Safe and non-toxic.
Essef Distributors *UPIC: 7414140*
www.lincolnline.com



4



5



CASE STUDY

STACKABLE BUILDING BLOCK STRESS relievers can fit into a variety of promotional campaigns focusing on the concept of building, whether it's community, visibility, customers, a team, ideas or actual buildings. For example, one chamber of commerce handed out the colorful, stackable building block stress relievers at an annual community festival, imprinted with the words, "Building a better community."

Source: Ariel Premium Supply

Audience Engagement

WORKING WITH ENTERTAINMENT CLIENTS means that Axis Promotions is constantly coming up with creative and fun promotion ideas. But they don't limit the playfulness to the promoting television shows. Here are some ways that Axis has creatively used toys and games to help clients in their promotional campaigns.

Zombie Dartboard To promote the season premiere of the hit show, "The Walking Dead," Axis Promotions (UPIC: axispromo) created customized zombie dartboard gifts for ad space buyers—people who get a lot of gifts and have seen everything before. "We wanted to produce something from scratch that they had never seen before using amazing full-color graphics and thought it would be great to do a whole 'killing zombie' theme for a game that they could play in their home or office," says Lauren Laschewer of Axis. With a short time frame, Laschewer turned to Jeff Plitt of Details/K-Poster (UPIC: KPOS0001), who was able to help source and produce a professional-grade dartboard from scratch. The result? "Everyone loved it and we got several repeat orders from the client," says Laschewer.

Bean Bag Toss For a senior living organization, Axis has set up a program where organization directors can access a web store and buy specific items for their communities. Especially popular was the cornhole bean-bag toss game from Promotoss. Since senior living homes continually have in-house events and open houses, current and future residents get to be active and have fun when using this product.

Desktop Toy When a client wanted some cool premiums to roll out their new Making Advertising Welcome campaign, Axis used the MoMA perpetual calendar from IMC, a desktop toy. By adding custom belly bands produced by an outside vendor and wrapped by IMC, the final product had a nice—and welcoming—retail look.

Create ROI Using Toys and Games

FOR LIVENGOOD AND HIS COLLEAGUES at Business Impact Group, understanding a client's initiatives and working from clearly stated objectives is paramount in any campaign. "Then, in order to create a fair ROI for your client, the campaign needs staying power and purpose." Using toys and games creatively is a great way to accomplish this.

For example, incorporating the ViewMaster® for new product launches, destination teasers or new services has resulted in successful and measurable campaigns. "Using this type of retro toy that's nicely packaged with other informative collateral helps the campaign reach its goal of educating, informing or presenting a call-to-action message to the consumer," says Livengood.

Another education campaign he created is a custom egg-toss game for the Iowa Egg Council to use at family-friendly events. The objective was to educate consumers on egg consumption benefits through an interactive trivia challenge. The questions are harder when the holes are bigger, so if you want an easy question, you have to make it through a more difficult opening. Players are rewarded with tiered prizes when they toss the stress egg through the hole and answer the multiple-choice question correctly. As a consolation prize, they get the actual stress egg they used for the game. "The client feels a whole lot better ordering their stress egg toys when they are used for a specific initiative. In this case—to educate," Livengood says.

6

7

8

6. Moodoggle
Sports teams, camps, theme parks, driving schools and car dealerships are just some of the businesses that should consider this fun key-ring kit with choice of two mood string colors, imprinted mood charm and charm clip. The mood charm and mood strings change colors with the heat of your hands. **AAakron** *UPIC: AKRON www.aakronline.com*

7. Toilet and Plunger
What plumber or cleaning company can resist giving out this desktop toy? Hold pens in the tank and paperclips in the bowl. The magnetized plunger picks up the paperclips and also serves as a phone stand. Made of soft silicone material.
Minya International Corp.
UPIC: minya www.minyausa.com

8. Tabletop Football Game
Fingers do the kicking in this new Football Table Top Game, perfect for home, office, retail or restaurants. The game can also be used as a counter top or box top point of purchase display. Minimum order of one.
MAC Specialties Ltd.
UPIC: SPORTPRO
www.sportproducts.com PPB

Julie Richie is an associate editor for PPB.

FRESH FALL STYLES

FLANNELS, HOODIES, DOWN VESTS, SWEATERS

PPAI# 184396

PPAI BOOTH #2513

BURNSIDE®

WWW.BURNSIDEAPPAREL.COM

EXCLUSIVLEY SOLD AT:

S&S ACTIVEWEAR

800-523-2155

www.ssactivewear.com

americana sportswear

800-473-2802

www.americanasportswear.com

EVA SPORTSWEAR

800-382-8337

www.evasportswear.com

AWARDS by LOGOCUT

1 • 2 • 3

1 Send us your Customers logo

2 We will design a signature award for FREE

3 We will produce your awards on time and on your budget!

Made in the USA

ASI 98975
PPAI 267060
UPIC ZEIT0001

www.logocut.com
www.stillwaterawards.com
877.721.7900 / 801.972.8210
sales@zeitcompany.com

Stillwater AWARDS by ZEIT COMPANY

LOGOCUT

Turn your customer's logo into an epic award!!

Any Price...*Any Budget*

REWARDING GOOD BEHAVIOR

FIVE STEPS TO BUILD AN UNBEATABLE LOYALTY PROGRAM

BY PAUL GORDON

THE GROWTH IN POSITIVE PERCEPTIONS and respect for loyalty programs has sparked a distinct shift in how organizations communicate and interact with both employees and customers. Twenty years ago, the industry standard for showing appreciation was gifting a company-logoed pen. While a pen is a fine gift, today incentives have transformed into a valuable marketing and sales tool that encourages engagement, drives brand advocacy and entices audience members with desirable rewards.

Nationwide, there are 3.3 billion loyalty program memberships—an average of 29 per household according to the Colloquy's 2015 Customer Loyalty Census. Some of the largest and most renowned organizations in the world offer loyalty programs, including Bank of America, United Airlines, MasterCard, Mercedes Benz,

MGM Entertainment and Major League Baseball. The necessity for retaining valuable employees and customers through loyalty programs has become increasingly apparent. Companies that have not yet implemented a program, or are currently not generating desired results from an existing program, need to take action to execute a successful incentive that solidifies customer and employee loyalty.

Understanding Loyalty Programs

There are two main types of loyalty programs: customer and employee. Both types of programs have unique and defining features that work to engage a targeted audience, giving the company a higher perceived value and leading to an increase in ROI and revenue for the organization. These programs function by recognizing members for positive actions and behaviors, and rewarding them with redeemable points that can be used to obtain a specific incentive, such as trending merchandise from top name brands.

Consumer incentive offerings are becoming an industry standard in nearly every market. Today, a vast majority of people are attracted to brands that provide a unique loyalty program. Industry research recently found that 76 percent of Americans think loyalty programs are part of their relationship with brands and 46 percent of shoppers consider them to be an important factor in their purchasing process.

Customer loyalty programs are highly valuable in engaging current clients and attracting new, lucrative sales leads. This type of program incentivizes customers' involvement with a brand and motivates more frequent transactions. For the customers, it creates a meaningful platform for them to connect with an organization on a more personal level. As a majority of these programs award points for both participation and purchases, customers feel as though they are getting more for their dollar and are valued by the brand itself.

Employee loyalty programs are similar in the sense of creating an engaging and motivating culture, but within the office space. These programs are profitable for organizations as they assist in retaining employees by creating an inspiring and positive work environment in which staff can truly thrive. Employee recognition programs also increase employee engagement, enhance communication across the company and encourage employees to complete tasks in a timely and efficient manner.

Retention and turnover are currently the top challenges for HR leaders, says a new study by the Society for Human Resource Management (SHRM). The strengthening job market has caused a jeopardizing shift in employee retention and has increased the need for employers to incentivize their employees. Companies are now investing more in employee recognition programs as a way to boost overall performance and satisfaction. In fact, the study found that 68 percent of businesses that offer a value-based program saw a significant positive effect on employee retention and workplace happiness.

> *"The strengthening job market has caused a jeopardizing shift in employee retention and has increased the need for employers to incentivize their employees."*

Find The Program To Meet Your End Goal

Choosing a loyalty program, whether it is customer- or employee-driven, depends on the end objective the company wants to achieve. While customer loyalty and employee recognition programs are the general categories, many third-party incentive providers offer more targeted programs, such as corporate gifting, training, and education and sales incentives.

Deciding what program best suits the company's needs begins with first looking at what the company aims to achieve. For example, when one of the world's top telecom companies was looking to improve productivity across its various channels, departments and locations, as well as engage five different generations in its workforce, company executives looked at the solutions that could be achieved through loyalty programs.

Among the problems, the company's employees worked independently and its workforce was suffering from a below-average score in overall employee happiness, morale and satisfaction. While the company had an employee loyalty program already in place, managers across the different divisions were executing the program differently, causing miscommunication and confusion. The company wanted to unify the programs' message, strengthen corporate culture and have more effective company communication.

Rymax developed an employee recognition program that was not only tailored to engage a multi-generational audience through proven segmentation tools, but also offered a clear and concise message. The program was a point-based recognition program, custom-designed to drive specific metrics in each channel, location and department.

Employees earned points through both positive actions and behaviors, which included accomplishing goals on schedule and supporting the company's values. The program's online redemption platform allowed employees to shop and redeem their hard-earned points for products and merchandise from top-name brands such as Michael Kors, Calvin Klein, Thule, Skullcandy and Voice Caddie.

Rymax also created a peer-to-peer recognition solution to enhance the overall communication across the company's multiple divisions, as well as improve employee interaction. Both employees and management were able to recognize colleagues with a personalized peer-to-peer recognition badge that was sent through the online platform. Every employee at every level was able to grant recognition, allowing them to pass along encouragement at all levels, as opposed to only management having the power to recognize.

In addition to the internal loyalty program solution, the company also executed an on-site point redemption event that took its employee engagement levels to new heights. The rewards event brought together employees who normally would not engage with one another in the workplace.

The redemption event was designed to

mimic a shopping spree, allowing employees to redeem loyalty program points for merchandise in the online rewards platform. It took place in close proximity to some of the company's largest offices resembling a retail experience with web-based registration and checkout, redeemable points in real-time, food and beverage, product displays, personalized fitting booths and music.

The diverse rewards selection offered at the event included brands like Ray-Ban, Tissot, Cuisinart and Johnston & Murphy. Employees were able to mingle with fellow colleagues and enjoy an exclusive shopping experience that let them leave with some of the hottest products from that particular season, all purchased with their redeemable points. The event generated additional excitement for the employee recognition program and increased employee focus.

Management used monthly reports and surveys to track their improvement in communicating the program to employees and ensured all staff members were using the program to their benefit. After one year, the program generated a 68-percent improvement in employee satisfaction and a 74-percent increase in company communication.

The success of this program was directly tied to remedying the specific, weak areas identified in the planning process. In this case, those areas were improving communication and productivity; any other program would not have generated the same results. For example, if the company executed a more targeted program, such as a sales incentive, it would have only engaged that particular department, rather than the company as a whole. PPB

Paul Gordon is senior vice president of sales at industry supplier Rymax Marketing Services in Pine Brook, New Jersey.

A Swiss-made Tissot watch was among the high-end products offered to a telecom company's employees through an online rewards platform at a redemption event.

Five Steps To Successful Loyalty Program Execution

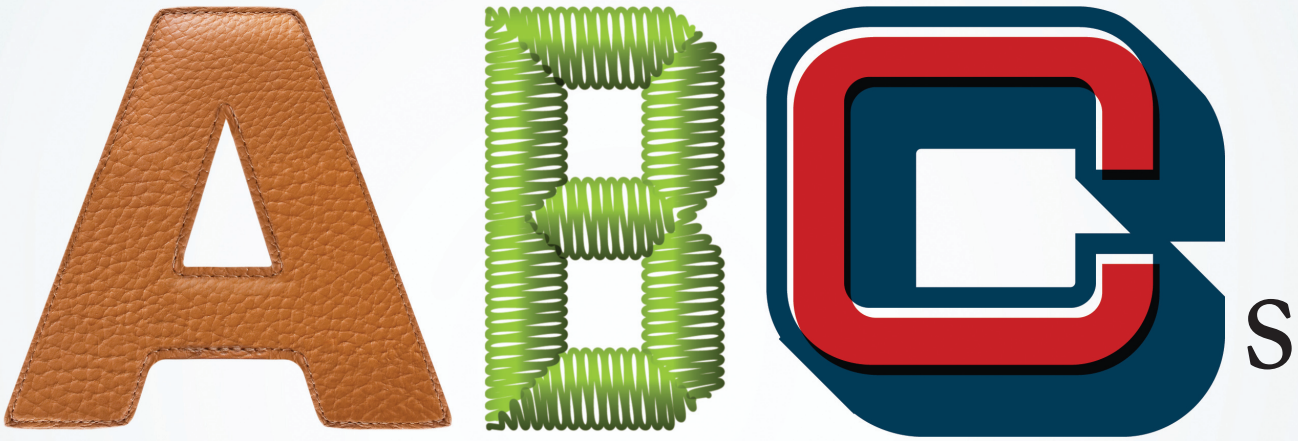
1. **Create a list of set goals and choose a program that best meets the company's desired end results.** The planning process is the most important step. It is imperative to implement a program that will successfully and completely meet the company's expectations. Ask what the company aims to achieve, what the desired metrics are and who it is targeting.

   Based on the company's responses, create a mission statement that highlights the main objective of the program. This will assist in communicating the program to the company's targeted audience, as well as choosing the program that best suits the company's goal.
2. **Segment the targeted audience.** No matter the type of program, whether it is employee- or customer-based, it will need to engage a multi-generational audience. Understanding the defining characteristics of different demographics will assist you in creating a program that gets consistent participation. This process is also important for choosing the most effective incentive offerings to meet generational trends and motivate your audience.
3. **Create a simple point system.** The functionality of the program should be easy for the company to communicate and simple for audience members to use. The more complicated the process is for people to use their points and obtain products, the less active they will be in the program.

   For example, Rymax has created a practical redemption platform that is based on points. Loyalty members can shop on the online rewards site and use points to redeem for trending merchandise, such as the Garmin Vivofit or Narrative Clip. Members simply add items to their checkout, similar to an online shopping site and the product is shipped directly to them from Rymax's onsite warehouse. The process is fast and easy to use for any audience.
4. **Design program elements and select diverse reward offerings.** To guarantee longevity, as well as lasting engagement, it is vital to offer merchandise that matches seasonal and current trends. This will entice audience members to redeem their points and stay active in the program.

   Also, it is important to plan out specific promotions and unique features, such as peer-to-peer recognition badges for an employee recognition program or tailored reward events for VIP customers, during the execution process. This allows for the company to plan ahead of time and communicate these offers effectively.
5. **Measure the program frequently.** In order to ensure the program is being used and is working to achieve the company's goal, conduct frequent surveys with your audience to measure important metrics such as program satisfaction levels, redemption activity and promotion usage.

The ABCs Of Garment Decorating



WHAT YOU KNOW ABOUT APPAREL PRINTING CAN SAVE YOU—AND YOUR CLIENT—TIME, MONEY AND FRUSTRATION.

BY DANE CLEMENT

WHEN IT COMES TO DECORATING apparel, numerous options are available today, and the accessibility of newer processes is continuing to grow. Some styles work well for large-run orders, while others work well for smaller quantities. Getting a full-color, personalized image printed on a shirt today is a lot easier and less expensive than in the past. But with all the different types of applications to choose from, how do you know which process is the right one to get your client's desired result? And once you decide on the process, what should you be aware of to take your client's project from artwork to production properly and get the best decoration possible?

Decorating Processes

PHOTO BY AMNARJ TANONGRATTANA/SHUTTERSTOCK

Digital printing Many types of decorating processes use digital printing as their basis. The market for the digital printing process is growing and can be cost effective for smaller runs because it provides the ability to produce a full-color image without the initial set-up cost found with screen printing. Digital printing also makes creating more custom, personalized designs easier. You can create a file with one person's name or photo, and then use the same file and add a different name or photo. Then, you simply print the different files. To create the same job with screen printing, separations must be created for each image, as well as new screens for each color affected by the change.

Screen printing One of the oldest decorating processes, screen printing can cost more on the front end because of the preparation involved. In screen printing, an image is reproduced by separating the design into a series of individual colors. The number of colors affects the printing cost because each color needs to be "exposed" onto a screen, and then each screen needs to be set up on a press and aligned so that all the colors register properly. If your shirt quantity is small and you want to print a three- or four-color design, this method is not as cost effective as some of the other processes. However, as your quantity increases, the setup costs become less of a hindrance, because once it's set up you can print as many shirts as needed.

Dye Sublimation

This is a digital printing process where special sublimation paper is run through a dye-sublimation inkjet printer. The paper is then placed on top of the substrate (a shirt, for example) and then pressed onto it using a heat press. The heat from the press converts the ink into a gas that injects itself into the fibers of the shirt as opposed to laying on top of the fabric. Dye sublimation is ideal for creating shirts with oversized images or full-coverage prints, but it only works on white or light-colored polyester garments.

Embroidery and Rhinestones

Two other special types of garment decorating processes are embroidery and rhinestones, both of which are popular in the commercial and home markets through the use of stock designs. However, custom layouts can be created by embroiderers and rhinestone artists who have the capabilities to manually create custom, digitized files from submitted art. In this process, an embroiderer can take the provided art file or redraw the provided image and assign the proper stitches to recreate the design. The file can then be read by the embroidery machine to sew out the image. A rhinestone image is created by interpreting the provided design as a series of circles. The file can then be used to create a template for the rhinestone layout which is then pressed onto the shirt, or it can be used by machines that apply the rhinestones to the garment.

Print-cut Decorating

Print-cut decoration uses heat pressing like dye sublimation as well as digital printing. Instead of printing the image on paper, it is printed on vinyl material made specifically for garments and then cut away, either on the same machine or on a separate cutter. The excess vinyl material is "weeded" away, leaving only the image area. The image is then pressed onto a shirt with a heat press.

Cut-vinyl Decorating

This decorating process is different from the rest in that there is no printing involved. With cut-vinyl decorating, a vector image is run through a machine that cuts the outline of the design onto any one of a variety of vinyl materials, such as standard colors, neon, glow-in-the-dark and glitter. As with print-cut, the excess material is weeded and removed, leaving only the image, which is pressed onto the shirt. With cut-vinyl designs, decorators must consider the line thickness and spacing of images. For example, standard clip art (top) usually is too detailed, and the lines and spaces are too thin to cut and weed efficiently, so the artwork may need to be tweaked to make it work.

Direct-to-Garment

Also called DTG printing, this is exactly what it says—printing directly on the garment. The process is similar to the way a piece of paper is printed through an inkjet printer. In DTG printing, the garment is laid on a pallet and the pallet is then fed into the printer, where the inks are sprayed directly onto the garment to reproduce an image. It does require an additional pretreating step for dark garments.

Heat Transfer

Heat transfer designs can be made by various processes. They can be screen printed and even printed on special paper that is run through an inkjet or laser printer. Transfers are then adhered to the garment using a heat press.

Decorating Production

Types of Artwork

Regardless of the decorating technique, it's important to understand some of the specifics about artwork, fabric and color that can be helpful in creating your client's design and selecting a garment to get the best possible results.

Promotional products artwork primarily uses two types: vector and raster. Vector artwork is created using a series of points (or nodes) and outlines or paths, to create shapes which can then be filled or outlined with color. Each shape can be selected and modified individually. This type of artwork can be enlarged without affecting the sharpness of the image. It will always retain its smooth, clean edge. This is the type of art you would probably be familiar with for promotional products such as pens or

Vector artwork

Raster artwork

cups, which typically require a one- or two-color imprint. While a vector file is usually used for minimal color art, it can accommodate many colors including gradients and tints or shades of colors.

Raster artwork, on the other hand, is tonal artwork created by series of small dots or pixels. Photographs or painted illustrations would be examples of this type of art. Unlike vector images, individual shapes can't be selected in raster art. Raster artwork loses its sharpness when enlarged, becoming increasingly blurry and pixelated. When creating this style of artwork it's important to know the largest size needed to produce a product. Raster artwork that's created at its actual size can be reduced if necessary for other applications. This type of artwork is becoming more popular with the growth of digital printing.

File Resolution

Another component to be aware of when setting up a raster design is the resolution. For a full-size t-shirt design, a resolution set at 300 dpi is ideal. When creating a design for screen printing, the general rule is to set the resolution at 1 ½ to two times the halftone screen that will be used to print the image. So, if the printer will be using a 45-lpi line screen, the image could be saved at a resolution of 90. However, it is not recommended to set a resolution below 150 dpi. For large format graphics, sometimes a lower resolution such as 150 or 200 dpi can be used. It's always best to check with the printer to learn what sizing and resolution they require.

Vector Vs. Raster: Which To Use?

While vector artwork is an option for digital printing and screen printing, it is required for cut-vinyl decorating. The cutter reads the nodes and paths that are created in the vector file in order to know where to cut. A raster image that's used for print-cut artwork will need to be saved and placed in a vector program such as Adobe Illustrator or Corel Draw in order to create the vector outline cut path.

