

A woman with dark hair is in a workshop, painting a green fabric bag. The bag has the logo 'DEQ UORATION' printed on it. In the foreground, there are paint cans and a palette. The background is slightly blurred, showing a desk with a pen holder and other items.

**ANYPROMO**•COM  
*Let's Make Marketing Make Cents*

**SPRING/SUMMER 2018**

# CONTENTS

3 - Q2 CALENDAR

4 - PROMOTIONAL PRODUCTS FOR Q2

9 - ANYPROMO ARTWORK

10 - WHY YOUR LOGO MATTERS

12 - MEET & GREET WITH OUR ART TEAM + A FEW TIPS

14 - PRODUCT RECOMMENDATIONS

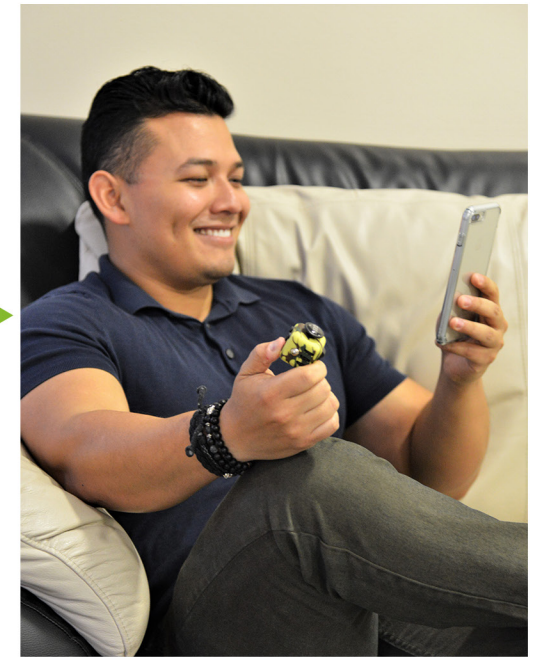
15 - SPOT ALL 5 PROMOTIONAL ITEMS

16 - SHARE YOUR STORY



“I like the Fidget Cube, because it's a very uncommon item! Everyone has a fidget spinner but not everyone has a Fidget Cube. Also the buttons, the switch and the rolling sides are very comfortable. You can work, check your phone, or watch TV while playing with it at the same time.”

**Balmore Hidalgo**  
Customer Care Supervisor



“I really like our AnyPromo H2Go Mali bottle because it comes in 9 cute colors. They all have heir matching straw, flip-up spout and lid, not to mention that the straw goes pretty low in the bottle making it possible to drink almost every ounce (25 oz). I like that it's transparent, so you can see when your drink is almost done. I mainly use it for water with ice and it keeps cool for a good amount of time. I would suggest this product to everyone who likes to have cute bottles on their office desk or for on the go drinks!”

**Yareli Campuzcano**  
Customer Service Representative



# YOUR Q2 CALENDAR

Here are a few important days and months to keep track of. Whether you're giving something away or selling promotional products, don't forget to plan ahead!

## APRIL

# 04

- 1 April Fool's Day
- 10 National Siblings Day
- 11 National Pet Day
- 19 National Get to Know Your Customers Day
- 22 National Earth Day
- 23 National Picnic Day
- 25 National Administrative Professionals Day

**National Volunteer Month**

## MAY

# 05

- 5 Cinco de Mayo
- 6 National Nurses Day
- 8 National Teacher Appreciation Day
- 13 Mother's Day
- 18 National Bike to Work Day
- 28 Memorial Day

**National Military Appreciation Month**

## JUNE

# 06

- 3 National Cancer Survivor's Day
- 5 World Environment Day
- 8 World Oceans Day
- 14 World Blood Donor Day
- 14 National Flag Day
- 17 Father's Day
- 21 National Selfie Day
- 21 First Day of Summer
- 22 Take Your Dog to Work Day
- 27 National Sunglasses Day
- 30 Social Media Day

**National Camping Month**



## PROMOTIONAL PRODUCTS FOR Q2

We're coming into a busy Q2. With many holidays and summer events around the corner, are you ready?

**Did you know? Nearly 65% of end-buyers prefer to purchase promos that are environmentally friendly.**

*SOURCE: NATIONAL RETAIL FOUNDATION*

# hello Q2

Don't know what promotional items may be popular this quarter? Here are a few items that will continue to trend within the next months.





