

FALL / WINTER

· 2020 ·

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“ Nothing is more exciting than receiving a gift box from your employer. Gifts like these make me feel like my company really cares about me and appreciates what I do. I would highly recommend sending gifts this year to make your team feel special! ”

- **MARCI CLARK**
Pricing specialist



“ My favorite item from AnyPromo that I use everyday from my home office is the **15 oz Campfire Ceramic Mug**. This stylish speckled mug is perfect for my morning cup of coffee! I love the ceramic feel and how this mug is dishwasher safe. This mug holds just the perfect amount of coffee that I need for my daily pick me up! ”

- **ANTHONY SEEBURGER**
Graphic Designer

Your Q4 Calendar

Here are a few important days, weeks, and months to keep track of. Whether you're giving something away or selling promotional products, don't forget to plan ahead! End Q4 with a bang!

OCTOBER

BREAST CANCER AWARENESS MONTH

2 National Custodial Worker's Recognition Day
4 National Golf Lover's Day
15 Get to Know Your Customers Day
16 National Boss's Day
17 Get to Know Your Customers Day
19 National Clean Your Virtual Desktop Day
31 Halloween

NOVEMBER

MOVEMBER

5 National Doughnut Day
11 Veterans Day
13 World Kindness Day
16 National Button Day
26 Thanksgiving Day
27 Black Friday
28 Small Business Saturday
30 Cyber Monday

DECEMBER

AIDS AWARENESS MONTH

2 Special Education Day
10 Chanukah Begins
11 National Salesperson Day
19 National Hard Candy Day
21 First Day of Winter
25 Christmas Day
31 New Year's Eve

Promotional Products for Q4

Q4 is upon us and it is time to get ready for the holiday season! It is the best time to check your budget for any money left over, and get ready for your seasonal gift giving with the perfect products.

Did you know?

Almost 75% of Americans will purchase Halloween decor.

SOURCE: THE BALANCE

DON'T KNOW WHAT PROMOTIONAL ITEMS MAY BE POPULAR THIS QUARTER? HERE ARE A FEW ITEMS WE SUGGEST!

SPREAD AWARENESS!

With Pink October here, how is your company helping make a difference? Giveaway a Non Woven Multi Color Saturn Jumbo Grocery with your logo on it and a pink ribbon! Remind others what Pink awareness is all October long! This tote bag is a huge hit in our Pink Awareness section!



Item# 682815



Item# 670966

GET IN THE SPOOKY SEASON!

Wanna spread some Halloween cheer? Give a gift that most kids and adults will love! With the Jack O' Lantern Squeeze Stress Reliever, a fun and unique way to promote your business during the Halloween season!



Item# 647706

BE THANKFUL FOR AMAZING PROMO PRODUCTS!

When you think of Thanksgiving, do you think of food or the actual thought of giving thanks? You can do both with this promotional item! Customize the Metal Pie Server with a "thank you" message to your customers. It will definitely be used in the kitchen during Thanksgiving and after as well!

DID YOU KNOW?

Approximately 50 million pumpkin pies are consumed each Thanksgiving.

SOURCE: EATTHIS.COM

REMEMBER THOSE BLACK FRIDAY AND CYBER MONDAY DEALS!

Black Friday and Cyber Monday are two huge holidays for retailers! As your customers are purchasing, are you giving them a gift for shopping with you? The HD-100 UV Light Phone Sanitizer Case is a great item to hand to your customers on these busy days! Keep your customers sanitized and clean for a long day in the holiday season!



Item# 779296

SHOW SOME LOVE TO THE REMOTE WORKERS!

Recognizing your employees is important for your employee retention rate. Remember that your employees are the backbone of your company and they're helping your company be a success! A great way to show your appreciation is with the Cookies Crumbs Gift Set. What's better than giving away an item you know your employees will love?



Item# 781153



Item# 704370

...GIVE THEM A GIFT FOR ALL THEIR HARD WORK

Or maybe you want to give them a gift set they'll enjoy using outside of work! A perfect example is the Field & Co.® Cambridge 17" Computer Backpack This item is perfect for commuters and locals alike! It's a great backpack that can be used for anything. Your employees will love it!

DID YOU KNOW?

Last year online shoppers spent more than \$400 million on Thanksgiving day.
SOURCE: BUSINESS INSIDER



Item# 768305

SPREAD THE HOLIDAY CHEER!

Our most popular items during Q4 are our ornaments! One of our most popular ornament is the Shatter Proof Christmas Ornament Set! This item sells out fast, and fast meaning in October! Get your ornaments early - especially if you want them before the holidays.

DID YOU KNOW?

There are approximately 25-30 million Real Christmas Trees sold in the U.S. every year.

SOURCE: NATIONAL CHRISTMAS TREE ASSOCIATION

MAKE GIFT GIVING FUN!

Not only are ornaments big during Q4, but also our Sea Salt Caramel Box! With Halloween, Thanksgiving, and the Holidays all in Q4, it's obvious to see why chocolate is so popular! Get these delicious and made-to-order chocolates in your customer's hands!



Item# 780656



Corporate Gift Giving By The Numbers

The holiday season is here and it's time to get those corporate gifts ready! Here are a few simple facts that everyone should know about sending gifts to those special customers!

51% 

of company managers say they are sending out gifts to clients.