When creating a design for screen printing, the general rule is to set the resolution at 1 ½ to two times the halftone screen that will be used to print the image.

Vector files are also used by embroiderers when digitizing a design to be sewn. The vector layout is created and then imported into digitizing software. The embroiderer then selects the shapes and applies the appropriate stitch.

Rhinestone templates are made using vector files. The templates are created by laying out appropriate-sized circles in the preferred design shape. The holes can then be cut out to create a template for the placement of the rhinestones.

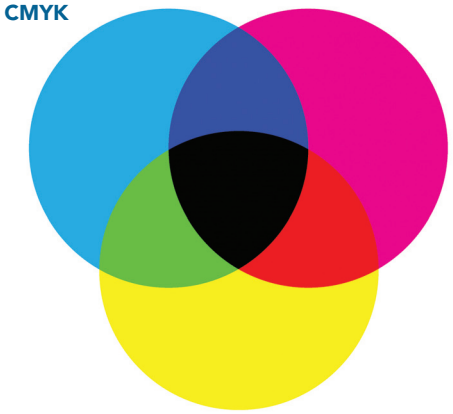
Vector artwork isn't normally recommended for digital processes because with large areas of solid color, if a print head gets clogged, streaking or banding can become more evident. On the other hand, vector artwork is a good choice for screen printing because it results in smooth coverage of large solid areas without streaking.

Raster artwork is perfect for all types of digital printing as well as screen printing. However, creating separations for a raster design is much more involved and requires more colors and screens, so it can be more costly. For digital printing, the nature of the full-color raster image helps camouflage any streaking that may occur if a print head becomes clogged.

File Formats

Regardless of whether you create a raster or a vector image, there are numerous file formats out there, and each process and even production device requires its own specific file format in order to produce the job correctly. Vector file formats include ai (Adobe Illustrator), cdr (CorelDraw), pdf (Portable Document Format), and eps (Encapsulated Postscript). While ai and cdr files are native to those programs, ai files are recognized industry-wide and can be recognized by other software and production equipment.

Both eps and pdf formatted files can be saved out of vector and raster programs. When saved out of a vector program such as Illustrator or Corel Draw, the file will retain its vector characteris-



tics. However, if it is saved out of a program like Photoshop, it will be saved as a raster image.

The following file types can all be used to save raster artwork: psd (Photoshop), jpg (Joint Photographic Experts Group), tif (Tagged Image File Format), and png (Portable Network Graphics). They can all be saved out of both vector and raster software programs, but will always be saved as a raster image regardless of what type of program it was saved from. For example, if a black-line vector image is created in Illustrator and exported as one of these file formats, it will lose its vector characteristics and become a raster image, even though it looks like a vector image; individual shapes within the image can no longer be selected.

The jpg format has been around for a long time, used primarily by digital cameras because of its small file size. However, this particular file is a "lossy"

compression format, meaning that each time it is opened and closed it loses some quality. For this reason, a jpg is not recommended as your final file format when saving art. Also, a jpg is a common format used by the web. Too often people will pull a logo or an image from a website and think they can just use it as is. These web images are usually low-res jpg files with a 72-dpi resolution, making them useless for printing. Almost always the artwork would have to be recreated either in vector or raster format using the jpg as reference only.

Zip files are compressed versions of multiple files that can be transported via email or through downloads. A single zipped file can be sent to a printer, for instance, who can then "unzip," or decompress, the file and gain access to all the individual files.

One final format to consider is DCS 2.0 (Desktop Color Separation), an eps-based format used by screen printers. When an image is separated into its individual colors for printing, it can be saved as a single file with all the separations together. This file is then placed in a vector program so the screen printer can print the individual spot color separations.

When creating artwork, always check with the printer to see which file format they accept for a particular decoration process and for the production equipment they will be using.

Ink Colors

Depending on the decorating process, it's important to know how to approach the aspect of color in a design. Spot color refers to actual individual colors. If a screen-printed design is created using one to three colors, each color is considered a spot color. While screen-printed designs can be reproduced using other color methods, using spot colors is the most common. Even full-color designs, once they are separated, can be printed using specified spot colors.

When it comes to full-color images, RGB (red, green, blue) and CMYK (cyan, magenta, yellow and black) are the most common color modes used. RGB uses a wider spectrum of color while CMYK, also known as process color, uses a narrower spectrum. While digital printers use CMYK inks or CMYK plus additional ink colors to reproduce full color images, most require an RGB image to print. When a design is printed, the printer will interpret the RGB information and then print it out using the CMYK inks. It's always best to see which mode your printer requires to produce a design. Working in RGB mode before saving a final file in CMYK can be done, but some colors may be lost in the transition; therefore, adjustments may be needed to boost color for the final image.

If a specific color match is needed, Pantone® colors can be specified. While there are many color systems available, Pantone is an internationally-recognized system used by printers and designers. Be aware that choosing a Pantone color that is not one of the standard colors and needs to be mixed may result in an additional fee. When it comes to full-color digital printing, it can be a little more difficult to achieve a specific color using CMYK inks. However, by at least giving a Pantone color as a reference point, the printer will have something to attempt to match.

Decorating Terms: A Quick Primer

Cut-Vinyl: A garment decorating technique that uses a vector file and a cutter to cut the image out of vinyl, which is weeded and then applied to a garment using a heat press.

Digital Printing: The process of printing using a digital print head.

Direct-to-Garment Printing: Also known as DTG printing, the process of digitally printing an image on a t-shirt or substrate using an inkjet printer.

Dye Migration: The transfer of dye from the polyester fibers of a garment through the overlaying ink, causing the decoration to change color.

Dye Sublimation: A printing process using heat to evaporate pigments from a transfer print and embedding them into a polyester-based media such as performance-wear garments and coated products such as mugs, key chains, etc.

Fibrillation: The uneven texture or color that occurs when fibers from a garment do not lay smooth and stick up through the printed ink.

Pantone®: The most common color matching system used internationally by printers and designers to reference specific colors.

Print-Cut: A garment decorating technique that uses digital printing on vinyl which is cut by the same printer or moved to a separate cutter. Vinyl is then weeded and applied to the garment using a heat press.

Raster Artwork: Continuous tonal artwork that is created by small dots or pixels, such as a photograph.

Screen Printing: The process of printing images on a t-shirt or other substrate using screen, mesh and ink. The image is transferred by the pushing or pulling of a squeegee.

Spot Color: A specific or single color applied to an individual element in an image. This is the most popular screen printing technique.

Underbase: The initial color, usually white, is printed on a colored substrate in order to provide a light-colored base for additional colors to be printed on top. This allows the additional colors to be truer.

Vector Artwork: Artwork that is defined by mathematical relationships of lines and shapes. Vector files are resolution independent, which means they can be scaled to any size without losing detail or clarity.

Decorating Concerns

Choosing The Right Process For The Right Fabric

The type of decoration process you use depends on the type of garment. For example, dye sublimation requires a garment with some kind of polyester content. When heated with the press, the inks that are printed on dye-sub paper go from a solid to a gas—i.e. they sublimate—which is infused into the polyester content to reproduce the image. This infusion cannot happen with cotton. The more polyester your shirt contains, the more color is infused and the richer and brighter the image will be. The best fabric choice for the dye-sublimation process is 100-percent polyester.

When it comes to cotton fabrics, there are all types of weights, weaves and other options that affect the feel of the shirt. These different characteristics also affect how smooth a shirt is to the touch. Fibrillation occurs when the fibers of the garment do not lay flat and smooth but rather stick up, creating an uneven texture. This results in a print that is not smooth, and fibrillation can also affect the evenness of the color.

Fibrillation

Fibrillation can occur in screen printing and direct-to-garment printing. Using a heat press to flatten your garment before direct-to-garment printing can help smooth out the fibers. Printing a good underbase will help smooth the fibers for screen printing as well.

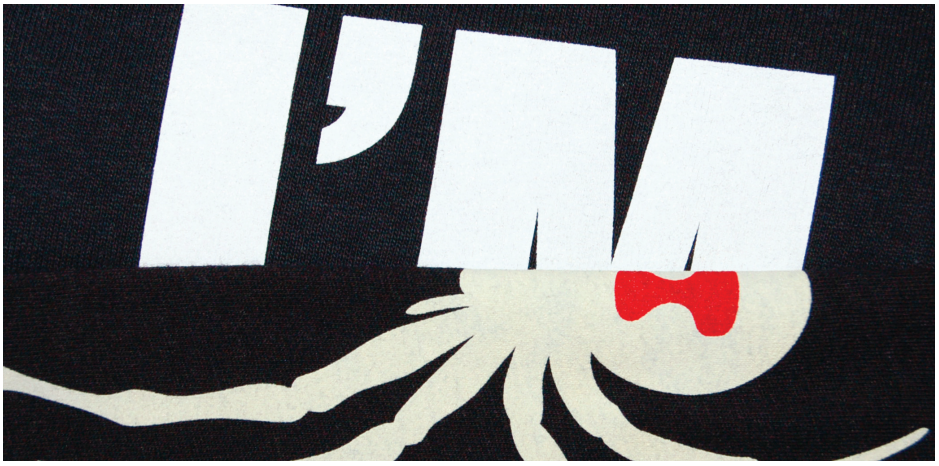
Because just about all of these processes use heat, whether it is a dryer for curing a screen print or a heat press to apply a graphic, pay particular attention to polyester and other plastic-based components of fabrics. Some fabrics will not work for all processes and can be burned or scorched. Check with your printer to see which fabrics can or cannot be used with your decoration process.

When it comes to cotton fabrics, there are all types of weights, weaves and other options that affect the feel of the shirt. These different characteristics also affect how smooth a shirt is to the touch.

Heat Transfer Vinyl

Stretchy athletic wear that is becoming increasingly popular is particularly sensitive to different processes. Special vinyl materials are made to adhere properly and stretch along with the fabric, unlike standard vinyl that does not stretch.

When choosing a garment, consider not only the fabric but the color of the garment itself. Since the paper is printed through an inkjet printer in the dye sublimation process, white ink is not printed. Therefore, you'll want to use this process on a light-colored garment, preferably white, particularly if your image contains a lot of white. Otherwise, the shirt color will show through the image and affect the design.



Dye Migration

Colored shirts can be decorated by screen printing and direct-to-garment printing because they allow for white inks to be printed. However, decorating a colored garment has its own issues and requirements, too. One problem to consider with colored polyester or cotton/poly-blend shirts is dye migration. This is when the dyes of the polyester fibers transfer through and tint the ink above. It's particularly common with red garments, as the red dye in the garment can be so strong that it will turn white areas in a garment pink. Consider this when working with your client to create artwork, and keep white areas in the design small.

Another consideration when printing on colored shirts is that they also require an underbase, a layer of white ink printed first so the remaining colors printed on top will be true to the actual image. If an under base is not printed, the color of the shirt will interfere with the image and it will not reproduce properly. Always keep this in mind when screen printing on a colored shirt, as the white will count as an additional color even if your artwork does not have white showing in the image area.

Other Pre-Treaments

When doing direct-to-garment printing on a colored shirt that requires a base white, a pre-treatment is also required before printing. For this, a special liquid solution is applied to the garment and then heat pressed to dry. It allows the white base to adhere and the colors to lie on top. Colored shirts decorated on a DTG printer will cost slightly more, not just because of the shirt color but because of the added process.

With the many different garment decorating processes available today, it can become quite confusing for a distributor. However, with some general information on what each process requires, you'll know what questions to ask of either your printer or supplier to get your order set up properly and efficiently, to save time and money, and get the best-looking promotional garment in the end. PPB

Dane Clement is president of Great Dane Graphics, a GroupeSTAHL company that offers royalty-free stock artwork specifically designed to be used with all types of apparel decorating. Clement, who has 30-plus years of experience in computer graphics and color separations, is a regular speaker and judge at industry trade shows. He authored T-Shirt Artwork Simplified, *a training book for both Adobe and Corel users. For more information, email Dane at dane@greatdanegraphics.com or visit greatdanegraphics.com.*

WHERE *DIFFERENT* AND *UNIQUE* HAPPENS

HG®

HIRSCH GIFT

PREMIUM · EXECUTIVE · TECH · CRYSTAL

PREMIUM TECH

harman/kardon® by HARMAN · JBL® by HARMAN · AKG® by HARMAN · myCharge™ · logitech®

PREMIUM LUGGAGE

BRIGGS & RILEY · solo · case LOGIC · THULE® SWEDEN · Hedgren · HYou

PREMIUM SUNGLASSES

Kenneth Cole · Timberland® · HARLEY-DAVIDSON® MOTOR CYCLES · GUESS

ASI 61005 PPAI 221823 UPIC HIRGIFT SAGE 66296

ph: 713-666-9800 | www.hirschgift.com

▼ Product Safety Aware ▼ Product Safety Aware ▼ Product Safety Aware ▼ Product Safety Aware ▼ Product Safety Aware ▼