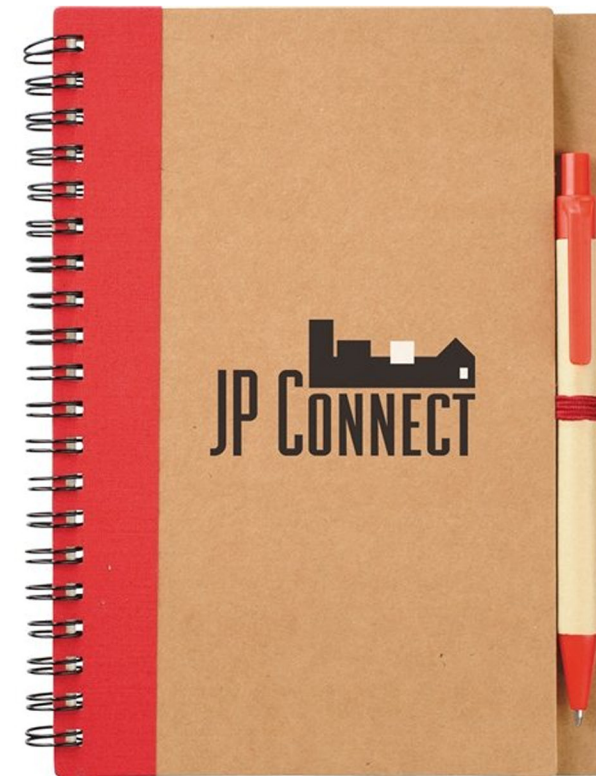
#672031

## FOR EVERY ECO-FRIENDLY CUSTOMER

Want to promote a 100% recyclable item? The **CUSTOM NON WOVEN STANDARD** is a fan-favorite for trade shows, conventions, grocery stores, retail shops, and more! These bags provide an ample amount of space to fit many items. The good thing about promotional tote bags is the brand exposure you will receive. Guarantee this item will be used over and over again for different purposes!

## EARTH DAY READY!

A spiral notebook perfect for any trade show, office or educational event! You won't regret having these at your event. **THE ECO SPIRAL NOTEBOOK WITH PEN** is a popular item for many of our customers. Made of recycled cardboard, you'll definitely be promoting everyone to "Go Green!"



#684138



# THANK YOU MOM!

A special day is coming up for mother's all around the nation! Give a gift that will make mother's feel appreciated. The **LINX** is the perfect choice to give at a Mother's Day event. The unique heart charm will touch every mother that receives one of these!



#660727

Did you know? 74% of end-buyers have a positive impression of promotional products

SOURCE: THE ADVERTISING SPECIALTY INSTITUTE



#672258

## ...BUT ALSO THANK A TEACHER

With Teacher Appreciation Day this quarter, think of a nice item they will love to have! The **BLUE MONDAY TRAVEL TUMBLER** is a great gift to give to your teachers on this special day. They'll love to bring their daily coffee to work in this fun tumbler!

## MAKE IT MEMORABLE...

Memorial Day Weekend is around the corner! Are you hosting an event to honor our brave men and women who died in military service in the United States? Our **PATRIOTIC FLYER** is the red, white and blue item you need for your event.



#747138

Did you know? In total 53% have a more favorable opinion of an advertiser if the promotional product was made in the USA

*SOURCE: THE ADVERTISING SPECIALTY INSTITUTE*

## ...FOR A WHOLE 3-DAY WEEKEND OR MORE

Relax during this long weekend with a stress reliever. The **RED WHITE AND BLUE PATRIOTIC STAR STRESS SHAPE** is the perfect item to represent Memorial Day Weekend. Remind everyone of all those who fought bravely for our nation.



#619431

## THANK YOU DAD!

Not only do we get Mother's Day in Q2, but we also get Father's Day! Say thank you to all the dads out there with something they'll love to use. Our **CUSTOM BBQ GIFT SET WITH FORK SPATULA AND TONGS IN FOLDOVER CARRY CASE** is the item that will make Father's Day even more special!



#621794

## HOORAY! SUMMER'S BACK!

Protect your eyes with promotional sunglasses as the sun begins to shine. The **MALIBU SUNGLASSES** is a huge hit at any event. Whether you have a trade show in the summer, a wedding, a party, or grand opening, these sunglasses will be a huge success!



#676449

**Did you know? 77% of consumers find promotional products to be useful**

*SOURCE: THE ADVERTISING SPECIALTY INSTITUTE*



# IT'S MORE THAN "JUST" ARTWORK

Our AWESOME art team puts countless hours creating artwork for customers. As we focus this magazine more on the importance of artwork, we wanted to acknowledge all the cool artwork pieces that our team has done before.



Ever need help with your logo? Send us a note when your finishing up your order. We will make sure to send you a virtual proof with your request!

# WHY YOUR LOGO MATTERS!

How powerful is it? To be able to look at a logo and automatically know what company to associate the logo with. The bitten apple? Yea, we all know it belongs to Apple, Inc. The little white ghost from Snapchat, most would know that one too.

What artwork will you choose to be a main staple for your company?



# HERE ARE A FEW REASONS WHY YOUR LOGO MATTERS:

## IDENTITY

Every company has its own unique image and the logo's main purpose is to serve as your company's identity. Your logo appears on all your marketing collateral from your website, business cards, newsletters, products, advertisements, and more! Basically everything and anything will have your logo on it, so make sure you have a logo you want to represent your company.