We

123 Emblems ▼ 20/20 Special Markets ▼ 3M Promotional Markets Dept. ▼ 4Imprint ▼ 777 Promotional Products Inc. ▼ 8 Times Better Promos, Inc. ▼ A La Carte ▼ A-B Emblem ▼ A. G. Trimble Co. ▼ A.I.R. Conway Inc
A.K. Rose, Inc. ▼ A+ Career Apparel ▼ A+ Products Inc. ▼ A+ Wine Designs ▼ A4 ▼ AAA Innovations ▼ AAkron ▼ Aallways Associates Inc. ▼ Abbasoft Technologies Inc. ▼ AC Marketing ▼ Accent On Promotions, Inc.
Accusplit ▼ Acehigh Tech Corp ▼ ACO PU Supplies, Inc. ▼ Acriart, Inc. ▼ Activate! Promotions + Marketing ▼ Ad Bands ▼ Ad-A-Day Co., Inc. ▼ Ad-Line Industries, Inc. ▼ Ad-N-Art
AdCapitol Aprons, Bags, Flags, and Wearables / Aresco Safety ▼ Adco Litho Line, Inc. ▼ ADG Promotional Products ▼ Adman Group, Inc. ▼ Admark Promotional Marketing ▼ Admatch Corporation ▼ Admints & Zagabor
Admore Inc. ▼ Ads On Magnets LLC ▼ Adsun, Inc. ▼ Advance Corporation ▼ Advance ID, Inc. ▼ Advantage Business Solutions ▼ Advertising Etc., LLC ▼ Advertising Premium Sales, Inc. ▼ Advertising Specialties Alliance
Advertising Specialties Inc. ▼ Advertising Strategies LLC ▼ AEF Emblem Supply ▼ AFS ▼ Aftergen Corporation ▼ Afton Promotions ▼ AGLIKA TRADE LLC ▼ Agraffes Innovation ▼ AGUA Promotions ▼ AHEAD, LLC
AIA Corporation ▼ AIA/A.C.E. Promotional Products ▼ AIA/Ad Pro ▼ AIA/Logotools ▼ AIA/Promoplans ▼ Alexa Springs ▼ Alexander Manufacturing Co. ▼ Algoma Net Co. ▼ AlightPromos.com ▼ Alive Promo,Inc ▼ All in One
All in One ▼ All Premium ▼ Allcasion Travelware Company ▼ Allen & Goel Marketing Co. ▼ Allen Advertising Products, Inc. ▼ Aloe Up Suncare Products ▼ Alpec Team ▼ Alphabroder ▼ Alphabroder Canada
Alpi International, Ltd. ▼ Alstyle Apparel ▼ Alternative Apparel ▼ Alumicolor ▼ Alvimar Global ▼ AMA Systems ▼ AMARO, Inc. ▼ Ame & LuLu ▼ American Accents ▼ American Ad Bag Co. ▼ American Contract Printing
American Greenwood, Inc. ▼ American Made Cutlery ▼ American Paper Optics, Inc. ▼ American Solutions for Business ▼ Americana Sportswear ▼ Americanna Corp ▼ Americraft Products ▼ AmeriFoam® - The House of Foam
AMG Apparel Inc. ▼ Aminco International(USA) Inc. ▼ AMPPRO ▼ Amsterdam Advertising Associates ▼ Anagram International ▼ Andrade Promotions ▼ Anico International, Inc. ▼ ANSECO Group/An Asia Inspection Company
Antera Software ▼ AP Specialties ▼ Apollo Group ▼ Apollo Tools Ltd. ▼ Ariel Premium Supply, Inc. ▼ Artcraft Promotional Concepts ▼ Artifi Labs ▼ Artina Promotional Products, LLC ▼ Artistic Toy Manufacturing, Inc.
Artmetal ▼ Artwear Embroidery Inc. ▼ ASAP INC ▼ ASAP Promotions ▼ Ashlin BPG Marketing ▼ Assistance Co Inc ▼ AssistCo ▼ Atlantis Enterprises, Inc. ▼ Atlas Embroidery, LLC ▼ Atlas Flags, Inc. ▼ Attachmentville
Aura Badge Co. ▼ Auto-Sun-Shade(tm) / Intertek ▼ Aventa ▼ Award Connection ▼ AxeHeaven.com ▼ Axis Mobile Ventures LLC ▼ Axis Promotions ▼ AZX Sport ▼ B & J Specialties ▼ B J Crystal, Inc. ▼ B-Skinz, LLC
B-Token ▼ BAG MAKERS, Inc. ▼ Bags By Troy ▼ BAGWORLD ▼ Ball Pro Promotional Group ▼ BamBams ▼ BANAKA INC. ▼ Bankers Advertising Company ▼ Bankers Pen Co Inc. ▼ Bannerpen ▼ Barakat Inspirational Gifts
Baron Jewelry ▼ Baru Sports ▼ Baudville ▼ Bay State Specialty Co. ▼ Bayside Made in America ▼ BCG Creations ▼ BCH Unique Inc. ▼ Beacon Promotions, Inc. ▼ Bear With Me ▼ BEBCO ▼ Beehive Specialty
Belair Time Corporation ▼ Bensussen Deutsch & Associates, Inc. ▼ Bentcil Co. ▼ Berlekamp Plastics, Inc. ▼ Berney-Karp, Inc. ▼ Bertelson Total Office Solutions ▼ BEST Promotions USA, LLC ▼ Best Way Promotions
Better Life Industries ▼ Beyond Words Publishing ▼ Beyond Zebra ▼ BIC Graphic USA ▼ Bike USA ▼ Bishop Garment Company ▼ BizPins, Inc. ▼ Black Forest, Ltd. ▼ Blaise Drake & Company ▼ Blank2Branded
Bloomin Promotions ▼ Blouin Displays ▼ Blue Frog Printing ▼ BLUE GENERATION ▼ Blue Mesa Operations, LLC ▼ BMP Partners, Inc. ▼ Boardroom Eco Apparel ▼ Bobby Jones/Jones Global Sports ▼ Boca Terry
Bodek and Rhodes ▼ Bolin Events ▼ Bondi Band ▼ Book Wear ▼ Boundless Network ▼ Bowers & Associates, Inc. ▼ Boxercraft ▼ Brainchild USA Inc ▼ Brand Box USA LLC ▼ Brand Fuel, Inc ▼ Brand IQ, Inc.
BrandCharger ▼ Brandinc US, INC ▼ Branding U ▼ Brandwear ▼ Brave USA ▼ Bravo Awards Limited ▼ Brighter Promotions ▼ Brio Promotions ▼ Broadway Marketing Ltd. ▼ Brook's Medals ▼ Brown & Bigelow Inc.
Browse 25 ▼ Brushworks LLC ▼ BUDGETCARD Inc. ▼ Bugatti ▼ Bullet ▼ Bulova Corporation ▼ Bureau Veritas Consumer Products Services ▼ Bushnell ▼ Business Card, Inc.
Business Incentives/Division of CarCross Company, Inc. ▼ Calibre International, LLC ▼ California Tattoos ▼ Canyon Outback Leather Goods, Inc. ▼ Cap America, Inc. ▼ Carhartt Work Wear At Rugged Outfitters, Inc.
Carl Larson Marketing ▼ Carlson Craft Binder Division ▼ Caro-Line ▼ Cary Francis Group ▼ Castelli North America, Inc. ▼ Castle Merchandising Inc. ▼ Catania Medallic Specialty, Inc. ▼ Catch Fire Marketing, LLC
CB Marketing Group ▼ CBL Advertising Nov. Inc. ▼ CE Competitive Edge LLC ▼ Cedar Crest Manufacturing ▼ Cedric Spring & Associates ▼ Century Place Apparel ▼ Certif-A-Gift Co. ▼ CFG Promos ▼ CFS Promotions for Now!
Chaffee & Associates ▼ Chameleon Like Inc. ▼ Champion Ball Company - USK ▼ Change Digitzing Services ▼ Charles River Apparel ▼ Chenco, Inc. ▼ ChicoBag Company ▼ Chill Skinz ▼ Chipp'd LTD
Chocolate Chocolate ▼ Chocolate Inn/Taylor & Grant ▼ Chop Chop ▼ Cintas Corporation ▼ Cirrus Fitness ▼ Citizen Watch Company of America ▼ Classic Business Systems ▼ Classic Promotions ▼ Clava American
Clear Bags ▼ Clearmount Plastics Limited ▼ CleggPromo ▼ Cliff Quicksell & Associates ▼ Clothpromotions Plus ▼ CMA Testing and Certification Laboratories ▼ CMC - Computer Merchandise Corp. ▼ CMC Scottsdale
CNIJ Inc. ▼ Coaster Factory ▼ Coasters Plus ▼ CoasterStone ▼ Cobra Caps ▼ Coleman Company ▼ Colemax group ▼ Collegiate Usa/Branding ▼ Colorado Timberline ▼ Coloring Book Solutions
Columbia River Knife and Tool ▼ Come Together Promotions ▼ Commonsku ▼ Compass Industries, Inc. ▼ Competitive Edge Promotions, Inc ▼ CompleteSource, Inc. ▼ Concepts Unlimited ▼ Consutura ▼ Continental Cap
Continental Marketing Services ▼ Cooler Graphics ▼ CoreCentive Inc ▼ Cornerstone Promotional Products ▼ Corporate Advertising & Incentives LLC ▼ Corporate Identity, Inc. ▼ Corporate Imaging Concepts, LLC.
Corporate Incentives Inc. ▼ Corporate Promotions, Inc. ▼ Corry Enterprises ▼ Cosmo Fiber Corp. ▼ Cotton Heritage ▼ CounterPoint ▼ CPS \ The Keystone Line (Custom Plastic Specialties) ▼ Craft Sportswear
Crazy Aaron's Puttyworld ▼ Creative Inkers Promotional Products ▼ Creative Leather Imaging ▼ Creative Media Ink ▼ CredentialExpress ▼ CROSS ▼ Cross Canvas Co., Inc. ▼ Crown Matting Technologies
Crown Products, Inc. ▼ Crystal Images ▼ Crystal World, Inc. ▼ Crystal-D ▼ CSE ▼ Culver Company ▼ Curto Toy Mfg Co. Ltd. ▼ Custom Images, Inc. ▼ Custom Printing II Ltd. ▼ Cutter & Buck ▼ Dacasso Limited Inc
Dale B. Johnson Associates ▼ DanLiz Enterprises, Inc. dba Frame It!, Kimm Wright Productions and Kimm Wright ▼ Dard Products, Inc. (Tag-Master Line) ▼ Data Source, Inc. ▼ Daystar Apparel Inc ▼ DBG Promotions
Debco ▼ Delta Apparel, Inc. ▼ Design Franc Art, Inc. ▼ Details Diversified Inc ▼ DEVARA ▼ Development Plus Inc ▼ Devon Corporation ▼ DFS ▼ Diamond Cosmetics, Inc. ▼ Dickies Occupational Wear ▼ DIGISPEC
Digital Art Solutions, Inc. ▼ Discount Labels, Inc. ▼ Display Barn ▼ DistributorCentral, LLC ▼ Diverse Printing & Graphics, Inc. ▼ Diversified-Adtee ▼ Dixie Seal & Stamp Co., Inc. ▼ Dixieland Emblematics
Dixon Ticonderoga Co. ▼ DLX Industries, Inc. ▼ Dmannding Results Inc/DMH Marketing ▼ DoHiggi Promotions ▼ DollarDays.com ▼ Dorcy Special Markets Division ▼ Douglas Company ▼ Doulos Threads ▼ Dri Duck Traders
Drink Safe Technologies ▼ Drum-Line ▼ DT Enterprises ▼ Duck Manor Promotions ▼ Dunbrooke Apparel Corp. ▼ Dutton Promotional Advertising ▼ Dyenomite ▼ Dynamic Designs Unl LLC ▼ E.A. Dion Incorporated
Eagle Regalia Co., Inc. ▼ EarAngels ▼ Earthwise Bag Company Inc. ▼ East Side Promotions ▼ Echo Valley Meats ▼ Eco Golf ▼ Eco-Feu ▼ Eddystone Designs ▼ Edwards Garment Company ▼ Eisinger-Smith, Inc.
Elite Creations ▼ Elite Promotions ▼ ELK Promotions, Inc. ▼ Emblematics, Inc. ▼ Embroidery Unlimited, Inc. ▼ EmbroidMe ▼ Emperor ▼ Empire Pen ▼ EMT ▼ Encore Promotions, Inc. ▼ Enduraline ▼ EnduraPack
Engraving Awards & Gifts ▼ Engraving Job Shop ▼ ENOSIS Graphic Solutions ▼ Epic International ▼ Epilog Laser Corporation ▼ EPoly Corporation ▼ ERB Industries, Inc. ▼ ESKESEN ▼ Essent Corporation ▼ Essential Accessories
ETS Express ▼ Eurofins Product Testing Labs ▼ Eva Sportswear ▼ Evans Manufacturing, Inc. ▼ Eversole Run ▼ EvPro ▼ Excel Business Forms ▼ Exceptional Specialty Promotions Inc ▼ Expert Brand ▼ Express-A-Button
Expro Direct Line LLC ▼ EyeBlack ▼ Eyevertising LLC ▼ Eysoldt Marketing Group Inc ▼ Facilis Group ▼ Fahrenheit Headwear/Century 21 Promotions ▼ Fairytale Brownies ▼ FANDA PromoFactory Corp.
Fanfare Promotions Inc ▼ Faro USA ▼ Fast Track Imports ▼ Fast Track Promos ▼ Fastbadge, Inc. ▼ Fawn Industries Inc. ▼ Fersten Worldwide Inc. ▼ Fey Promotional Products Group ▼ FIEL - Fairdeal Import & Export Ltd
Fields Manufacturing ▼ Fierce Biz, LLC ▼ Firefly Graphics ▼ FireSprint Printing ▼ First Flight Solutions ▼ Fisher Price Inc. ▼ Fisher Space Pen Co. ▼ Fits Accessories (a Division of Midway Industries Ltd.)
Fitzgerald Marketing & Communications ▼ Five Thousand Forms Inc ▼ Flagpro USA ▼ Flip & Tumble, LLC ▼ Flying Colors Imprinting ▼ Foamworx ▼ Folder Express ▼ FootPrints USA ▼ Formgraphics ▼ Fossa Apparel, Inc
Fossil ▼ Fox 40/TriFoxco Inc. ▼ FP Services Apparel ▼ Frame This, LLC ▼ Franc Advertising & Business Gifts ▼ FreePromoTips ▼ Freestyle Mktg. ▼ Fresh Beginnings, Inc. ▼ From Designs to Doodads ▼ Fujifilm USA, Inc
Full Line Specialties, Inc. ▼ Furniward Company ▼ Future Bulletins, Inc. ▼ Galaxy Balloons ▼ Gallop Connection Inc. ▼ Gamehide ▼ Games People Play ▼ Gardner Promotional Solutions
Gary Plastic Packaging Corp/Garyline ▼ GatewayCDI ▼ GCPPA - Gold Coast Promotional Products Association ▼ Geiger ▼ Gemini Incorporated ▼ Gemini Industries, Inc. ▼ Gemline ▼ GEMPIRE/gwi ▼ General Diaries Corp.
George Jackson Promotions, Inc. ▼ Gephart Marketing Solutions, LLC ▼ Get It Global By Prime ▼ Gibco, Inc. ▼ GIDI Promotions ▼ Gill Studios, Inc. ▼ Glass Graphics, Inc. ▼ Glass-U ▼ Global Business Promotions
Global Reach Network Inc. ▼ Global Sourcing Connection, Ltd. ▼ GMG Pen ▼ Gold Bond Worldwide, Inc. ▼ Gold Bond, Inc. ▼ Golden Promotions Inc. ▼ Goldner Associates, Inc. ▼ Goldstar ▼ Golf Town Canada dba: Accolade
Good Catch! ▼ Good Luck Line ▼ Goodview Industries Co., Inc. ▼ Gordon Sinclair ▼ Gorilla Marketing ▼ Gotham Pen & Pencil ▼ Grandma Pants, Inc. ▼ Grapevine Designs LLC ▼ Graphco Line
Graphik Business Accessories ▼ Graphique De France ▼ Graphix 2 Go, Inc. ▼ Graven Image ▼ Great Bridge International, LLC ▼ Great West Promotions Inc. ▼ Greater China Industries, Inc. ▼ Grizzly Coolers
Grumpe's Specialties, Inc. ▼ GT Industrial Products LLC ▼ Gulbenkian Swim Inc. ▼ Gweepromo ▼ Haas-Jordan ▼ Halls & Company ▼ HALO Branded Solutions ▼ Hampton Technologies LLC ▼ HandStands
Handy Industries Inc. ▼ Hanes/Champion ▼ Hareid Marketing Inc. ▼ Harmony Promotional Solutions ▼ Hartwell Classic Apparel ▼ Headway Promotional Products, Inc. ▼ Headwear USA
Heavin & Assoiciates DBA The Promotion Lab ▼ Hello Promo ▼ Helping Hand Partners ▼ Helping Hand Rewards ▼ Heritage Sportswear/Virginia T's ▼ Hidden Bay Sports ▼ High Sierra ▼ Hillman Associates, LLC
HINDA INCENTIVES ▼ Hirsch Gift, Inc. ▼ Hit Promotional Products ▼ Holloway Sportswear ▼ Homedics ▼ Hoopla Promo, Inc. ▼ Hot Sauce Harry's, Inc. ▼ Hotline Products ▼ House of Doolittle ▼ Howard Miller Co.
HPC Global ▼ HPI EMBLEM ▼ Huang Acrylic ▼ Hub Pen Company ▼ Hudson & Company ▼ Huffermen Inc ▼ Humphrey Line ▼ Hurricane Promotions ▼ HW & A Productions ▼ HYS Marketing Products LLC
I C Group - Promotional Products Division ▼ I Miller International ▼ I-Mark ▼ Icix ▼ IClick ▼ Icon Blue, Inc. ▼ ID Me Promotions LLC ▼ Ideamax ▼ Identification Plates, Inc. ▼ Identify Yourself ▼ Identity Works, Inc.
IdntiTeez ▼ Idol Memory ▼ Ignite, USA ▼ IGT America ▼ Illini/Altco ▼ Illinois Glove Company ▼ Image Masters ▼ Image Source, Inc. ▼ Image Specialties, Inc. ▼ Impact Advertising Inc. ▼ Impact Design ▼ Impact Group
Impex International Inc ▼ Impressions ▼ ImprintID ▼ IMXbrand, LLC ▼ IN Marketing Group Inc. ▼ In Record Time ▼ In Stepp Marketing ▼ In Your Face Apparel ▼ Incentive Federation ▼ Incentives West
Independent Folders ▼ Independent Trading Co. ▼ Indicusbag ▼ Indigo ▼ Indoff, Inc. ▼ Industry Incentives ▼ Infant Blanks.com Div Bambini ▼ InfiniteAloe Skin Care ▼ Info Publishing & Printing ▼ InkCups Now

PRODUCT SAFETY AWARE

ppai.org

▲ Product Safety Aware ▲ Product Safety Aware ▲ Product Safety Aware ▲ Product Safety Aware ▲ Product Safety Aware ▲

Are Aware

InnerWorkings Inc. ▼ Innovation-Line ▼ Innovative Adhesives, LLC ▼ Innovative Business Products ▼ Intelispend Prepaid Solutions ▼ International Merchandise Concepts ▼ International Minute Press ▼ Intertek ▼ IPlus USB iPROMOTEu ▼ ITNH INC. ▼ Ivahill Investments ▼ J I T Solutions Inc ▼ J MAC PROMOTIONAL PRODUCTS ▼ J. Charles Crystalworks Inc. ▼ J4 promotional marketing ▼ Jack Nadel International ▼ Jacobson Hat Co Inc. Jaran Marketing ▼ JB of Florida, Inc./Geiger ▼ JBob's Designs Inc. ▼ Jerico Promotions ▼ Jetline ▼ JILCO, Inc. ▼ Jillian's of Ideas ▼ JMTek - Corporate Key ▼ Jornik Manufacturing Corp. Journalbooks/Timeplanner Calendars ▼ JP Business Solutions LLC ▼ JPPCo. ▼ Jules Scheck Associates, LLC ▼ Julie of California ▼ Jungle Jane Promotions ▼ Jura ▼ K & R Precision Corp. ▼ Kaeser & Blair - TMA Marketing Kaeser & Blair - Marali Promotional Products ▼ Kaeser & Blair Incorporated ▼ Kanata Blanket ▼ Kaspo Inc ▼ Kati Sportcap ▼ Katz Americas ▼ Kaye-Smith ▼ KC Caps/ H&C Headwear/ Capco Sportwear ▼ Keepsake Box USA Kellmark Corp. ▼ Keltner Group ▼ Kelvin Tools ▼ Kent International ▼ Key-Bak Promotional Products ▼ Keya USA ▼ KeyFetch ▼ Keystone Mint ▼ Keystone Specialties, Inc. ▼ KleerWest, LLC ▼ KLM Promo Products, LLC Klondike Advertising Inc. ▼ Knobby Krafters Inc. ▼ Kool Pak, Inc. ▼ Kool Stuff LLC ▼ Koolio, Inc. ▼ Kopy-Rite ▼ Kore Group ▼ Kotis Design ▼ KPA Promotions, Inc. ▼ KTI Networks / KTI Promo ▼ Kutmaster/Utica Cutlery Co. KW Textile, Inc ▼ L.F. KRAZYBEANZ DESIGNS L.L.C. ▼ Label Art ▼ Label Works, A Navitor Company ▼ Lahlouh, Inc. ▼ Lancer Label ▼ Lanco Corp. ▼ Lapco Mfg ▼ LarLu ▼ Launell Incorporated ▼ LBU ▼ Leader Promos Leading Edge Promotions ▼ Leashables By Oralabs, Inc. ▼ Leed's ▼ Lewtan Industries Corporation ▼ Liberty Playing Card Co., Inc. ▼ License Frame, Inc. ▼ Lighthouse Designs ▼ Linden Sweden, Inc. ▼ Lion Circle Corporation Lipic's, Inc. ▼ Liqui-Mark Corporation ▼ Logo Marketing Group, Inc.(AIA) ▼ Logo Mats, LLC ▼ Logo Merchandise USA ▼ Logo My, LLC ▼ LOGO ON ▼ LogoBranders, Inc. ▼ LogoIncluded ▼ Logomark, Inc. ▼ LOKSAK, Inc. Lorente ▼ Los Altos Trophy ▼ Lost In Stitches ▼ LumoLine ▼ Lungsal International Inc. ▼ M & M Designs, Inc. ▼ M. Cornell Importers Inc. ▼ M. R. Promotional Concepts ▼ MAC Specialties Ltd. ▼ Mad Hatter Promotions, Ltd MadeToOrder ▼ Magna-Tel, Inc. ▼ Magnet America ▼ Magnets In Print ▼ Mainly Monograms ▼ Manfra, Tordella & Brookes, Inc. ▼ Maniacal Marketing, Inc. ▼ Maple Ridge Farms, Inc. ▼ Marathon Mfg/Prestige Lines MARCO Ideas Unlimited, Inc ▼ Mark Promotions ▼ Marken Industries ▼ Marlo Plastic Products Inc ▼ MasterCast Ltd. ▼ Mastercraft Decorators/The Guildlines ▼ Match-Up Promotions LLC ▼ Matrix Source Ltd. ▼ MATTEL INC Max Apparel USA ▼ McEwen Cherry ▼ Medalcraft Mint, Inc. ▼ Mediagraphics Inc. ▼ MediaTree ▼ Megafast ▼ Melissa & Doug LLC ▼ Members Only ▼ Merrill Corporation ▼ MetalMasters ▼ Mi Line By Fey ▼ Midnite Snax(R) Midwest Printing & Promotions, LLC ▼ Milestone Recognition ▼ Mineral Springs Bottled Water Co. ▼ Minuteman Press Beaver Falls ▼ Minya International Corp. ▼ Misfit Design Group ▼ MLXL Productions, Inc. MMI International Trade ▼ MOCAP/Anchor Line ▼ Modern Stitch and Ink ▼ Moderne Glass Co., Inc. ▼ ModernLine ▼ Monarch Robe and Towel Co. ▼ Montco Advertising Specialties, Inc. ▼ Monterey Mills ▼ Morco, Inc. Mosquito ▼ Motivational Kicks Inc ▼ Motivators, Inc. ▼ Mr. Beach, Inc. ▼ Mrs. Prindable's ▼ Multi-Faceted Associates ▼ MV Sport/Weatherproof ▼ MVOSS Promotional Products ▼ MVP Sportswear ▼ My Uncle's Business Nation Imprint, INC. ▼ National Pen Corp. ▼ Nationwide Pennant & Flag Manufacturing, Inc. ▼ Nationwide Promotions LLC ▼ Navitor Folders ▼ Neet Feet, Inc. ▼ NEP Promotions NEPPA - New England Promotional Products Association ▼ New England Leather Accessories, Inc. (Bugatti, Inc.) ▼ NewClients Promotional Marketing ▼ Newday Medical Corporation ▼ Newport Promotional Services, Inc. Next Level Apparel ▼ Next Promotions ▼ Nissun Cap, Inc. ▼ Nittany Creative Solutions ▼ Norco, Inc. ▼ Nordic Company Inc. ▼ NorthStar Identity LLC ▼ Norwood Promotional Products ▼ Notes, Inc ® ▼ Nucom / Burk's Bay Nuding Farms ▼ Numo ▼ NW Digital Works ▼ O'Rourke Sales Company ▼ O2 Marketing and Design Inc. ▼ Office Beacon LLC ▼ Office Depot ▼ Okina Sales/Symphony Handmade Papers ▼ Olde Country Reproductions, Inc. OMNI Apparel, Inc. ▼ On Target Impressions, LLC ▼ Onara Enterprises LLC ▼ One 2 One Marketing, Inc. ▼ Onyx ▼ Open Country Promotions ▼ Openers Plus ▼ Optimum Promotional Products, llc ▼ Opus By Collins Inc. OraLine, Inc. ▼ Orange County Printing ▼ Orrefors Kosta Boda ▼ OT Sports ▼ Otto International, Inc. ▼ Outdoor Cap Co. Inc. ▼ Pacesetter Awards Co. ▼ Pacific Bridge Global Inc. ▼ Pacific Western Sales ▼ Panther Vision Par One Inc. ▼ Paramount Apparel International, Inc. ▼ Parrot Sports Gear Dba Parrot Promo Essentials ▼ Paul K. Guillow, Inc. ▼ Payne Publishers ▼ PC/NAMETAG ▼ PCA Calendars & Diaries ▼ Peace! Love! Bling! Pebble Beach Corporate Apparel ▼ Peerless Umbrella Co. ▼ Pelucida Glass LLC ▼ Pentel of America, Ltd. ▼ Pepco Poms ▼ Perfect Imprints ▼ Perfect Promotional Products Inc ▼ Permark, Inc. ▼ Perry Ellis International PFI Marketing Group ▼ Phoenix Industries USA, Inc. ▼ Picnic At Ascot ▼ PICNIC PLUS By Spectrum ▼ Picnic Time, Inc. ▼ Picquic Tool Company, Inc. ▼ Piel Leather Inc. ▼ Pilgrim Plastic Products Co. ▼ Pine State Marketing, Inc. Pinemax, Inc. ▼ PINGLINE ▼ Pinnacle Designs ▼ Pinnacle Promotions Inc ▼ Pinpoint Promotions and Printing ▼ Pioneer Balloon ▼ Pioneer Promotions Ltd. ▼ PJ Promotions ▼ Plasticolor PMANC - Promotional Marketing Association of Northern California ▼ Poly-Pak Industries, Inc. ▼ Pop! Promos ▼ Positive Promotions ▼ Powerstick ▼ PPAI Board Alumni Association PPAM - Promotional Products Association of the Midwest ▼ Preferred Nation Inc. ▼ Premier Communications, Inc. ▼ Premier Printing ▼ Premium Bag LLC ▼ Premiums Plus Inc. ▼ Prepac Designs, Inc. ▼ Price Chopper Wristbands Prime Designs ▼ Prime Resources Corp. ▼ Primex Innovations Inc. ▼ Print Promotions Group LLC ▼ Print Tech ▼ Print This!, Inc. ▼ Printed In Stone ▼ PrintFUSION ▼ Printgear Sportswear ▼ Printmarx ▼ Prism Marketing Pro Golf Premiums, Inc. ▼ Pro Towels ▼ ProCorp Images ▼ Prodir SA ▼ Production Creek Specialty Advertising ▼ Professional Image ▼ Professional Office Services Inc ▼ Proforma ▼ Proforma Angelini & Associates Proforma Creative Promotions ▼ Progressive Promotions, Inc. ▼ Proinnovative ▼ Proline Supply Company ▼ Promo Cookie Cutters, By Ann Clark Ltd. ▼ Promo Depot ▼ Promo Marketing ▼ PromoCorner.Com ▼ Promoland USA, Inc. PromoMatting By Americo ▼ Promomedia Group Inc. ▼ PromoPros ▼ PromoShop Inc ▼ Promoting Your Biz ▼ Promotion Magic ▼ Promotional Consultants, Inc. ▼ Promotional Products Association International Promotional PSI ▼ Promotions Unlimited LLC ▼ ProRose Inc. ▼ PSI Plastic Graphics ▼ PSL USA ▼ Pummill Print Service LLC ▼ Punch Products USA, Inc. ▼ Push Clean US, LLC ▼ PutterWheel ▼ PVH Corporate Outfitters QBF, Inc. ▼ QBS Safeguard ▼ Qpromo ▼ Quake City Casuals ▼ Quality Certification Alliance (QCA) ▼ Quality Resource Group, Inc. ▼ Quick Label Systems ▼ Quick Point, Inc. ▼ Quikey Manufacturing Co., Inc. Quinn Flags & Banners ▼ R & B MARKETING INC ▼ R.S. Owens & Company a Division of St Regis Crystal ▼ Radius Display Products ▼ Raining Rose ▼ Rainkist Umbrella Company ▼ Ranchmark, Inc. ▼ Rata U.S.A., Inc. Ready 4 Kits ▼ Recognition Advisors Inc ▼ RecognitionWorx Inc. ▼ Red Eye Media ▼ Redline ▼ Reflectix ▼ Rest Marketing LLC ▼ Rhino Marketing Specialties ▼ Richardson Cap Company ▼ RIGHTSLEEVE Marketing, Inc. Riteline LLC ▼ River's End Trading Company ▼ Robertson Marketing Group, Inc. ▼ Roochi Traders Inc. ▼ Rosebud Marketing Group ▼ Royal Apparel ▼ Royal Crest Promotions ▼ Royal Industries ▼ RTS Embroidery Ruby Hancox ▼ RuMe, Inc. ▼ Russell Stover Candies, Inc. ▼ Rustico ▼ S & S Activewear ▼ SAAC - Specialty Advertising Association of California ▼ Sabina ▼ Sacs & Boxes 2 ▼ SAGE ▼ Saige Consulting Ltd ▼ Sailorbags Salisbury Inc. ▼ SAMCO Line ▼ Same Day Tee's ▼ Samsill Promotional Products ▼ Samsonite, LLC ▼ Sanford Business-to-Business Division ▼ SanMar ▼ Sarge International ▼ Sasco USA ▼ SayNoMore! Promotions Scarborough Specialties, Inc. ▼ Screencraft Tileworks ▼ Scrub Authority ▼ Seattle Sports Company ▼ SELCO ▼ Selective Gift Institute, Inc. ▼ Service with a Smile, Inc. ▼ Seven Sourcing ▼ Seville Gear ▼ SGS SGS US Testing Company ▼ Shads Advg Inc ▼ Shepenco ▼ Shoefly Designs ▼ Shop-Vac Corporation ▼ Showdown Displays ▼ Shumsky ▼ Sierra Pacific Apparel ▼ Signet, Inc. ▼ Silent Salesmen Promotions ▼ Simba Simply Dynamic Creative Services ▼ Sinatra Enterprises ▼ Skinner & Kennedy Co. ▼ Skye Print Solutions ▼ Snow Joe ▼ SnugZ USA ▼ Solar Advertising ▼ Solpals LLC / dba C-SLIDE ▼ Sonoma Promotional Solutions Sound Line LLC ▼ Southern Plus ▼ Spartan Promotional Group Inc. ▼ SPEC CAST ▼ Specialty Advertising Consultants, Inc. ▼ Specialty Advertising Works ▼ Specialty Incentives, Inc. ▼ Spector & Co (The Spector Image) Spectrum Plus ▼ Spectrum Uniforms ▼ Spirit Products ▼ Sport Systems Custom Bag Corp ▼ Sporting Edge Marketing ▼ Sportula Products ▼ Spot Prints ▼ St Regis Crystal, Inc. ▼ Stahls' ID Direct ▼ Standard Register Staples Promotional Products ▼ Star Embroidery Corp ▼ Starline USA, Inc. ▼ Starpack, Inc. ▼ Step 2 Promotions, Inc. ▼ Stone Enterprises, Inc. ▼ StoneyCreek ▼ Storm Creek ▼ Storm Duds Raingear ▼ Stormtech USA Inc. Stouse, Inc. ▼ Strand Art Co, Inc. ▼ Streetmarc Advertising & Marketing ▼ Stromberg Brand ▼ Strong Leather Co. ▼ Studio 1204 ▼ Stylecraft ▼ Success Bound ▼ Summit Group, LLC. ▼ Sun Coast Merchandise Corp. SunGraphix ▼ Sunrise Identity ▼ Sunset Alpine ▼ Sunset Brass Products ▼ Suntex Industries ▼ Superb Case ▼ Superex ▼ Sweda Company, LLC ▼ Sweet Nut Tree ▼ Swervepoint LLC ▼ Synergy Promotional Agency T Marketing Products ▼ T-A Creations, Inc. ▼ Table Top Promoz ▼ Target Marketing ▼ TARGETLINE ▼ Tattoo Factory, Inc. ▼ Taylor MacQuen Advertising ▼ TBK Promotions ▼ Team Concept ▼ Tekweld Tempo Industries/Timenet ▼ Teresa Gonzalez Promos ▼ Terry Town ▼ Tervis Tumbler Co. ▼ The Adminders ▼ The Allen Company ▼ The Antigua Group ▼ The Bob Levitt Company ▼ The Book Company ▼ The Chest The Creative J ▼ The Gavel Co. ▼ The Image Group ▼ The Imagine Corp. ▼ The Innovative Line ▼ The Kinetic Group ▼ The Leslie Co., Inc. ▼ The Magnet Group ▼ The Murphy Group, Inc. ▼ The Positive Line The Premium Line ▼ The Sourcing Department LLC ▼ The Sourcing Solution ▼ The Spice Lab ▼ The Spirit Sleeve ▼ The Trek Pass, LLC ▼ The Vernon Company ▼ Themco, LLC ▼ Third Day Creations, Inc. ▼ Thread F/X, Inc. Threadmasters ▼ Three K Consultants, Inc. ▼ Timberwolf Products ▼ Tingley Rubber Corporation ▼ TinPromos, LLC ▼ TK Cups-Sorg's ▼ TLC Wholesale Sign & Banner ▼ TMJ Enterprises ▼ Toddy Gear ▼ Tomax Top Brands, Inc. ▼ Top Promotions, Inc ▼ Torn Ranch ▼ Total Promotions Group Inc. ▼ Towel Specialties ▼ Tower Ribbons ▼ Towsley's, Inc. ▼ TPS Promotions & Incentives ▼ Trade Only Inc. ▼ TradeNet Publishing Co. Tranter Graphics, Inc. ▼ TravelChair Company ▼ Tri-Mountain ▼ Tricor Print Communications ▼ Trimark Sportswear Group ▼ Triple Stitch Sportswear ▼ Tru Art Advertising Calendars ▼ Truebite Inc. TSPPA - Tri-State Promotional Professionals Association ▼ Tug Boat Inc ▼ TWG International ▼ Twintech Industry, Inc. ▼ Two Eggs Promotional Products ▼ Tyca Corp. ▼ UL ▼ Uniflex Holdings Inc. ▼ Unionwear/Konvex USAprons, Inc. ▼ Vantage Apparel ▼ Vertical Imprints ▼ Veteto Enterprises ▼ Victorinox Swiss Army, Inc. ▼ Victory ▼ Vintage Coin Concepts ▼ Virginia Diner, Inc ▼ Visions/Awardcraft ▼ Visstun ▼ Visual Image Advertising Visual Textile Resource ▼ Vitronic Promotional Group ▼ VP Brand ▼ W.R. Case & Sons Cutlery Co. ▼ Waehner Importing Co., Inc. ▼ Waldor Products ▼ Walker-Clay, Inc. ▼ Wall 2 Wall Promotions, LLC ▼ Wall Street Greetings, LLC Walters Seed Company LLC ▼ Ward/Kraft, Inc. ▼ Warwick Publishing Company ▼ Water Promotions ▼ Watermark Graphics Inc. ▼ Webb Collection ▼ Weber Grills ▼ Weepuline LLC ▼ Wehr, Inc. ▼ Wendell August Forge Wentworth Apparel Group, LLC. ▼ Weyh Roberts & Associates ▼ Whispering Pines Sportswear ▼ White Bear Clothing Co. ▼ Wild Impact Marketing Inc. ▼ Williams Specialties ▼ Windsor Vineyards/Vintage Wine Estates Windswept Marketing, Inc. ▼ Wine Country Promos ▼ Witcher Advertising Specialties ▼ Wolfmark Neckwear Co. ▼ Wood Expressions ▼ World Import Company ▼ WOV-IN ▼ WOWLine ▼ Wright Choice Promotions Xarisma ▼ Xetex Business Systems, Inc. ▼ XOS ▼ XPRES LLC ▼ Yankee Candle Company, Inc ▼ YTS SERVICES MARKETING PTE LTD ▼ Zagwear Inc. ▼ Zane's Cycles-Trek Bicycle ▼ Zazzle.com, Inc. ▼ Zebra Marketing Zebra Marketing Corporation ▼ Zenith Promotions ▼ Zing Manufacturing ▼ Zipline ▼ Zoo Printing ▼ ZOOMcatalog

Product Safety Aware

ppai.org

As of 8/24/2015

Product Safety Aware ▼ Product Safety Aware ▼ Product Safety Aware ▼ Product Safety Aware ▼

FAST FORWARD

THE WATER COOLER

A STUDY IN TASTE

BY JEN ALEXANDER

IF YOU OR ANY OF YOUR CO-WORKERS are really into culinary creativity, you'll appreciate a first-of-its-kind consumer study that delves into the behaviors and motivations of foodies around the world. Sopexa, a global agency for food, beverage and lifestyle marketing, profiled modern foodies in the U.S. and around the world to learn their preferences and epicurean influences, as well as how they interact with products and in the digital sphere.

Among the study's highlights:

- Foodies are becoming more selective, experimenting on their own rather than dining out. They embrace the role of house-chef—93 percent cook daily for themselves, and 75 percent cook at home several times a week.
- While foodies search online for new products and recipes, they prefer to buy from grocery stores (88 percent) or from local producers (52 percent). Bottom line: foodies want to see, smell and taste products before they use them.

GAUGING GOURMANDS

Sopexa hopes the results will help marketers develop innovative ways to appeal to this unique group of consumers. Benjamin Bourinat is director of public relations and social media at Sopexa USA, and he advises marketers and retailers to become an integral part of foodies' creative process "by developing recognition programs in line with foodies' time spent on searching, cooking and bragging."

Bourinat also says foodies aren't likely to be influenced by discounts, contests or games; rather, they respond to messages that emphasize product origin, exoticism, nutrition and role in self-improvement. PPB

75 Lessons In Leadership MANAGEMENT
79 Small Changes, Big Impact PRODUCT RESPONSIBILITY
83 An Oasis Of Ideas PROMOTIONS

Five Minutes With Arry Yu

CEO and Co-Founder of GiftStarter

GROUP GIFTING IS a great way to give friends and co-workers—even family members—meaningful, cherished gifts that otherwise might break a single giver's budget. But coordinating the fundraising, shopping and delivery can be a tedious and sometimes convoluted process. That's why Arry Yu and Christie Gettler founded the retail group-gifting website GiftStarter.

Through GiftStarter, Gift Champions (that's GiftStarter talk for the person who selects a gift) launch a campaign on the site and invite contributors to purchase a "piece" of the retail product. Contributors can include photos and messages with their donations, which are sent along with the gift to the recipient. While individual gifts are not customizable, GiftStarter creates a handcrafted card from contributors' messages and sends it along with the gift to the recipient.

PPB spoke with Yu about the inspiration for the company's model, and she also shared advice for taking the first step in launching an innovative product or service.

PPB **What was the driving inspiration for GiftStarter?**
Yu The driving inspiration for GiftStarter comes from connecting the market movements from the past decade: the rise of social media, crowdfunding, environmental and social awareness, and the ubiquitous use of digital commerce across the globe.

Social commerce has been a moving target for several years, and it may still seem like an ambiguous, unicorn-like concept to many. Countless approaches and schools of thought have emerged, yet not one example stands out as transforming commerce or filling any meaningful gaps. GiftStarter is bringing a fresh approach to the experience of giving, receiving and fulfilling amazing gifts online, where the digital interactions are with real people delivering joy instead of just transacting in shopping carts.

PPB **How is GiftStarter different from other group purchasing experiences?**
Yu Most services and sites that support group purchases focus on part of the end-to-end group purchasing experience; in other words, they will aggregate the funds or money from various people into one big fund to deliver a monetary "gift" to a recipient, similar to crowdfunding.

GiftStarter takes it all the way to the very end of the gifting experience, from aggregating the funds from people, to actually ensuring the product is purchased and shipped, to providing a meaningful group card and giving the recipient an easy way to say "thank you" to everyone who pitched in.

PPB **What avenues did you take to secure funding and other resources?**

TOP Yu got her start consulting with brands like Microsoft and L'Oreal BOTTOM Co-founder Gettler has worked with Panasonic and Motorola.

Yu We won Seattle ReDesign, a Startup Weekend hackathon, so we decided to take advantage of everything the prizes afforded us to validate the business. We met

Continued On Next Page

AD-ITIVES

That Logo Looks Familiar …

Plagiarism isn't a crime unto words alone, something Olympic Games organizers in Tokyo discovered late this summer when the designer of a Belgian theater logo, Olivier Debie, accused Tokyo designer Kenjiro Sano of copying his design. Though Sano claims his work was original, Tokyo 2020 Olympics officials have since sent the design back to the drawing board.

After news of the design debacle entered social media, Japanese illustrator KanKan created a logo incorporating Olympic colors into the image of a traditional hand fan. "The folding fan symbolizes good omens in the way it spreads out, and the tool has been used to cheer others on since ancient times," KanKan wrote of the design on his Twitter feed.

"I believe it's the best design for an Olympic motif and it perfectly captures the Olympic quality of harmony. The theme of 'Japan (the red suns) being supported by many peoples' is also represented in its design." PPB

TOP The Théâtre de Liege logo MIDDLE The original logo for the 2020 Olympic and Paralympic Games BOTTOM A proposed design for the Olympic and Paralympic Games logos.

Continued From Previous Page

several local startup experts—Rebecca Lovell, the startup liaison for the city of Seattle; Andy Sack, an investor who also ran TechStars and Founders Coop; Dave Parker, who runs a pre-accelerator called Next; and Enrique Godreau, co-founder of 9Mile Labs. We joined the 9Mile Labs accelerator a couple months later.

Once we built a minimum viable experience for GiftStarter, we pursued funds from local angel investors to help us on-board over 1,000 paying customers for further validation, to work on product enhancements and to nail down our product's market fit.

***PPB* How do retailers partner with GiftStarter to offer their products to your site users?**

Yu They can partner with GiftStarter in multiple ways, mainly to use our platform to enhance their customers' experiences to afford better gifts. We can take a product feed (10,000 or more products) and add it to our search experience. We can also create a curated "storefront" on GiftStarter for a retailer with their giftable products on that page. Additionally, we can provide a quick-button widget that allows customers on the retailer's site to buy any gift with family and friends.

***PPB* How does founding and running a company like GiftStarter allow you to strike a work-life balance?**

Yu For us, the founders, the job is a major part of the work, which is a major part of our personal life's work. We were able to design the business in a way that creates an ecosystem that adds value to our customers, our employees, and our partners. One of the things we know is that starting a company from scratch requires a person to have their own personal foundations in place first. For us, it takes a village of support to keep "balance"—the support of parents, siblings, friends, communities, and most importantly, the full support of a spouse/significant other.

Those who work with GiftStarter know that this is a passion business—passion that grows from enabling human interactions, communal giving and communities to be created from a person's own circle of family and friends. We believe in holacracy and in prioritizing work that creates/adds value to the customer. There are no managers here, and everyone on the team is encouraged to work freely on projects they are most compelled to work on. Everyone is responsible for bringing their brains, their own expertise and skills to what they feel GiftStarter needs at any given point — *always creating value for our customers.*

***PPB* What advice would you give others who believe they have a great idea for a product or business solution, but don't know the first steps to take?**

Yu One of the first things we did was think about and document the following:

1. What kind of company do you want to build (or not build) for the next 10 years or more?
2. Do people actually need your product or business solution, and how have you validated it?
3. What kind of business or marketplace will you be entering?

Have a clear idea and words to speak intelligently about all of the above. But above all else, listen. Look for advice that opposes your great idea. Look for customers who will tell you what's wrong with your idea. That brutal honesty is the difference between an idea and a business that can actually grow. PPB

MARKET SHARE

Marketing Skills For Water

Since when does water need a marketing plan? Since California has suffered through several years of crippling drought—according to Mercury360®, anyway. The San Francisco-based social media marketing firm is working with WaterFX to generate publicity and educate consumers about the company's work using solar desalination to generate freshwater supplies for farmers in the state's Central Valley.

WaterFX's latest project, HydroRevolution, aims to raise money for what will be California's first commercial solar desalination plant. To build support for the project, Mercury360® has launched what is expected to be one of the 10 largest investment crowdfunding campaigns on record. WaterFX announced a direct public offering (DPO) in August to encourage Californians to help fund the construction of the plant—marking the first time a DPO has been used for a desalination project. PPB

(IMAGE PROVIDED BY WATERFX)

BRANDABLE

Boosting Brands With Alter Egos

If you know about Peter Parker, Bruce Wayne and Clark Kent, you know about alter egos. But could you argue that the creation of Spiderman, Batman and Superman made their creators more successful as 'regular guys'? A recent article in *Entrepreneur* explored the appeal of creating alter egos to boost personal brands, and took note of the benefits that can lead to a big payoff.

It's an outlet for introverts. If your brand is subtle or soft in its approach to clients, an alter ego lets you explore a wild side. And who knows? This louder, brasher version might open doors to a whole new demographic.

It's a chance to be unconventional. Do your dream prospects hate mainstream branding? Do they gravitate toward what's unusual or edgy? An alter ego is a paradox—it screams unconventional.

It lets you create a backstory. So your current brand doesn't come with a cool story? That's okay, your brand's alter ego does. Whatever service you provide or product you sell can be woven into the fabric of the alter ego's origins to help establish a strong connection with the needs of your clients. PPB

BIZWORDS

Synergize

Few business professionals would debate the value of Steven Covey's *7 Habits of Highly Effective People*, but his introduction of the verb 'synergize' doesn't exactly produce synergy among wordsmiths. Making a verb out of a perfectly good noun for the sake of impact often has the opposite effect.

Synergy, as a noun, is more at home in the science community than anywhere else. It describes the cooperative action of two or more parts of the human body; the interaction of elements that produce a total effect greater than the individual elements; and the cooperative action of two or more stimuli.

'Synergize' embodies the very essence of office jargon, something even the most effective communicators can fall victim to. If you're seeking an effective way to add impact to a speech or a statement, the simplest words are often the most powerful. Want to encourage your employees to practice synergy? Tell them to cooperate, collaborate or even conspire. PPB

Top Brands, Inc.

is at

PPAI brand®

REWARD. RECOGNIZE. REMEMBER.

SAGE Rated Supplier 2014 A+

INCREASE YOUR EARNING POWER!

FREE GIFT!

Just visit a Top Brands representative at booths *720 - 727* in the brand. pavilion.

The Top Brands team knows incentives and we want to help you! Backed by over 50 years of experience and our award winning customer service, the team at Top Brands wants to help you increase your earning power with the most sought after name brands in the industry.

Make sure to check out booth *1233* for brand name imprinted products.

SOLUTIONS by Top Brands

at

PPAI EXPO®

www.top-brands.com
UPIC TOPBRAND

www.tb-imprints.com
PPAI 113144 SAGE 53923

800.431.2127
asi 91455

LESSONS IN LEADERSHIP

10 UNDENIABLE BEHAVIORS OF GREAT LEADERS

BY DR. ALAN ZIMMERMAN

IT DOESN'T MATTER IF you're leading a country, a company, a department, a team, a church or even a family, leadership has nothing to do with title or position. You could be the president of a country or the CEO of a Fortune 500 company and *not* be a leader.

In truth, leadership has everything to do with behavior. If you behave in these 10 ways, you can and will be an effective leader.

1. A leader does the right thing.

A poor leader focuses his energy on "sounding good." And he spends a great deal of time on how he can spin a story so he comes out "looking good." By contrast, a great leader not only knows what is right, he also does what is right. He turns the courage of his convictions into action.

2. A leader is more concerned with "we" than "me."

Some "so-called" leaders are on an ego trip, seeking all the glory and hogging all the limelight. From their perspective, it's all about me, me, me. It happens when a certain team develops a new product that becomes a huge financial success, but you only see the CEO on TV talking about her vision and how her vision allowed this product to be developed. Shame on her.

By contrast, when Jill Blashack-

Strahan, president and CEO of Tastefully Simple, received the Ernst & Young Entrepreneur of the Year Award, she said, "I didn't build this company. An amazing team of dedicated, passionate and loyal people did."

3. A leader demonstrates an unshakeable positive attitude.

In other words, he exudes energy. He displays enthusiasm. He projects cheerfulness. And it is nothing short of contagious. I'm sure you've come across some leaders like that. No matter what is going on, you've noticed that leader's department or company is filled with people who are pumped up, excited and connected. You may have even wished you were a part of his organization … because it's only natural to be drawn to such high levels of energy.