## NEW CUSTOMERS

Your logo can stir up curiosity if potential customers continue to see your logo around. Make sure to make your logo interesting enough for the mind to remember. People are great for remembering logos with unique designs and colors. If you can have people remember your logo, then you're winning. Do you recall when Apple, Inc. had the apple with rainbow colors? Later, they continued to update their logo with no color as they became more known.

## MAKES YOU DIFFERENT THAN YOUR COMPETITORS

Be different with your logo than all your competitors. If you have a cliché logo, you may want to think about switching it up. For example, let's say you own a coffee shop. Are you going to have the normal coffee symbol as your logo? Think about this. Did Starbucks do that? No! They have a siren as their logo which makes it even more unique for a customer to remember.

## PROMOTES BRAND LOYALTY

Of course, this is what every company wants! If your logo becomes popular and very well-known, then of course more customers will like your logo and wouldn't mind representing it. At this point, they no longer see themselves as a walking advertisement, but rather part of something special your company has created.



Artists: Kenny Bruins, Jaymes Briones, Paul Sison, David Garcia, Rex Moncayo

## MEET & GREET THE PROS

Our art team is filled with talent that enjoys helping customers. Every day they're helping customers get their virtual proofs and art work necessary to create the perfect promotional item.

If you have any questions, please feel free to reach out to our art team at [art@anypromo.com](mailto:art@anypromo.com)

As an AnyPromo customer, you have the benefit of receiving FREE virtual proofs and artwork. This means our art team will help create YOUR very own design requested.

## WHEN SUBMITTING REQUESTS, HERE ARE A FEW TIPS FROM OUR ARTISTS:

- ▶ Specify and/or provide PMS colors for your artwork.
- ▶ Make sure text is outlined when submitting vector art.
- ▶ When submitting images make sure it is 300 dpi, and not a thumbnail for the best result.
- ▶ Preferable image formats for artwork submissions are: .EPS, .AI, .CDR (in vector format with fonts converted to outlines or curves)
- ▶ If you would like us to try to match the embedded font, please specify when uploading artwork.

# WHAT ITEM WOULD YOU RECOMMEND FOR Q2?



**Anabell Gil**  
Customer Care

“ My wonderful Halcyon bottle is the best item hands down for the summer. It keeps all of my drinks colder than the north pole! I know if we have a heat wave I can count on my bottle to do me justice and quench my thirst. For everyone who is lacking a bottle that keeps their drinks cool for hours, your search is over!!! ”



**Simone Pitts**  
Customer Care



**Aryana Garcia**  
Customer Care Supervisor

“ My favorite Anypromo product is our Strand Snow Canvas Tote Bag, it is the perfect bag to travel with. I take it with me every time I travel or even if I’m just going to the store, this bag is amazing! Since it’s picnic time, this bag comes very handy. I can’t wait for all the summer beach trips so I could use my favorite bag!!! ”



**Megan Scott**  
Social Media Marketing Lead

“ I chose this awesome 5-in-1 BBQ Multi Tool for a Father’s Day giveaway because it’s a tool every father would appreciate receiving! It’s heavy, great quality, splits off into two parts so you can use multiple tools at one time, and it’s an all-in-one kit so he wouldn’t need anything else. It’s something you can slip in your apron or pocket while going out to the BBQ. A must have for all fathers!! ”

“ On my first day working at AnyPromo, I was given this neat Tastic Usb Fan. I thought it was the cutest device! It’s portable, super convenient and comes in various colors. I definitely recommend this product for those who use computers for long periods of time or who may need a little breeze this summer. Feels great to cool down while getting work done. ”

**CAN YOU SPOT  
ALL 5 PROMOTIONAL  
PRODUCTS?**



# SHARE YOUR STORY WITH US ON SOCIAL MEDIA







Anne M. Maxfield  
@AnneMaxfield

Pretty excited! Check out my 2018 promo items that [@anypromo](#) printed for me. They did a great job! [#lipbalm](#) [#notebook](#) [#brandawareness](#)

  
@AnyPromo



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Custom order for @cynthiako\_la ❤️  
Now available in the shop! Link in bio 🌸



@AnyPromo



There is nothing better than seeing our customers share their #promo stories! We love seeing your new products in action. Thank you Dina M for sharing the photo of your #fandanas!

If you have a photo of your AnyPromo product, share & tag 😊  
#promotionalproducts #ShareYourStory



 AnyPromo.com  
245 followers  
1w

Check out these awesome promotional shirts! A big thank you to the team at Brother Hackathon for sharing your photo. We love seeing your finished products 😊😎  
#ShareYourStory





***WANT TO SEE YOUR LOGO ON OUR TOP ITEMS?  
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6:00am-5:30pm PST

**OR**

Call us toll free

**1-877-368-5678**

Monday to Friday

6:00am-6:00pm PST

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