Of course, the leader may not always *feel* positive. That's life. But as military genius Laz Tzu pointed out, "Leadership has been defined as the ability to hide your panic from others." Or as we say today, "Fake it 'til you make it."

4. A leader accepts responsibility.

Unfortunately, it is all too common to see an ego-driven leader take all the credit when one of her decisions works out well. But when one of her decisions proves to be wrong, she cannot be found, has nothing to say or blames someone else for her failures.

A real leader, on the other hand, accepts responsibility. When necessary, she's able to say, "I was wrong. I'm sorry." As President Dwight Eisenhower said, "Leadership consists of nothing but taking responsibility for everything that goes wrong and giving your subordinates credit for everything that goes well."

5. A leader is a goal setter.

Invariably, great leaders are goal setters. In fact, you would be hard pressed to point out any great leaders who simply wandered their way to success. Maury Burgwin, the chairman at the Institute for Management Studies, proclaims, "The best path to success is to script your desired outcome." And then, "To reach that desired outcome, script your tactical plan to get there. In my affairs I have a polished, practiced script for everything I hope to achieve."

6. A leader has a passion for winning.

In other words, getting by is never good enough. A leader wants to win. He wants to be the best, produce the best and bring out the best in others. That's why Daryl Flood, president and CEO of Daryl Flood, Inc., is recognized as running one of the best, most successful moving businesses in the country. As he says, "Successful leaders follow best practices that garner the loyalty and respect of their employees, and one of those best practices is seeing their leader have a passion for winning."

7. A leader has a passion for winning *with* others.

Twentieth century educator G. Arthur Keough knew that. He wrote, "Greatness is not standing above our fellows and ordering them around. It is standing *with* them and helping them to be all they can be."

This winning *with* others may be the very reason that the Mayo Clinic is considered to be one of the finest medical institutions in the world. It follows the philosophy of its founding leader, Dr. William W. Mayo, who said, "No one is big enough to be independent of others."

8. A leader builds relationships.

That doesn't mean that she has to be buddies with everyone on the team or in the organization. That may not even be wise. But she has to build strong, positive, respectful, cooperative relationships with everyone possible.

When I asked Ed Caldwell, vice president of Protective Life, what accounted for his success, he answered, "I have been blessed with four mentors and bosses over the past 30 years who took the time to build a relationship with me, who gave me candid feedback on the differences between leadership and management, and provided specific guidance at key points in my career. Those relationships created what I consider to be the real turning points in my personal and professional development."

9. A leader celebrates.

A leader doesn't wait for the sale-of-a-lifetime or a miraculous business turnaround before he celebrates with the team. He knows that little things count. In fact, little celebrations can make a big difference.

As psychologist Dr. Terry Paulson points out, "When people are asked to consider what works, too many look for the big things—those things that get measured and reported. But many times, it is the consistent little things leaders do that mean the most to their teams."

Or as Jill Blashack-Strahan adds, "When we're all stressed out, that's when we need to take the time to celebrate what's right with the world and our business."

10. A leader exhibits calmness in rough waters.

When Vaclav Havel became the first elected leader in the new country of the Czech Republic, the citizens were uncertain of their future. So he told them, "Hope is not the conviction that something will turn out well, but the certainty that something makes sense regardless of how it turns out."

And Larry Blakely, process and improvement director at Ernst and Young, says, "When you're up to your eyeballs in alligators, it's hard to remember you're not there to drain the swamp. You're there to be a calming influence in the midst of the storms."

You may not be a *born* leader. But you can learn to be a leader. And a good leader, a great leader, an effective leader exhibits these 10 behaviors. Start practicing them now and you'll be amazed at how well they work. PPB

Alan Zimmerman, PhD, has spoken to more than a million people around the world, giving them the tools they need to achieve their goals on and off the job. As a prominent, sought-after author and speaker, he works with a variety of organizations and professional associations. His clients universally characterize him as genuine, down-to-earth, practical and powerful. Dr. Zimmerman has received numerous awards and honors for his contributions in the fields of attitude, communication and leadership. Most recently, the National Speakers Association awarded him its highest honor, the Speaker Hall of Fame. His latest book, *The Payoff Principle: Discover the 3 Secrets for Getting What You Want Out of Life and Work*, is available from Amazon, Barnes and Noble and www.DrZimmerman.com.

SUPERSONIC®
Live. Life. Easy.

Inspiring

Fitness & Productivity

for hard working employees

HANDS FREE | AUX/USB/SD INPUTS | FM RADIO | RECHARGEABLE BATTERY

Smartphones | Fitness Bands | Home Theater | Audio | Tablets

Inspire achievement!

Reward your employees with gifts they will actually keep!
Supersonic offers cutting edge electronics to fit any budget.

Multiple color options available!

SC-61SW

SC-1366

SC-1912 *Available in 7" - 39"

IQ-3012DJBT

For more information, please contact:

Pantea Shakib | Supersonic, Inc. | 323.201.5060 | Pantea@supersonicinc.com | **www.supersonicinc.com**

4th QUARTER Specials

9/1/15 - 12/31/15

ANTIGUA®

APPAREL FOR **YOUR** GAME

Men's & Women's Jacket or Men's Pullover

93% polyester/7% spandex heavy interlock long sleeve outerwear style with self fabric stand-up collar. Contrast inside neck, collar binding, & zipper teeth. Full zip jacket in women's and men's 1/4 zip available in men's pullover. Embossed logo at back neck.

Flight Jacket

Regular: $64.00

NOW

$42.00 (A)

MSRP: $80

Men's Flight 100951
S-2XL (Select colors in 3XL)

510 White/ Steel Heather (3XL)	113 Dark Royal/ Dark Red (3XL)
163 TX Orange/ Steel Heather	803 Dark Royal/ Steel Heather (3XL)
775 Dark Red/ Steel Heather (3XL)	874 Navy/ Dark Red
985 Cardinal Red/ Steel Heather	774 Navy/ Steel Heather (3XL)
981 Cabernet/ Steel Heather	386 Smoke/ Steel Heather (3XL)
984 Maroon/ Steel Heather	555 Black/ Red
877 Dark Purple/ Steel Heather	511 Black/ Steel Heather (3XL)

Leader Pullover or Jacket

Regular: $52.00

NOW

$47.00 (A)

MSRP: $75

Men's Leader Pullover 100607
S-3XL

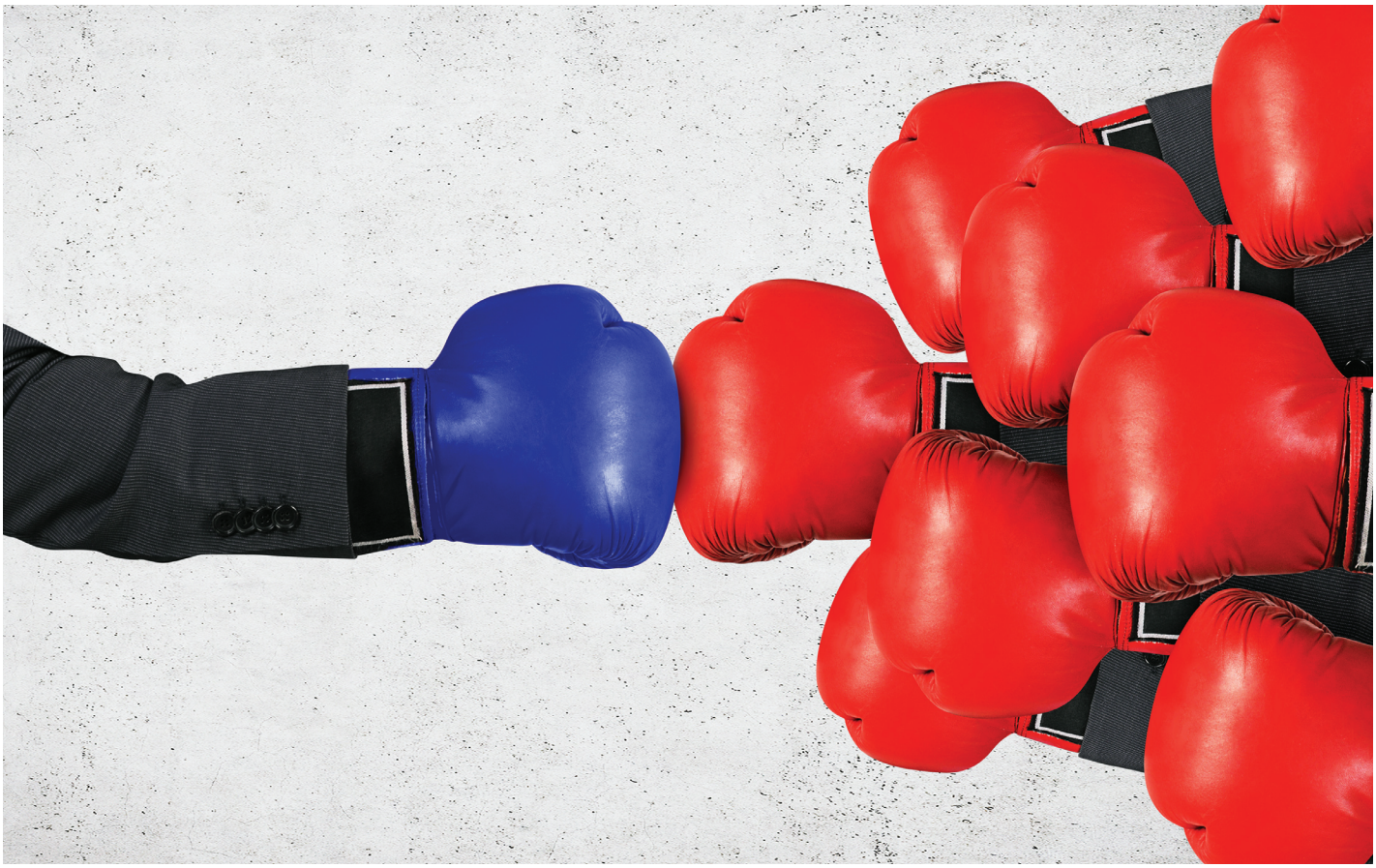
Women's Leader Jacket 100695
S-2XL

More colors available at www.antigua.com

224 White/Silver	288 Dark Royal/ Silver	010 Black	918 Black/Gold
791 Bright Red/ Silver	005 Navy	874 Navy/ Dark Red	673 Black/Mango
215 Dark Red/Silver	328 Dark Purple/ Gold	316 Navy/ Silver	203 Black/Silver

Minimum order for embroidery is 24 pieces, add $3 (X) each for one location. Maximum 8500 stitches. Tape set-up is at no-charge. Up-charge for sizes over XL.

FOR REAL TIME INVENTORY, PLEASE VISIT ANTIGUA.COM



SMALL CHANGES, BIG IMPACT

WHY COMPLIANCE IS A COMPETITIVE ADVANTAGE

BY JOSH KASTELER

THE PROMOTIONS INDUSTRY IS a strange and complex place. Even though we serve the largest companies in the world, our industry's foundation is built on small-business entrepreneurship. There is a lot of which to be proud. Our industry was one of the first to forge trading lines with Asia back in the 1980s, and we continually bring new innovations to advertising. Plus, the range of products we offer is vast with useful and memorable items from dish towels to electronics.

When it comes to compliance, however, our industry has not been a trailblazer, and I think it's safe to say that it took us some time to get on the bandwagon. A mere five years ago, few industry companies were active in the product responsibility space. But since then, PPAI and others have gotten us up to speed quickly with initiatives such as the PPAI Safety Aware Program, and we've been commended by the Consumer Product Safety Commission for being a model industry in terms of how we have responded to the call for compliance.

But I can tell you firsthand that there is still a lot of work to do. As an industry, we are responsible for the safety of the products we put into the marketplace. However, I'd estimate that at least 50 percent of the people reading this

article work in a company with no compliance program of which to speak.

Where To Start

As a consultant, most of my new clients call me with a similar question:

"We have a great opportunity with a big client, but they're asking us about our compliance program. We don't have good answers for them. Can you help?"

What follows is a scramble to bolster an underdeveloped compliance program—or create one—in order to win the sale. Unfortunately, this only works about half the time. Companies can tell when you are scrambling, and the companies that already have a compliance program usually come out on top. The fact is, you just can't compete without one these days.

The bigger the client, the more likely compliance is going to be a requirement to do business; it's no longer just a nice-to-have option. And lately the end buyers' concerns are not just about being *legally* compliant—many large companies and organizations are pushing for new levels of transparency and demanding standards above the U.S. regulatory limits.

This era of transition brings a lot of opportunity. For years, promotional products flew under the radar, but after several recent recalls and Proposition 65 lawsuits, our industry is in the spotlight. End buyers, however, don't want to spend a lot of time learning about product responsibility—they want a one-stop solution where they can buy products that are already compliant and safe, and they are looking for partners who can provide this.

I see the current interest in compliance now being driven by a carrot instead of a stick. In other words, the promise of increased sales, instead of the threat of a costly recall, is now the incentive to become compliant. When you give a customer the safe, one-stop solution they need, they are relieved and grateful, and often will drive more business to your company simply because it's easier than trying to find other compliant companies. There's a trend among companies to reduce the number of vendors they work with to lessen their risks and leverage volume, and most of the time companies without a compliance program are the first to be cut.

So how do distributors create a compliance program that will bring in more sales while reducing business risk? Here are five ways you can impress your clients:

1. **Have a program in place.** Start a compliance program before you're asked about it by a client. Even if it's not perfect, most end users will be impressed if you have a foundation already in place. Typical first steps include developing a testing plan for the products you sell and organizing the related documentation so it's available on demand. If any of your products might be considered a children's item, having a program in place is especially critical. (Tip: Any product can be considered a children's item if its decoration is determined to appeal to children.)
2. **Get help; don't try to go it alone.** Experts can help you navigate the regulatory landscape and give you product-specific testing strategies. PPAI offers a number of informative classes at live events, trade shows and through live and on-demand webinars that can give you a working knowledge of the main issues. Also, don't rely on just one source of information, particularly if the person giving you that information is also selling services. It can get expensive.
3. **Commit to an integrated program.** Compliance programs that operate independently of other areas of the company are usually not the most effective. Programs that have an impact on how all departments operate including sourcing, sales, quality assurance, etc., take a better approach. Compliance is a group effort. Also, assign an existing employee or hire a new employee to take on the role of compliance manager or a similar title. In many cases, it's a full-time job. Choose carefully, though; that person will likely be in constant contact with every manager in your company.
4. **Get the word out.** Find ways to consistently promote your compliance program to your customers. Make sure your sales force can speak to compliance and transparency, and post your company's compliance approach on your website. Some big-company prospects want to operate within an environment of compliance but don't know how to manage it. Offering them a convenient solution can lead to exclusivity and higher-volume orders.
5. **Prepare for increased costs.** There is no getting around it; compliance will require an up-front investment and possibly the addition of a headcount or two. As you learn more about your supply chain and start product testing, you may discover why some of your suppliers' prices were so inexpensive and may be forced to eliminate them from your supply chain. Add to that the costs related to testing, auditing and using more expensive materials, and you might have to raise your prices slightly to cover your costs.

When it comes to compliance, one size does not fit all. The cost and breadth of your compliance program will depend on many factors, including the size of your customers and the types of products you offer. In many cases, you can make small changes at the start that have a big impact toward increasing safety and reducing risk.

For companies currently running a compliance program and for those considering it, it's important to know that the biggest challenge with investing in it is competing with those who won't. It's not uncommon for companies to become frustrated when they lose a sale to a competitor who can offer products less expensively because they use a non-compliant supplier or operate within a non-transparent supply chain. Unfortunately, some large end-user companies perpetuate this; they publically demand more compliance and transparency but don't discipline their buyers who still chase pennies. They want it both ways.

I believe this is temporary, however, as I've personally seen dozens of companies reach that tipping point and realize that spending a little bit more for a compliant product is worth it. In a few years, that kind of thinking will be the norm. And those companies who are first to market with a good compliance solution will still be around to see it. PPB

Josh Kasteler is a compliance consultant with experience that spans several industries, including a stint living in Asia and working in Asian factories. He can be reached at josh@promocompliance.com.

CHANGE! INC.

Digitizing & Design Services

PPAI
518252

4 HOURS TURNAROUND

HAMILTON COUNTY FAIR

DIGITIZING

FOR EMBROIDERY

FLAT RATE

$26.50/30,000 STITCHES

VECTOR ARTWORK

FOR SCREEN PRINTING

TOLL FREE :

844-952-7324

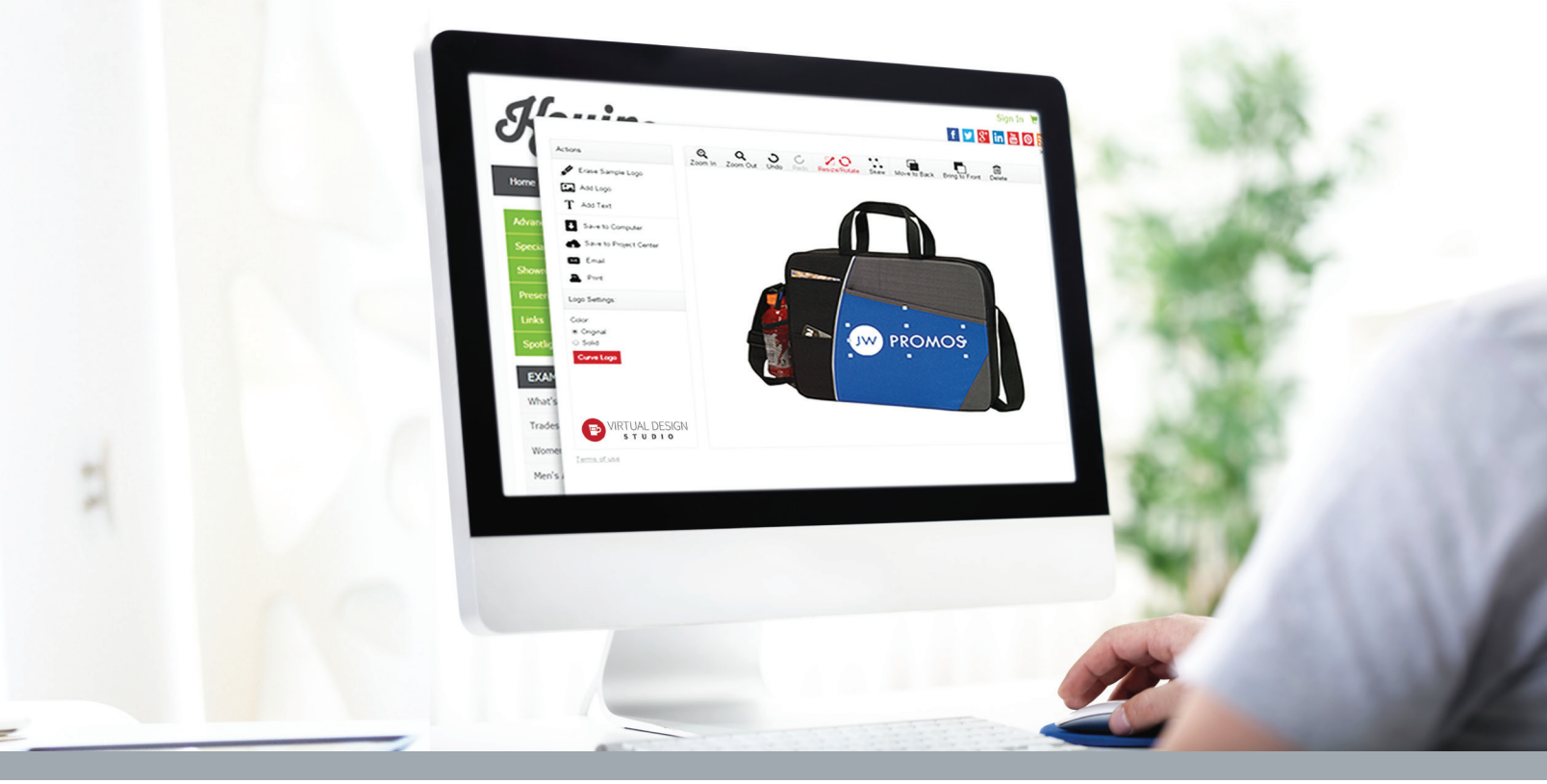
INFO@CHANGE.COM.CO

19 W. 34th St., Ste. 1018 New York, NY 10001

E-mail us: sales@change.com.co, Call us : 347 - 767 - 6728 I Fax: 648 - 513 - 4265, Web: www.change.com.co

VIRTUAL DESIGN STUDIO *For Suppliers*

Now distributors can create perfect virtual samples right on your website!



The brand new SAGE Virtual Design Studio is the most advanced virtual sample tool in the industry. With seamless integration to your existing website, distributors can now easily create impressive virtual samples of your products for their clients.

Suppliers with PromoSearch: $595 yearly
Seamlessly added to your existing website: $795 yearly

Contact your account executive for more information today!

SAGE®
800.925.7243
www.sageworld.com

Mark Dunkerley, vice president of development for Oasis Center, speaks to NALC attendees in Nashville about Oasis Center in August. Dunkerley was welcomed to the stage by Jessica Hutwelker, MAS, Danny Rosin and Devin Piscitelli, members of the NALC work group.

An Oasis Of Ideas

INDUSTRY LEADERS COLLABORATE TO HELP A NASHVILLE NONPROFIT ADDRESS ITS MARKETING CHALLENGES

BY JEN ALEXANDER

THE BEST COLD-CALLERS CAN knock on doors from sunup to sundown, ending the day with a handful of prospects if they're lucky. On the flipside, organizations can make dozens of calls to promotional consultants before finding the perfect partner. At this year's North American Leadership Conference (NALC) in Nashville, Tennessee, one local nonprofit was given a golden opportunity to be courted by dozens of industry leaders in one sitting.

The idea was suggested during a PPAI NALC Work Group conference call, says Jessica Hutwelker, MAS, of Sunrise Identity and a member of the group. "Devin Piscitelli, [CEO of AAkron] suggested asking attendees to do 'something positive' for a Nashville-based nonprofit," she recalls.

"That sparked a conversation among the three of us [Hutwelker, Piscitelli and Danny Rosin, co-owner of Brand Fuel, Inc.] about what kind of initiative we could put together that would be a collaboration among attendees, generate good will for a nonprofit and also help show the value of promotional products by elevating the nonprofit's brand and campaign," says Hutwelker.

On a broader level, Hutwelker says, the work group sought a way to help attendees leave their host community "better than we found it" and to create a template for giving back at future conferences. The initiative was launched with Oasis Center as the inaugural nonprofit group and, says Hutwelker, "the response was phenomenal. There was collective mindshare to address the Oasis Center's challenges."

Oasis Center is a Nashville-based agency serving at-risk youth with services such as the city's only teen shelter and college counseling for first-generation college

students.NALC attendees contributed more than $5,000 in monetary and in-kind donations to Oasis Center for use in the organization's marketing campaigns and fundraising events, and during the opening dinner they also spent time brainstorming solutions to some of Oasis Center's most pressing marketing-based issues.

Three challenges were presented to attendees:

Challenge 1 – Increase awareness and name recognition to differentiate the Oasis Center from organizations with similar functions. *Current state: Known in nonprofit circles but unknown beyond that.*

To help Oasis Center extend its reach into a broader audience, the promotional professionals suggested using promotional products to drive traffic to the center's online social media pages such as Facebook. On social media sites, video testimonials from center staff and recipients of its services were suggested to help personalize the outreach and provide firsthand knowledge of the center's purpose.

Challenge 2 – Create a call-to-action plan to expand the center's donor base and to increase donations from current patrons, in order to drive revenue and increase advocacy. *Current state: Successfully transitioning from awareness to donors to 'evangelists.'*

Suggested plans include creating a "core network" of high-profile individuals, such as the city's mayor, to spread the word among leaders and influencers, and encourage support on an ongoing basis. Attendees also suggested reaching out to service organizations about the center's mission, fostering future donors and volunteers through education. Additionally, individuals who were helped by Oasis Center could come together to assist another organization as a means of publicizing the center's good work.

Challenge 3 – Increase revenue raised at the annual themed event from $10,000 to $25,000 or more. *Current state: Previously, tickets at the door have been $20; maximum capacity of the current venue is 550 people.*

Attendees recommended that the center encourage donors and supporters to host mini versions of the themed fundraising event, and publicize them on social media for others to see and be inspired by. Branding apparel and products with the event theme, and offering higher-value incentive items to top donors were also on the list of marketing ideas.

At the end of the challenge, Hutwelker and the NALC work group worked with PPAI Director of Professional Development Rachel Robichaud to compile the attendees' suggestions and deliver them to Oasis Center for their use.

"What was especially exciting was that it opened up conversations among the audience as to how to expand this concept to other PPAI and regional events in the future," says Hutwelker. "We are grateful to PPAI and the NALC work group for their support of the initiative."

For more information on Oasis Center and related industry efforts at NALC, visit www.oasiscenter.org and www.ppai.org/nalc/oasis. PPB

Barbecue Tongs with LED Lighting

TONGLITE

Practical stainless steel BBQ tongs with removeable aluminium LED flashlight. Ergonomically shaped isolating handles ensure comfortable handling, long arms for safe distance from the heat.

PLUS X AWARD®
honoured as:
BEST PRODUCT
2015/2016

PLUS X AWARD®
2015 achieved for:
Innovation
Functionality
Ergonomics

- Spring mechanism
- Locking clip for compact storage
- Dishwasher-safe

- Warm white LED light
- Flashlight can also be used on its own
- 1x AAA battery required (2 pcs incl.)

Tail cap switch

TJ Trading LCC · PPAI Member No. 601274 · phone 800 471 7883 · sales@isosteelus.com · isosteelus.com

CONNECT

INSIDE PPAI

IN TUNE

NALC DRAWS INDUSTRY LEADERS TO LISTEN, LEARN AND NETWORK

ABOVE LEFT Music innovators Don Van Cleave (left) and Kevin Grosch delivered an opening session exploring the parallels between the music and promotional products industries. ABOVE RIGHT Daniel Burrus, considered one of the world's leading futurists on global trends and innovation and known for his proven methodologies for capitalizing on technology innovations and their future impact, led a strategic foresight session with NALC's attendees.

NASHVILLE'S RICH HISTORY and unrivaled reputation as the heart of country music was the perfect backdrop for this year's PPAI North American Leadership Conference (NALC), which delivered two-and-a-half days of education keyed onto innovation and change to more than 120 industry leaders from companies across North America. Running August 9-11, the annual event opened with the presentation of the *PPB* Rising Stars, and went on to feature numerous networking opportunities and more than a dozen educational sessions on high-demand topics.

"North American Leadership Conference continues to be the most important and impressive, high-level, content-driven, professional development event in the promotional products industry," says Paul Bellantone, CAE, president and CEO of PPAI. "This year's program was specifically designed to address our industry's short- and longer-term challenges and opportunities, and from the feedback I received from attendees, NALC delivered."

Playing off the conference's setting in Music City, NALC's opening session featured a co-presentation by veteran music producer and Baby Boomer Don Van Cleave, and music innovator and Millennial Kevin Grosch, who drew a number of parallels between the music business and the promotional products industry by discussing some of the economic challenges, disrupters and opportunities the business faces. Not unlike what the promotional products industry has experienced, the evolution of technology has threatened the way music is delivered and consumed.

93 **Emmanuel Bruno** CLOSE UP

98 SNAPSHOTS

104 DATEBOOK

96 **Sunset Hill Stoneware** FACTORY FLOOR

102 PEOPLE NEWS

107 NEW MEMBERS

NALC attendee Sharon Willochell, president of Leed's, says, "I loved the opening speakers because I thought they really set the tone well for expanding our thinking, looking at our whole industry and dealing with outside forces. [The speakers] could have looked at digital music and the drop in revenue from $15 billion to $6 billion in 10 years and said, 'this is a disaster' but instead they asked, 'What opportunities could this mean for us? Now we're going to build our whole company around digital assets.' It was fascinating."

NALC's education sessions also included sessions on emotional intelligence, digital marketing, disruptive innovation, 3D printing, mindfulness and employee engagement, as well as an overview on market trends from Jim Chappelow, ITR Economics' managing economist. Daniel Burrus, one of the world's leading futurists on global trends and innovation, delivered a strategic foresight session that taught listeners how to distinguish between hard and soft trends, and he challenged them to commit an hour a week to unplug from the present and plug into the future by thinking about the hard trends and what opportunities they offer.

"The goal for this year's conference is to provide participants with ideas and mechanisms for dealing with the fast pace of change," says Catherine Graham, president of commonsku and co-leader of the NALC Work Group, a team of volunteers who planned the conference along with PPAI staff. "This ranges from hearing how the music industry survived massive disruption by technology to techniques such as mindfulness that Silicon Valley leaders have used to successfully cope with change."

Mitch Mounger, president of Sunrise Identity and co-leader of the NALC Work Group, was excited to see the group's many planning conversations come to fruition. "Catherine and I wanted to make sure we connected the theme of this year's event to the roots of our host city, Nashville," he says. "In business today, we are all feeling the impact of technology and how fast it is moving. Nashville is a perfect backdrop to this topic as no other industry has felt the impact of technology more than the music industry. Our goal is to hit a number of relevant leadership topics and foster the incredible community and networking events that the NALC is known for."

There were also a number of opportunities for participants to network and learn from each other, including roundtable discussions on business challenges, as well as networking breakfasts, lunches, a mix and mingle dinner, and the closing evening with networking, sumptuous southern food and an acoustic set by American country music singer and songwriter Glen Templeton.

"What an incredible couple of days!" says Jay Nathanson, managing partner at distributor Target Marketing. "What I hope for from an event like this is to get out of my 'day to day' head and learn new and different perspectives from experts. This year's NALC did not disappoint. My biggest takeaway is that no industry is immune from disruption, whether it's digital, or demographic, or a profound shift in what our customers value in how they buy and use our products and services."

Registration will open later this year for next year's NALC in San Francisco, August 14-16, 2016. —*Tina Berres Filipski* PPB

LEFT NALC drew 120 industry leaders industry professionals from across North America, including 35 first-time attendees. RIGHT The two-and-half-day event featured a number of opportunities for attendees to collaborate and learn from one another.

PPAI Tech Summit Starts Fast And Finishes Strong

IT directors, chief information officers and business analysts were among the 80 industry IT professionals joining PPAI's second annual Technology Summit, August 11-12 in Nashville, Tennessee. The opening of the conference dovetailed with the final day of the PPAI North American Leadership Conference and shared an opening reception on Tuesday evening.

The event packed 10 educational sessions into the day-and-a-half program with outside experts such as Joshua Grippo of Radolo, who spoke about design first development, and presentations from industry practitioners including a panel on integrations moderated by PPAI Technology Committee Chair Jon Norris of Starline and featuring Eric Alessi, Essent; Irwin Goldstein, HALO Branded Solutions, and Eric Shonebarger, Hit Promotional Products.

"Just like last year, the thing that surprised me the most was how engaged all the IT people were in getting to know each other over meals. Someone needs to tell our IT people that they are supposed to be shy, reserved and not want to talk to anyone," says Dale Denham, MAS+, CIO of Geiger and leader of the Tech Summit Work Group, which planned and implemented the conference with PPAI staff. "During the meetings, I was extremely impressed at how 90-plus industry IT professionals collaborated to solve industry problems."

TOP AIA Corporation IT Director Paul Weller (center left) and CEO David Woods, MAS, (center right) visit with fellow techies at the second annual PPAI Technology Summit. BOTTOM Catherine Graham moderates a panel on moving to the cloud with panelists Garret Ausfeldt, Jason Nokes and Sam Hornstein.

On Wednesday morning, PPAI presented two inaugural awards: Internal Innovator and Industry Collaborator. The Internal Innovator winner was the Jetline IT team, comprised of Sam Hornstein, Erik Osterud and Adrian Todd. Hornstein was on hand to accept the award. Winners of the Industry Collaborator award were BIC Graphic USA and Hit Promotional Products with key contributors Tim Nale of BIC and Eric Shonebarger of Hit at the conference to accept. Each winner took time to present and discuss their award-winning programs and answer questions.

"The Tech Summit was a rewarding experience for me due to three key aspects: knowledge, perspective and relationships," says attendee Sharon Zarter, senior business analyst, AIA Corporation. "I learn more about what works or perhaps doesn't, I get insight from both the distributor and supplier side of the industry and I love meeting that person on the other side of the email or the LinkedIn group. It has tremendously helped me move forward on some of the integration initiatives for AIA."

Another satisfied attendee was Jason Nokes, president of industry services provider DistributorCentral. "The PPAI Tech Summit was a great event that brought technology leaders together to learn and collaborate in a way that will better our industry," he says.

Even those not directly involved with their company's technology on a daily basis found value in this year's program. "I attended this conference with Vernon's VP of technology, Chris Lanagan," says Dave Regan, vice president of sales and marketing, The Vernon Company. "While I can say that I love technology, I must openly admit that I am a sales and marketing guy at the core. I am the person Dale Denham described at the beginning of the conference who attends the shows and meetings, and returns to the office all excited about something that I learned about. I go running to our IT staff trying to convey what I saw or experienced. It was clear to me that there was a lot of firepower at the Tech Summit when you consider the key suppliers, distributors and service providers.

"I thought the sessions were terrific for a few reasons: the topics were real life and relevant, and as a 'non-techie' I was pleased that I could understand the

discussions. I would encourage executives from any company to attend future Tech Summits with their key personnel. Having corporate leadership and IT on the same page is critical for any organization today. Having a forum where, in a matter of hours, you can gather input and feedback on a variety of issues is priceless. From Vernon's perspective our time was well spent," Regan says.

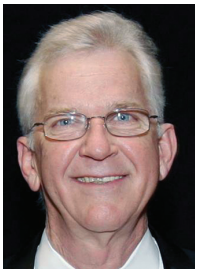
The inaugural PPAI Tech Summit was paired with Expo East in Atlantic City in May 2014 and this year's event was an opportunity to make further refinements to the program. "A perfect mix of distributors, suppliers and service providers made this event even better than last year," says Denham. "The speaker lineup made it even more impressive with a great blend of industry professionals sharing valuable insights while adding incredible outside perspectives, from design first programming to Kick A$$ software development. Who knew technology summits could be both productive and enjoyable? I'm already excited for next year in San Francisco and looking forward to another sold-out event."

The dates for next year's Tech Summit are August 17-18, and details and registration will be available soon.

—Tina Berres Filipski PPB

The Summit offered a forum for attendees to ask questions and collaborate to solve problems.

PPAI Names Steve Slagle, CAE, 2016 Hall Of Fame Inductee



PPAI has named Steve Slagle, CAE, past president and CEO of the Association, the 2016 Hall of Fame inductee.

Since 1977, the PPAI Hall of Fame has been honoring leaders in the promotional products industry who have had an impact on the industry and their communities. The promotional products industry has grown and prospered because of the creative spark and dedication of many, but the Hall of Fame inductees' selfless efforts and devotion to the industry are monumental.

"This is a wonderful and well-deserved honor for Steve. We are extremely fortunate and proud to have had such a passionate visionary leading the PPAI team for over 16 years," says Paul Bellantone, PPAI president and CEO. "During his tenure as PPAI's president and CEO, he worked tirelessly as an advocate, counsel and mentor to so many. Steve is deeply respected throughout our industry, and we are pleased to recognize his contributions as the 2016 inductee to the PPAI Hall of Fame."

Slagle led PPAI from 1996 to 2012, overseeing myriad refinements, expansions and additions to PPAI's organization and programs during that time, and his legacy reflects and recognizes the impact his achievements continue to have at the Association today. Induction into the PPAI Hall of Fame reflects Slagle's accomplishments and contributions to the promotional products industry and his communities. His induction ceremony will take place at The PPAI Expo in Las Vegas, January 10-14, 2016, during the Chairman's Leadership Dinner. Purchase tickets online during show registration.

—James Khattak PPB

Mark Gilman, CAS, Named 2016 PPAI H. Ted Olson Humanitarian Award Recipient

Mark S. Gilman, CAS, chairman of the board at Gill Studios (UPIC: gill), past chair of the PPAI Board of Directors and a PPAI Hall of Fame inductee, has been named as the recipient of the 2016 PPAI H. Ted Olson Humanitarian Award. Gilman's nominators credit him for the extensive work he has done in support of education, children and the arts in his community, the state of Kansas and the promotional products industry.

Paul Lage, MAS, and Carl Gerlach, MAS, nominated Gilman for the award on behalf of Gill Studios employees saying "Mark is truly one of the most caring individuals we have ever seen. He has always been involved in some form of charitable work that gives back to the community. Mark's passions are the arts and children. It doesn't matter if it is in the community or through PPEF, Mark cares about helping others but he shies away from the spotlight and much of what he gives, he does anonymously."

Named after the late H. Ted Olson, MAS, PPAI president emeritus, the award represents what Olson stood for—volunteerism inside and outside the promotional products industry. The award is presented annually to PPAI members who have shown long-standing empathy, devotion and commitment to improving quality of life and bringing about change for the betterment of a community. Those selected for the honor exhibit exemplary devotion and volunteerism to nonprofit, civic, charitable and/or educational organizations committed to the needs of the communities they serve.

The presentation of the award will take place at The PPAI Expo in Las Vegas, January 10-14, 2016, during the Chairman's Leadership Dinner. Tickets to the event can be purchased during show registration.

—James Khattak PPB

NL | NEXT LEVEL APPAREL

THE IDEAL T BY NEXT LEVEL

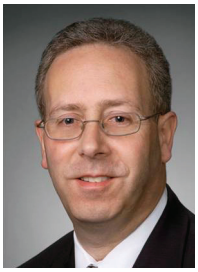
Bodek+Rhodes

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

asi/40788

PPAI Announces Distinguished Service Award Winners For 2016

Bruce Felber, MAS, director of marketing and sales support for The Image Group, and **Teresa Moisant, MAS**, owner and president of Moisant Promotional Products, are the 2016 PPAI Distinguished Service Award honorees. The PPAI Distinguished Service Award recognizes PPAI members who consistently contribute their skills and expertise toward the betterment of the Association through volunteer service and leadership.



Felber is a former member of the PPAI Board of Directors, serving from 2009-2013, including a term as vice chair of membership. He has also been an active volunteer in the Association's committees and action groups and currently serves on its Certification Committee and Public Relations Advisory Group. Outside of PPAI, Felber's volunteer work within the industry includes leadership roles at the Promotional Products Education Foundation (PPEF) and the Ohio Promotional Professionals Association (OPPA). OPPA, where Felber served as board president in 1995 and 2001, inducted him into the regional association's Hall of Fame in 2008. Felber frequently speaks at The PPAI Expo and Expo East, and is a regular contributor to the Association's educational webinar series and its publications, including *PPB* magazine.

Moisant has a distinguished history in the promotional products industry, and is a long-time volunteer and advocate for the industry. She has shared widely the promotional products industry's message with her community and region, speaking in the field regularly at the University of Oklahoma and Oklahoma City Community College, as well as numerous area business and professional groups. Moisant has also led a number of PPAI's committees, including the Marketing Information & Research Advisory Council, the Public Relations Advisory Council, the Membership Services Advisory Council and the Distributors Advisory Council, and has served on the PPEF board. She is a regular speaker and panelist at The PPAI Expo and the PPAI Women's Leadership Conference, and with the Promotional Products Association of the Southwest (PPAS).

The induction ceremony will take place at The PPAI Expo in Las Vegas, January 10-14, 2016, during the Chairman's Leadership Dinner. Purchase tickets online during show registration.

—James Khattak PPB

The Energizer

Every morning, The Energizer can be found hanging out in the kitchen, where he has tasted some of the world's best coffees and teas. He is known to begin his days with a jolt of energy. Don't let his size fool you; he is able to pack a strong punch that can wake up the heaviest of snoozers.

#GetSippin

Congratulations PPAI

Winner of the 2015 Communicator Award of Distinction in Print & Design Advertising for the Product Persona Campaign.

Promotional Products Work.ORG

American Adventure

EMMANUEL BRUNO ADJUSTS TO LIFE IN THE U.S. ONE SWING AT A TIME

BY JULIE RICHIE

WHEN BIC GRAPHIC ASKED Emmanuel Bruno to move his family from France to the Tampa Bay area five years ago, he was understandably hesitant. "My wife, Florence, had to put her sales manager job and city council duties on hold," he says. "We were concerned about the integration of our daughter, Marine, because she didn't speak English. It was a big decision for us as a family, so we agreed to a one-year contract initially."

After a while, with the school systems in France and the U.S. being very different, the family had to choose to stay or to go back to France. "We've decided to stay," he says, adding that Marine will graduate from high school and go to college next year. "It has been an amazing experience for all three of us."

Besides the obvious communications difficulties that come from speaking a non-native language, Bruno, the supplier's vice president, general manager North America, says one of the things that he just can't understand in the U.S. is the predominance of cinnamon—"it's everywhere!"—and the number of commercials on TV. "I'm always wondering if I'm watching a movie with a few commercials or if it is a huge commercial with a few bits of movie mixed in."

Since he doesn't watch much TV, Bruno has plenty of time to play golf, which he took up when he arrived in Florida. The challenge of it intrigues him. "You never get to the level you would like and you've always got to readjust your game. One bad shot can ruin your round but one good shot can make your day. My problem is that I play more bad shots than good ones," he says.

What has made Bruno's transition to the U.S. easier is accepting that "you have to understand the cultural differences and adjust, not the opposite. If you get that, everything is easier," he says.

How long have you worked in your present position?

I took over BIC Graphic North America three years ago but I have been at BIC for 15 years. Previously I was in charge of operations (i.e. manufacturing and supply chain) for the BIC Graphic division worldwide, including Europe, North America and Latin America, as well as our sourcing operations in Asia.

What do you enjoy most about your work?

Before moving to BIC Graphic, I worked for the consumer division until 2008. I will admit that when the company asked me to work for the BIC Graphic division (promotional products division) my first reaction was negative. I believed it was an old-fashioned industry with a limited ability to change. I'm not sure I was totally wrong, but this is why this industry is exciting. Since then I have learned to like this industry; it's a very entrepreneurial, challenging and interesting industry. I oversee all aspects of the business and when you have such a good team like we have at BIC Graphic, it's an everyday

Emmanuel Bruno with his daughter, Marine, and wife, Florence.

pleasure. As we say at BIC, "Honor the past, invent the future." There are a lot of things to be done to make this industry even better.

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

I started as a customer service and financial manager for a branch of a technology company. But the job that really started my career was as a financial planning and analysis manager for a food company. That is where I learned to be analytical and factual. The CEO of the company once told me that his mantra was, "To know, to understand, to act." It sounded very basic and simple but this is what I have lived ever since. If you don't know the facts then you can't understand the reality; if you don't understand what is happening then you can't take the right actions. Too often people decide without understanding the consequences of their decision because they don't know the facts. Then they claim that a bad decision is better than no decision. The problem is not the bad decision but the stupid decision, because you didn't analyze the potential consequences. There is a difference between making a choice, which is rational, and betting, which is thoughtless because you ask chance to choose for you. If you do bet, at least be aware of the odds you have to win.

What motivates you in business and in life?

The people around me; I'm not very good at networking as I need to know the people I'm with in order to be myself. But they are the ones I work and live for. Family is obviously the most important thing and at BIC Graphic, even if we are a large company, we live like a family. We have arguments sometimes, but at the end the good is what matters. I also need challenges but I find that you overcome them only if you have the right team and the support of your family. I'm lucky to have both of them.

What is your greatest professional accomplishment?

I hope it will be the next one. But what I know is that you never do it alone. I've never accomplished anything without being part of a great team.

What advice would you give to an industry newcomer?

If you're not coming from this industry, take advantage of your previous experiences but forget everything you think you know. Every business and industry is specific but with the promotional products business it seems deceptively similar to other industries (like consumer products or distribution), while it is actually very different. You need to know the industry first, get to understand it, and only then can you make the right decisions and take the right actions. PPB

Julie Richie is an associate editor for PPB.

Product Safety Awareness • Product Safety Awareness • Product Safety Awareness • Product Safety

How Are *You* Dealing With PRODUCT SAFETY?

Becoming aware is easier than you think.

We Are™ PPAI — Product Safety Aware

Product Safety Awareness • Product Safety Awareness • ppai.org • Product Safety Awareness

Sunset Hill products are equally admired in executive offices and at home.

All Fired Up

SUNSET HILL STONEWARE'S ARTISANS HAND-CRAFT MASTERPIECES.

BY JEN ALEXANDER

FROM A LUMP OF CLAY to eager lips, stoneware mugs and steins are the signature offering at industry supplier Sunset Hill Stoneware (UPIC: SHS) in Neenah, Wisconsin. But the skilled potters and production staff at Sunset Hill also shape and fire unique pen and pencil holders, soup crocks, coasters and other earthen products with long-lasting, truly personalized appeal.

"We hand-create every aspect of a mug, hand-dipping and high-firing it at 2200 degrees for durability," says Tom Dunsirn, Sunset Hill owner. "Inside each mug you'll feel the potter's individual fingertip grooves. The end result is a piece of stoneware art that is attractive, functional and uniquely yours."

Go-to favorites for Sunset Hill's clients include the 14-ounce and 16-ounce mugs that work as client gifts and employee recognition items, says Dunsirn.

Sunset Hill is a production pottery shop that employs local artisans with a desire to learn the trade, and trains potters and production staff individually, in-house. Dunsirn says Sunset Hill's products and their 'made-in-the-USA' status validate its customers' high standards and sense of values. "We help customers build brand equity by associating their brand with a quality product," he says.

Read on to learn how Sunset Hill crafts its signature steins and mugs.

Potters take lumps of clay and form them on a wheel into classic mugs and steins according to customer orders.

BELOW Fired and glazed mugs are moved into a shipping area for packing. LEFT Products are loaded into computer-controlled kilns with built-in sensing and safety features, which are controlled internally and via the internet.

Tom and Duane Dunsirn are the founding owners of Sunset Hill Stoneware. PPB

ABOUT SUNSET HILL STONEWARE

Founding date
1998
Principals
Father and son, Duane and Tom Dunsirn
Size of production facility
15,500 square feet
Number of employees
40
Number of orders filled per year
About 12,000 orders
Types of specialized equipment
proprietary equipment and processes engineered and constructed by Duane Dunsirn, including custom-designed pottery wheels, mobile damp carts and traveling work stations.
Notable accomplishments
The company was recognized in 2013 by the tourism-focused television show "Discover Wisconsin" as a Master Craftsman company.
Other unique company features

- The owners have conscientiously elected to do things the right way for the safety of their employees and the protection of the environment. They have made green practices an integral part of their daily operations.
- A custom-engineered HVAC system reclaims 100 percent of the heat produced in the facility, and it is redispersed to dry greenware, heat water and the facility. On-site monitoring done by an environmental consulting firm this year for particulates such as respirable dust and crystaline silica revealed levels of the materials are 96 and 95 percent lower, respectively, than both current and proposed OSHA standards. PPB

SNAPSHOTS

Speaker Steve Deitz, president and creative director of experiential design studio 900 lbs. of Creative, delivered a keynote presentation, "Experiential Marketing: The Tech-Fueled Future," that explored the latest tech trends and how to apply this knowledge to build brand engagement and craft memorable messages.

SAGE Show Brings The Promotional Products Industry To Irving, Texas

Nearly 1,000 industry members attended the **SAGE Show 2015**, held August 12-13 at the Irving Convention Center in Irving, Texas. This was the show's first year in Irving after two years in Fort Worth. The SAGE Show featured an extensive promotional products trade show and the same high-quality education industry practitioners find at The PPAI Expo and Expo East. The education program, produced by PPAI and SAGE, ran during the show's first day, while its second day began with a presentation from keynote speaker Steve Deitz, president and creative director of experiential design studio 900 lbs. of Creative. After Deitz's session, the show floor opened to distributors and their clients.

The SAGE Show 2015 drew nearly 1,000 industry professionals to Irving, Texas.

Networking opportunities at the SAGE Show allowed industry attendees to build new connections and meet with peers.

L.E.A.D. Local California Builds Strong Connections In Sacramento

On August 25, PPAI staff joined industry professionals at the state capitol in Sacramento for **L.E.A.D. Local California**. L.E.A.D. Local, the grassroots component of PPAI's Legislative Education And Action Day, is part of PPAI's state-level legislative outreach efforts to deliver the message of the promotional products industry to state legislators. PPAI Public Affairs Director Anne Lardner-Stone and Government Relations Manager Seth Barnett were joined by Jon Henrickson, CAS, partner at multi-line rep firm Henrickson and Associates; Neil Levitt, president of distributor I.D. Me Promotions; Stacy Weiss, MAS, president of distributor Your Choice or Mine; and Harris Cohen, MAS, president of supplier of All In One.

L.E.A.D. Local participants Stacy Weiss, MAS, and Harris Cohen, MAS (right), visit with state Sen. Jeff Stone, for one of the 16 meetings the group held during the day at the state capitol.

Industry professionals (from left) Harris Cohen, MAS, president of supplier of All In One; Neil Levitt, president of distributor I.D. Me Promotions; Stacy Weiss, MAS, president of distributor Your Choice or Mine; and Jon Henrickson, CAS, partner at multi-line rep firm Henrickson and Associates, joined PPAI in Sacramento to represent the industry at L.E.A.D. Local California.

Tanya and Ed Johnson, former owners of Walter W. Cribbins Co. who sold the distributor in 2001, join Geiger staff members Vice President Laura Holt, MAS (second from left); Associate Tara Praven, MAS (center right); Vice President of Sales and Marketing James Habzda, MAS (second from right) and COO Jo-an Lantz, MAS, in remembering the company's late president, Carl Rosenfeld (pictured).

Geiger Celebrates 100th Anniversary Of The Walter W. Cribbins Co.

Former associates of the Walter W. Cribbins Co., along with members of the **Geiger** (UPIC: geiger) management and sales team, recently gathered in Seattle, Washington, to commemorate the 100th anniversary of the company's founding. It became part of Geiger in 2001. The event was an opportunity for those affiliated with the Walter W. Cribbins Co. to share fond memories and honor those who were key to the success of the company.

Eskimo Joe's Promotional Products Group Visits PPAI Headquarters

PPAI hosted a visit August 28 from staff members of Stillwater, Oklahoma-based distributor **Eskimo Joe's Promotional Products Group** (UPIC: eskimo). Eskimo Joe's team was in the Dallas area visiting vendors and wrapped up their time in North Texas with a tour of the Association's Irving headquarters. Eskimo Joe's staff also shared the story of their company's transition from a restaurant in a college town—Stillwater is home of Oklahoma State University—to adding t-shirt imprinting capabilities and a promotional products distributorship to their business model.

PPAI Business Development Director Gary Slavonic, MAS, welcomes team members from Eskimo Joe's Promotional Products Group during their visit to PPAI headquarters.

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.

UMAPP Executive Director Sue Selseth; RAC Delegate to the PPAI Board Scott Hareid; UMAPP Government Relations Committee Chair Dave Malek; Geiger Brand Architect David Hawes, MAS+; and UMAPP President Rena Ashfeld meet with Rep. Erik Paulsen (third from right) during the August Recess.

UMAPP Members Meet With Rep. Paulsen During August Recess

During the August Recess, members of the **Upper Midwest Association of Promotional Professionals** (UMAPP) met with Minnesota Rep. Erik Paulsen (R), PPAI's first Legislator of the Year and a member of the House Ways and Means Committee. The discussion between Paulsen and UMAPP members focused on the industry's concerns about advertising expenditures, the status of independent contractors and the power of promotional products. The industry delegates brought various examples of products from promotions in Minnesota and shared stories behind each one that illustrated promotional products' role as professional problem-solvers and that every product has a purpose. Paulsen, in turn, urged industry members to be more proactive, saying that by contacting him immediately when issues arise, he can be far more effective. PPB

T-shirts

Building the

BEST. EXPO. EVER.

Bags

PPAI EXPO®

January 10-14, 2016

Education: Jan. 10-11 • Exhibits: Jan. 12-14

Mandalay Bay Convention Center • Las Vegas

PEOPLE NEWS

By James Khattak

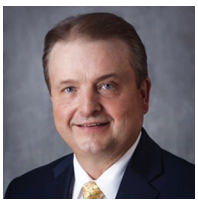
Jason Ahart

Aaron Bradley

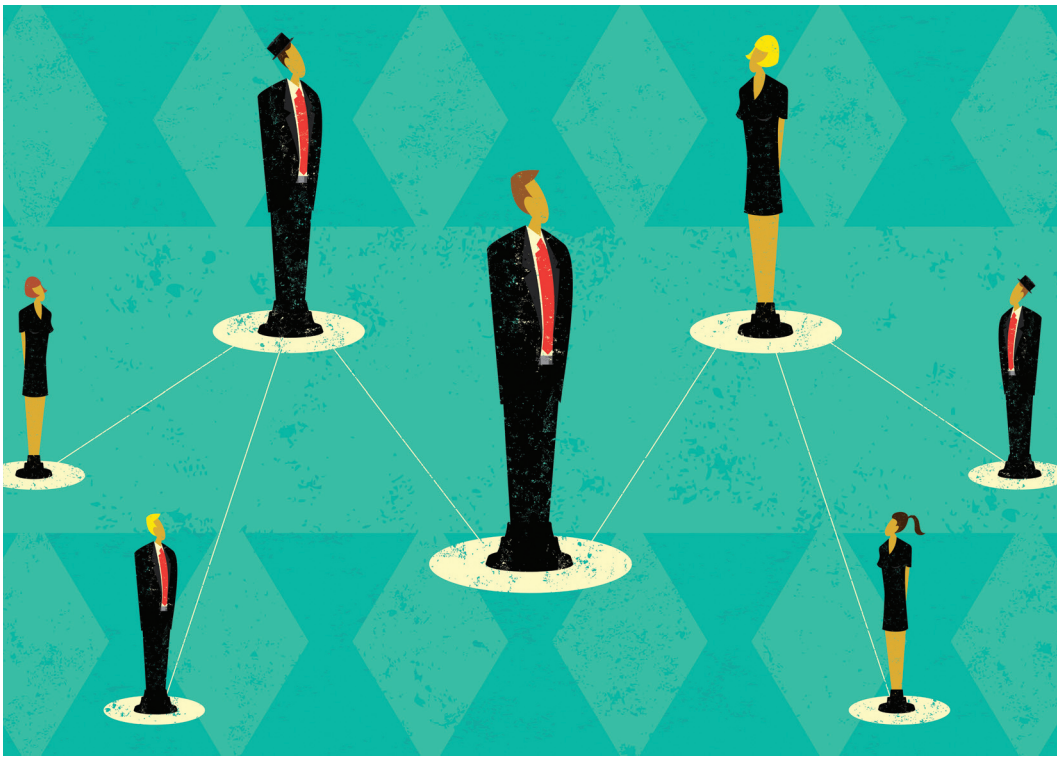
Melissa Casey

William Johnson

Bruce Kolbrener



James McCollough



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

DISTRIBUTORS

American Solutions for Business (UPIC: AMER005)—**William Johnson**, promoted to vice president of business development

Proforma (UPIC: PROFORMA)—**Pamela Crouser**, business development advisor

REPRESENTATIVES

Incentives West (UPIC: IDEAWEST)—**Steve De Mars**, supporting clients in Arizona, Southern California and southern Nevada

SUPPLIERS

The Antigua Group (UPIC: antigua1)—**Michelle Michelsen, CAS**, national sales manager

Edwards Garment Co. (UPIC: EDWARDSG)—**James McCollough**, vice president of sales

Goodhope Bags (UPIC: GOOD0004)—**Clark & Clark** to represent the company in Iowa, Kansas, Missouri and Nebraska

Lancer Label (UPIC: LANC0002)—**Steve Kostichka**, operations manager

Logo Mats, LLC (UPIC: MATLOGO9)—**Miles Wadsworth**, promoted to president

Olympus Group (UPIC: OLYMPUS)—**Jason Ahart**, chief operating officer

Quinn Flags & Banners (UPIC: Quinn)—**Bruce Kolbrener**, vice president of sales

Spector and Co. (UPIC: SPEC0038)—**Dustin Smith**, regional sales manager

Terry Town (UPIC: TERRYTWN)—**Aaron Bradley**, strategic national account manager

Victorinox Swiss Army, Inc. (UPIC: Victorinox)—**Melissa Casey**, mid-Atlantic regional sales manager for corporate markets

Vitronic (UPIC: ACHIEVER)—**Joe Gavern**, regional sales manager for the West Coast

IN MEMORIAM

Industry veteran **Maxwell M. Bentley** passed away on July 28. He was 93. Bentley founded a number of industry companies during his time in the promotional products business, including **Maxwell Bentley Mfg. Co.**, **EM Stevens Corp.** and **Hill Novelties Corp.** The promotional products industry runs in Bentley's family, with his son Mitch operating the distributor Pride-Mark Promotions, Inc., which celebrates its 43rd year in business this year, and his younger son, Richard, who retired from his distributor Marketing Designs, Inc. in 2006 after 24 years.

Maxwell M. Bentley

Born and raised in Brooklyn, New York, Bentley enlisted in the U.S. Navy in 1941 after graduating from the City College of New York. He was stationed in New York City, Virginia Beach, Virginia and elsewhere before being deployed to the South Pacific as the communications officer on the LST Flotilla Command Ship. He served until the end of the war, was at the invasion at Okinawa and visited Nagasaki in 1945 before returning to the United States. He was awarded the American Campaign Medal, Asiatic-Pacific Campaign Medal (with star), and the World War II Victory Medal.

Bentley was one of the founders of the Malverne Jewish Center in Malverne, New York, where he lived for 29 years. He also contributed to a number of charities over the years. An avid golfer and bridge player, Bentley regularly attended the theater and other live events. He exercised and enjoyed water aerobics through his 93rd birthday, and he traveled extensively, including several trips around the world during which he designed and manufactured gifts for his businesses.

He is survived by his wife of 71 years, Enid Bentley; his children, Mitchell and Karen Bentley, Richard Bentley and Patti Bentley; his grandchildren Scott and Erin Bentley, Jill and Chris Saint, Steven and Elizabeth Bentley, Kristin and Nick Kray, Lauren and Aaron Aggerwal, and Jennifer and Brendan Lynch; his nine great-grandchildren; brother-in-law, Jeffrey Lawrence, and Marilyn Stiegler, devoted family friend.

John "Jack" Goessling

John "Jack" Goessling passed away on August 18 at the age of 87. His father established **Quick Point Pencil Company**—now **Quick Point, Inc.** (UPIC: QUICKPT)—in 1928. Goessling joined the company as a young man and went on to run the supplier.

Goessling was born in St. Louis, Missouri and attended John Burroughs School, then Princeton University, where he graduated Phi Beta Kappa in 1950. His career after college included working for Argon at the University of Chicago, and for Dow Chemical on military special projects. He served as an officer in the U.S. Navy, stationed in Honolulu, before returning to St. Louis to run the family business.

Quick Point employees remembered Goessling's dedication to his company, where he continued to oversee daily operations even after retirement. "Jack had a very hard time not visiting his friends at Quick Point," a company statement read. "He was truly loved and will be missed tremendously by those who knew and loved him."

Goessling's leisurely pursuits included bird hunting and the outdoors, and he listed beekeeping, gardening and winemaking among his interests. He also served on the boards of Commercial Bank, Kieffer Paper Mill and the John Burroughs School.

Goessling was preceded in death by his wife, Peggy. He is survived by their six children; Margaret "Pandy" Reiser, Jill Dowd, Gay Goessling, Karen Goessling, John Goessling, Jr. and Wendy Wolfsberger; 11 grandchildren and seven great-grandchildren. PPB

Michelle Michelsen, CAS

Dustin Smith

GOT NEWS?

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

DATEBOOK

OCTOBER

October 1
GCPPA Booth Show
Gold Coast Promotional Products Association
Fort Lauderdale, Florida
www.gcppa.org

October 7
MiPPA End Buyer Booth Show
Michigan Promotional Professionals Association
Detroit, Michigan
www.mippa.org

October 7-9
CAAMP Traveling Show
Carolinas Association of Advertising & Marketing Professionals
Raleigh and Charlotte, North Carolina, and Columbia, South Carolina
www.caampers.org

October 8
SAAGNY Fall Show
Specialty Advertising Association of Greater New York
Newark, New Jersey
www.saagny.org

October 13
PPAI Regional Boot Camp
Promotional Products Association International
Grapevine, Texas
www.ppai.org

October 13-15
RAC Leadership Development Workshop
Regional Association Council
Grapevine, Texas
www.regionalassociation.org

October 20-21
OPPA Holiday Client Show
Ohio Promotional Professionals Association
Cleveland and Columbus, Ohio
www.oppagroup.com

October 20-21
VAPPA Fall Showcase
Virginia Promotional Products Association
Richmond and Hampton Roads, Virginia
www.vappa.biz

October 21
SPPA Holiday Showcase
Sunbelt Promotional Products Association
Pensacola Beach, Florida
www.sunbeltppa.org

JANUARY

January 4-6
ASI Orlando
Advertising Specialty Institute
Orlando, Florida
www.asicentral.com

January 10-14
PPAI Expo 2016
Promotional Products Association International
Las Vegas, Nevada
expo.ppai.org

January 13-15
The PSI Trade Fair
Promotional Product Service Institute
Düsseldorf, Germany
www.psi-network.org

January 20-21
Promotional Products Expo
Customer Focus
Coventry, UK
www.ppexpo.co.uk

January 25-29
PPPC National Convention 2016
Promotional Product Professionals of Canada
Toronto, Ontario
www.promocan.com PPB

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

Introducing PPAI's Newest Member Benefit:
MEMBER AUTO BUYING PROGRAM

Get a Great Deal on Your Next Car

TRUECar gives you everything you need to enjoy a hassle-free car buying experience that saves you time and money.

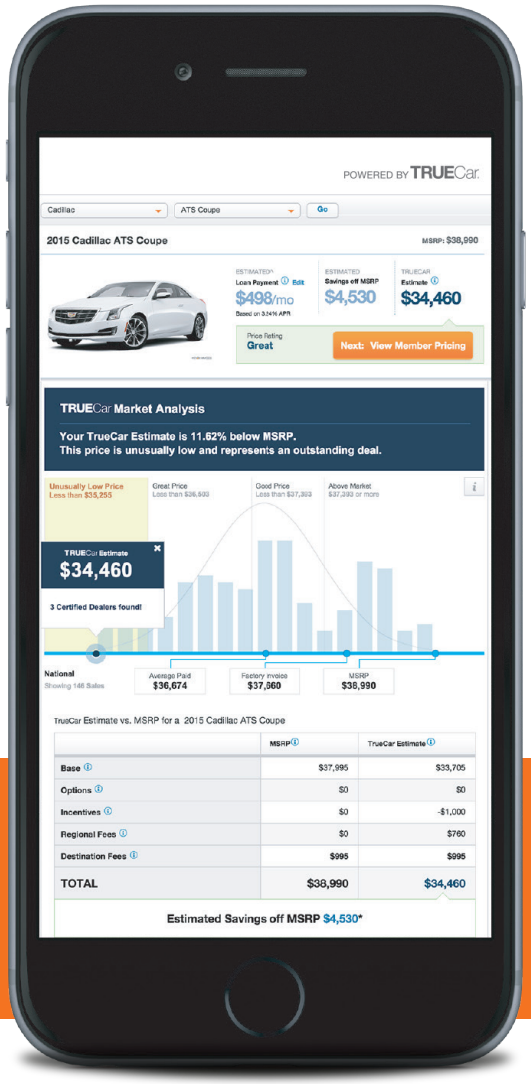
TRUECar™

Get Guaranteed Savings

You'll get upfront pricing information from TrueCar Certified Dealers and access to dealer and factory incentives, saving you an average of over $3,200 off MSRP.

Know What Others Paid

Price Reports show you what others paid for the car you want and how your price estimate compares to the current market. You'll be an expert in no time at all and that's a powerful feeling.



BUSINESS PARTNER
PPAI
SPEND LESS • SAVE MORE

For details, visit
eMemberBenefits.com/PPAI

TAKING CARE OF BUSINESS™

No matter your size or budget or wherever you want to work, Essent has the tools to make your business better.

Essent One™

Work how you want to work, from anywhere. CRM, Product Research, Quoting, Ordering, and More.

Compass™

Fully-integrated business management system. CRM, Quoting, Order Management, Purchasing, Inventory Control, Fulfillment, Accounting, and Workflow Automation.

SiteBuilder™

Industry-leading Ecommerce Product Configurator allowing true end-customer custom order self-service.

ORDERTRAX®

Open-standard commerce network connecting Distributors and Suppliers using their preferred business systems.

All the elements. All from Essent. Implemented individually or as an integrated system.

ESSENT®

essent.com
800-559-9959

GREATEST COMPANIES TO WORK FOR PPB 2015

PLATINUM SPONSOR
PPAI NORTH AMERICAN™ LEADERSHIP CONFERENCE
INNOVATIVE. INSPIRATIONAL. INSIGHTFUL.

PLATINUM SPONSOR
PPAI TECHNOLOGY SUMMIT

© 2015 Essent. Essent, The Essent Logo and OrderTrax are registered trademarks and EssentOne, Compass, and SiteBuilder, are trademarks of Essent Corporation. All other marks are held by their respective owners.

NEW MEMBERS

New Members Joining In July 2015

BUSINESS SERVICES

Celestron
PPAI# 278538 UPIC: CELEP006
Invensis Technologies Pvt. Ltd.
PPAI# 639062 UPIC: inv2015

DISTRIBUTORS

A1 Signs
PPAI# 639344 UPIC: A639344
Ad Profile
PPAI# 369064 UPIC: AdProfle
Adventive, LLC
PPAI# 585415 UPIC: A585415
Affordable Signs & Awards
PPAI# 338561 UPIC: jake333
Agave Promotional
PPAI# 626823 UPIC: A626823
Allsorts Companies, LLC
PPAI# 273261 UPIC: ALLSORTS
Amenities A La Carte
PPAI# 277216 UPIC: AMENP001
American Solutions
PPAI# 411944 UPIC: NKPromos
AshleGryre, LLC DBA AshleGryre Designs
PPAI# 638098 UPIC: AshleG
AW Designers
PPAI# 596487 UPIC: 5269ang
Award Masters, Inc.
PPAI# 101864 UPIC: AWARP009
Awards Center
PPAI# 642250 UPIC: A642250
Balloon Works, Inc.
PPAI# 483927 UPIC: B483927
Becki Gorden & Associates
PPAI# 639320 UPIC: B639320
Belanger Associates
PPAI# 348655 UPIC: 315
Blosser's Camera and Studio
PPAI# 639248 UPIC: B639248
Brand Up Solutions, LLC
PPAI# 642272 UPIC: B642272
BrandAll
PPAI# 638855 UPIC: BRNDALL
Browse 25
PPAI# 582574 UPIC: BROWSE25
Bruner Advertising Specialties
PPAI# 639241 UPIC: B639241
Brymark Promotions, Inc.
PPAI# 640702 UPIC: BRYMARK
C&Cints Things
PPAI# 272716 UPIC: CC131
Cad Ware Design Consultants
PPAI# 640658 UPIC: CADWARE
Cetera Marketing
PPAI# 440277 UPIC: getbiz1
CGP
PPAI# 642064 UPIC: C642064
Classic, Inc.
PPAI# 638513 UPIC: C638513
Colortec Print & Design
PPAI# 531004 UPIC: C531004
Compacon B.V.
PPAI# 261979 UPIC: 0561
Creative Marketing Solutions
PPAI# 641962 UPIC: C641962
DEMARSH GRAPHICS
PPAI# 588164 UPIC: D588164
DIVERSITY SALES, LLC
PPAI# 640671 UPIC: D640671
DMC Print Services, LLC
PPAI# 642219 UPIC: D642219
D'Prints Shop
PPAI# 642138 UPIC: DPSHOP
Duffy Marketing Services, Inc.
PPAI# 642306 UPIC: D642306
Eleven West
PPAI# 642226 UPIC: E642226
Embroidme/Brampton
PPAI# 618468 UPIC: emb07179
EmbroidMe-Lindenhurst
PPAI# 641964 UPIC: L641964
ENIGMA, INC.
PPAI# 417093 UPIC: enigma

NEW MEMBER Spotlight

Andrew Hellman
Founder & Sales Manager
Teroforma
638815 UPIC: T638815

How did your company get its start? Teroforma was founded in 2007 as a platform for new product development in the housewares and gift segment. We were dissatisfied with the level of creativity in the space and thought we could do better. We have since launched over 300 products, ranging from our now famous Whisky Stones® beverage cubes—cubes of soapstone which you chill and use as an alternative to the diluting effect of ice—all the way to a full line of items for the table, kitchen, bar and home. We now count over 2,000 partner retailers in the U.S. and over 20 international markets as customers. It is only recently that we have entered the promotional market as the demand for product customization continues to grow.

What led your company to enter the promotional products market? Given the enormous success of our Whisky Stones beverage cubes in the retail marketplace, it was not long before we had customers asking if we could etch their

Continued On Next Page

Epicentre Trading Pty. Ltd.
PPAI# 109999 UPIC: EPIC0001
Evolution Creative Solutions
PPAI# 642329 UPIC: E642329
Expression Marketing Products, LLC
PPAI# 642045 UPIC: E642045
Forms Plus, Inc.
PPAI# 206452 UPIC: FORMSINC
Fort Worth Promotional Products
PPAI# 641950 UPIC: F641950
Geneseo Communications, Inc.
PPAI# 639287 UPIC: G639287
Global Printing Solutions, Inc.
PPAI# 642302 UPIC: G642302
Goodson Clothing and Supply
PPAI# 634780 UPIC: G634780
Got To Specialties
PPAI# 642229 UPIC: G642229
Herrin Signs
PPAI# 533537 UPIC: H533537
Homestead Graphics
PPAI# 236571 UPIC: H236571
HOUSTON ADVANCE
PPAI# 279279 UPIC: cws91241
Identity Packaging
PPAI# 281347 UPIC: idpack
In Stitches Embroidery & More
PPAI# 527358 UPIC: ISEP
Innovation Marketing Company Limited
PPAI# 367685 UPIC: inmarktt
Instant Imprints
PPAI# 642304 UPIC: I642304
Instant Imprints Of Delaware
PPAI# 433201 UPIC: InImof01
Instant Imprints of O'Fallon
PPAI# 639296 UPIC: I639296
IPROMOTEu/Perfection Promo
PPAI# 461838 UPIC: pfpromo
Just Peace Design
PPAI# 578905 UPIC: JPD
Knock-Out Specialties, Inc.
PPAI# 180710 UPIC: KNOCKOUT
Koher Advertising
PPAI# 106315 UPIC: KOHERADV
L & B Embroidery
PPAI# 614107 UPIC: LB614107
LimeLight
PPAI# 640712 UPIC: L640712
Logo My, LLC
PPAI# 639294 UPIC: LogoMy

Continued From Previous Page
logo onto the stones. As the originators of Whisky Stones, we felt that customization was a great way to continue offering value as the product became more and more widely accepted. Today we can proudly say that a wide range of globally recognized brands have taken up our offer to "etch your brand in stone" but we still have a long way to go to reach our goal of a set of Whisky Stones for every brand!

What's your favorite thing about being in the promotional products industry? The variety and the speed. It is great designing new products, but to do it right takes time. Sometimes, it can take a long time. The promotional marketplace, on the other hand, moves at a very rapid tempo and that is refreshing. It has helped us to refine our processes to meet those rapid dynamics and made us a better company in the process. We pride ourselves on being able to address promotional orders both large and small, so with a minimum order of just 50 sets of our Whisky Stones and a maximum that we have yet to reach, we are really looking forward to seeing where our little stone cubes can take us.

Why did you join PPAI? Simple. We are serious about our success and PPAI seems serious about offering the kind of marketplace where real business happens. We are just getting started with PPAI and are really impressed with how easy they make it for new suppliers to get set up and start reaching out to the market with their offering. We are happy to be a new member of the PPAI family and look forward to great things to come.

Maas Leaders
PPAI# 642247 UPIC: M642247
Magnolia Printing Company
PPAI# 640692 UPIC: M640692
Majors Advertising, Inc.
PPAI# 189640 UPIC: MAJORS
Marr Promotions
PPAI# 485027 UPIC: M485027
Maryland Athletic & Corp Supply
PPAI# 402910 UPIC: M402910
McCabe Promotional Advertising, Inc.
PPAI# 100575 UPIC: MCCA0001
McHenry Printing
PPAI# 621466 UPIC: MPS3909
Menus Plus Graphics By Kim
PPAI# 641956 UPIC: MPGBK
Michele's Art Gallery, LLC
PPAI# 638437 UPIC: Micsgal
Michigan Graphics & Awards
PPAI# 443481 UPIC: M443481
Monk Vibe
PPAI# 638570 UPIC: M638570
NG Apparel & Team Sports, Inc.
PPAI# 375376 UPIC: ngteam
Northcutt & Associates
PPAI# 642136 UPIC: N642136
Omni Promotions
PPAI# 143112 UPIC: OMNI0003
Ono Products
PPAI# 639284 UPIC: O639284
PeopleValue, Inc.
PPAI# 356268 UPIC: People
Perfect Printing Solutions
PPAI# 640690 UPIC: P640690
Premier Promotional Products, LLC
PPAI# 642050 UPIC: P642050
Premier Promotions
PPAI# 642300 UPIC: P642300
Presort Plus, Inc.
PPAI# 642081 UPIC: A642081
Print All, Inc.
PPAI# 241902 UPIC: PRINTALL
Pro Ad Advertising
PPAI# 640675 UPIC: P640675
Promotional Pieces, LLC
PPAI# 501668 UPIC: promopcs
PromptPROMO
PPAI# 639298 UPIC: PTPROMO
Qualatee
PPAI# 642006 UPIC: Q642006
Ramco West
PPAI# 642331 UPIC: R642331
Reel Print And Promo, Inc.
PPAI# 642047 UPIC: R642047

Rowell's Screenprinting
PPAI# 472719 UPIC: R472719
SAS Dzign
PPAI# 568536 UPIC: SASDzign
Say It In Stitches
PPAI# 285507 UPIC: SAYIP003
Scendero Outfitters, LLC
PPAI# 638449 UPIC: S638449
SEW CUTE BY KATIE
PPAI# 619122 UPIC: S619122
Signs By Fisher
PPAI# 641960 UPIC: S641960
Skreen Door
PPAI# 642313 UPIC: S642313
Something To Remember Promotional & Branding Products
PPAI# 642084 UPIC: S642084
Southern Nevada Printing
PPAI# 639282 UPIC: S639282
Spectra Graphics, LLC
PPAI# 484369 UPIC: SGLLC
Stanton Business Forms
PPAI# 642244 UPIC: S642244
Star Awards
PPAI# 612990 UPIC: S612990
Studio D Merchandise
PPAI# 441112 UPIC: STUDIODM
Swag Shoppe
PPAI# 638988 UPIC: S638988
SYPP, Inc.
PPAI# 642310 UPIC: Sypp
The Corporate Brand
PPAI# 631162 UPIC: C631162
the313collective
PPAI# 639016 UPIC: T639016
Timmons & Company
PPAI# 642076 UPIC: T642076
TOP ALL, INC.
PPAI# 589567 UPIC: topall
TP Logos, LLC
PPAI# 637952 UPIC: T637952
TransAmerica Printing
PPAI# 641249 UPIC: T641249
Trio NAE
PPAI# 615295 UPIC: T615295
Trophies Plus, Inc.
PPAI# 642265 UPIC: T642265
TS Photo, LLC
PPAI# 640661 UPIC: T640661
Tyler Business Services, Inc.
PPAI# 640679 UPIC: T640679
V-Quest Office Machines & Supplies
PPAI# 639307 UPIC: V639307
Z Best Media
PPAI# 640649 UPIC: Z640649

SUPPLIERS

Best Deal Awards
PPAI# 642134 UPIC: BDAwards
Best Promotional Gifts, LLC
PPAI# 642055 UPIC: B642055
BNBLine
PPAI# 639133 UPIC: B639133
Cardplant
PPAI# 642260 UPIC: CARDPLNT
Dinh International, LLC
PPAI# 569839 UPIC: dinhintl
Kwasmo Enterprises, LLC
PPAI# 641958 UPIC: K641958
Teroforma
PPAI# 638815 UPIC: T638815
U. S. Toy
PPAI# 229558 UPIC: USToy 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.

Maximize Your
SAVINGS
With PPAI Business Partners

BUSINESS PARTNER • PPAI • SPEND LESS • SAVE MORE

Affinity HR GROUP Your HR Partner and Resource
AHT INSURANCE a PPAI benefits partner
Sprint verizon wireless at&t By CrosStar Network Solutions
FedEx
PPAI Ink & Toner
LifeLock Relentlessly Protecting Your Identity
PPAI UPIC CREDIT SERVICES
PPAI WORKING CAPITAL YOUR FINANCING SOLUTION

888-I-AM-PPAI(426-7724) or Membership@ppai.org for details
ppai.org/members

Shape Your Business. with PPAI

Antigua Group.....**78**
800-610-1444 www.antigua.com

Best Deal Awards.....**94**
888-681-8988 www.bestdealawards.com

BIC Graphic USA.....**40-41**
888-446-5242 www.bicgraphic.com

Bodek and Rhodes.....**IFC, 90**
800-877-9911 www.bodekandrhodes.com

Bulova Corporation.....**7**
800-228-5682 www.bulovacorporatesales.com

Change Digitizing Solutions.....**81**
844-952-7324 www.change.com.co

Essent.....**106**
800-559-9959 www.essent.com

Evans Manufacturing, Inc......**BC**
800-745-3826 www.evans-mfg.com

Greater China Industries, Inc......**5**
877-773-6762 www.greaterchina-usa.com

Hirsch Gift.....**67**
713-666-9800 www.hirschgift.com

Hit Promotional Products.....**IBC**
800-237-6305 www.hitpromo.net

iPROMOTEu.....**9, 20, 25**
800-850-3370 www.ipromoteu.com

Kaeser & Blair.....**1**
888-698-1684 www.kaeser-blair.com

Minya International Corp......**18**
800-858-1878 www.minyausa.com

Next Products.....**91**
877-851-9595 www.nextpromotions.com

Pilot Pen.....**22**
800-637-0004 www.pilotpen.com

PPAI.....**68-69, 92, 95, 101, 105, 109, 111**
888-I-AM-PPAI www.ppai.org

SAGE.....**2, 82**
800-925-7245 www.sageworld.com

Sierra Pacific Apparel.....**53**
713-688-4455 www.sierrapacificapparel.com

Stahl's ID Direct.....**45**
800-478-2457 www.stahls.com

Supersonic, Inc......**77**
800-541-8464 www.supersonic.com

TJ Trading LLC.....**85**
800-471-7883 www.isosteelus.com

Top Brands.....**21, 74**
800-431-2127 www.top-brands.com

Zeit Company.....**54**
801-972-8210 www.logocut.com

Zoo Printing.....**84**
800-507-1907 www.zooprinting.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 39, Issue 10 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 ©2015 Promotional Products Association International. All rights reserved. Printed in U.S.A.

Innovative Minds.
Innovative Solutions.

Expo East is NOW
Wednesday-Saturday

March 16-19, 2016

We look forward to seeing you in Atlantic City in the spring.

EXPO® E east & ISS

Education March 16 • Show Opens March 17-19
Atlantic City Convention Center • New Jersey

ppai.org/expoeast follow us @expo_east

presented by:
PPAI & SAAGNY

The Creative Calendar

Special observances call for exceptional promotions. Use these designated months and dates to ignite your imagination for relevant—and distinctive—client promotions.

January

Be Kind To Food Servers Month
Teen Driving Awareness Month
National Blood Donor Month
National Mentoring Month

February

Black History Month
American Heart Month

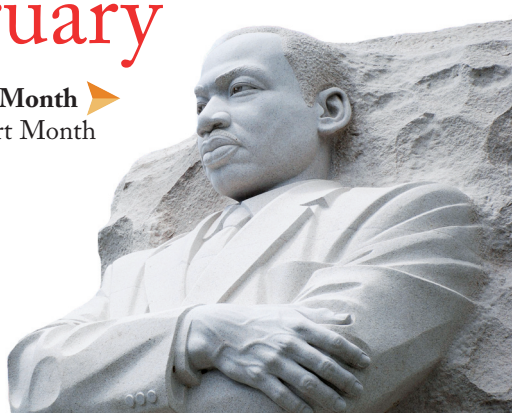
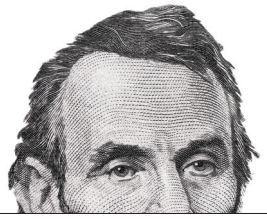


PHOTO BY JULIE CLOPPER/SHUTTERSTOCK

February 8
Chinese New Year

February 14
Valentine's Day

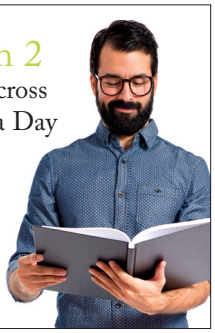
February 15
President's Day



March

Texas History Month
Irish American Heritage Month
National Peanut Month
Caffeine Awareness Month PPB

March 2
Read Across America Day



We Make Gifting Easy!

For Any Business, For Any Reason!

Optional Imprint Area

Standard Imprint Area

#4970 PHOTO AND MEMORY BOX
• Leatherette Box Holds Photos Or Other Keepsakes • 4" x 6" Picture Frame On Lid

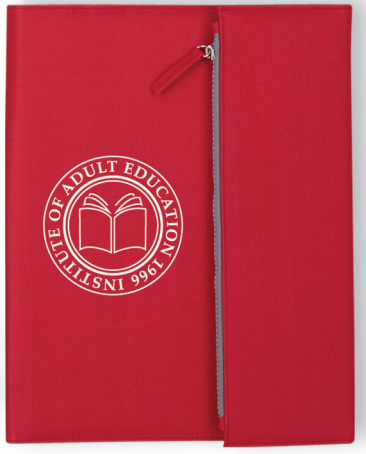
As Low As $9.99c

#2770 SELFIE STICK…
• Telescopic Handle • Compatible With Most Smart Phones
• Activation Button On Grip To Take Picture
• No Bluetooth Or Remote Needed
• Insert Audio Jack For Power Connection
• Does Not Support Voice Recording

As Low As $7.99c

#6680 TRI-FOLD 8 ½" X 11" PADFOLIO…
• Made Of 600D Polyester • Includes 30 Page 8 ½" x 11" Writing Pad • Snap Closure
• Pen Loop, Inside Flap Pocket And Zippered Tri-Fold Pocket

As Low As $7.99c



#5883 - 16 OZ. STAINLESS STEEL MOD TUMBLER
• Double Wall Construction For Insulation of Hot Or Cold Liquids
• Thumb-Slide Lid • Plastic Inner Liner
• BPA Free • Meets FDA Requirements • Hand Wash Recommended

As Low As $6.99c

asi-61125

HIT® PROMOTIONAL PRODUCTS

www.hitpromo.net

ASI•61125 PPAI #113910

COUNSELOR DISTRIBUTOR CHOICE AWARDS

COUNSELOR TOP 40 2015 SUPPLIER

Delivering Design on a Budget

think Pink

Breast Cancer Awareness

Whatever your event, fundraiser, cancer walk or survivor celebration, we have just what you need to show your support for the cause!

Evans Manufacturing has over **60 Products available in PINK! 13 Categories of products!**

GET SOCIAL WITH EVANS!

Get to know us! Check out our hot new items, exclusive promotions and interact with our team through social media.

EVANS

www.evans-mfg.com

ASI 52840 • **PPAI** 110747 • **UPIC** EVANS • **SAGE** 50018