OVER
23%



of client gifts include company branded items.

63%



of companies attributed better customers relationships due to gift giving.

27%



say that gift giving resulted in referrals.

24%



of gift giving generated a sale or lead.



MEMORABLE GIFTS FOR HOLIDAYS



Item# 781138

During these uncertain times it is important to keep some normalcy. That is why gift giving during the holiday season is very important for both your customers and staff. That is why we are here to help make the process easier than ever. With our new selection of snack boxes gift giving has become a breeze. With no minimum order number needed these gift boxes make it possible for anyone to get a memorable gift.



Item# 781141



Item# 781153



Item# 781143



Item# 781146



Item #781149



Item# 781151

HOLIDAY GIFTS TO MAKE YOU MEMORABLE DURING AN UNFORGETTABLE 2020

In today's unique business climate, it's more important than ever for companies to stay connected and top of mind with prospective clients, loyal customers, and employees during the holidays. Though we've been connecting with these groups virtually, a physical gift can give lasting, tangible feelings. Here are some tips to make a memorable holiday connection.



CONNECT THROUGH FOOD



Item# 780657

Nothing conjures up feelings of nostalgia and togetherness more than food — particularly during the holidays. Bring on the warm, sentimental feelings by gifting the comfort food they're craving most — chocolate. Chocolate has been a top quarantine purchase, with 90% of people admitting to purchasing chocolate in the last few months. A classically elegant personalized **chocolate gift box of sea salt caramels** lets customers and employees know they are valued. Mix nostalgia with function via a gift set featuring a coveted brand like **Godiva®** and a **refined travel mug** (even if they are working remotely, a travel mug keeps those beverages hot or cold for hours).

DRINKWARE KEEPS THE CONNECTION GOING



Item# 780654

Creative holiday gifts with an instant “wow factor” can be enjoyed year-round. **Drinkware gift sets** are a great option. With a new awareness about our ecological impact, many folks are “going green,” so reusable drinkware is trending. In fact, Americans spent \$8 billion on reusable bottles in 2018. It's the holidays! Let the cup runneth over with abundance and feelings of nostalgia. Pair **drinkware** with comfort foods like saltwater taffy, s'mores, mints, candy buttons, nut mixes, and coffee. Use your logo, or consider a holiday phrase for the mug like “Let it Snow” to give the gift more holiday appeal. Don't forget to incorporate your branding through the gift tags and wrappings.

DRINKWARE KEEPS THE CONNECTION GOING

During these times, stress levels are high, and we sometimes forget to take care of ourselves. Self-care gifts will make a big and lasting statement — particularly this holiday season. Customers and employees will appreciate feeling pampered with a festive collection of **lip balms** in shining packaging, or a personalized **glass jar aromatherapy candle** in a calming scent to achieve a spa-like experience anywhere.



Item# 780653

This holiday may not look like holidays past, which is why it's more important than ever to demonstrate to key customers and employees that you appreciate their loyalty and you're in this together. Play to the current climate by gifting items in top demand like comfort foods, drinkware, health and beauty, and PPE products. As always, don't forget to use bold packaging and ribbons for a polished presentation.

DON'T MISS OUT ON PERSONALIZING YOUR OWN CUSTOM ITEMS FOR YOUR HOLIDAY GIFTS!

Visit our website to find more options >



IMPROVING COMPANY CULTURE WHILE WORKING REMOTE IN 2021

Harboring a positive workplace culture is becoming increasingly important within the business world. In the past, employees cared about their workplace culture, but it wasn't as important as it is today when it comes to a company's success.

Corporate culture will continue to be more valuable as younger generations enter the workforce. In fact, Millennials actually care more about a company's culture than the salary offered when looking for a job. If your company culture is toxic, it can lead to recruiting and staffing issues.

Creating a positive and strong company culture should be a top priority of your organization.

IMPROVING COMPANY CULTURE WHILE WORKING REMOTE IN 2021

If your business, like many other companies, had to go remote during 2020, you may have a bit more trouble creating, and maintaining a positive culture within your organization. Company culture is often something that needs to be built in-person through random moments.

With this shift to a more disconnected workplace, these cultural “moments” can be harder to naturally come by. Fortunately, there are a variety of ways that you can build up your company culture even when the office moves home.

Work with an All-Star HR Team

As the owner of the business, you are directly responsible for shaping the culture of your company, but you are not the only person that can have an impact on your workplace culture. Having a strong HR team will be important when trying to shape your remote culture.

A great HR team will handle everything from hiring, onboarding, training, workplace policies, payroll, and benefits. Employing an HR team that can handle each of these tasks will help promote a culture of inclusivity, transparency, and accountability.

Putting together a team of experienced HR professionals will take some of the pressure off of your shoulders when establishing a remote work culture. You and the HR team will need to create a program that specifically outlines the entire process of being a remote employee. Everything from the interview process to a remote employee’s day-to-day schedule should be planned out.

Your HR team will be one of the major keys to determining the success of remote work within your business.

Do make sure that you have the resources available to safely expand your HR department. Hiring, onboarding, and training a new employee without having the cash to do so can lead to financial issues down the line. Business expansion loans are a great way to gain the capital needed to hire a new employee without compromising your organization’s cash flow. Before applying for a business loan, be sure to figure out exactly how much hiring a new employee is going to cost.

This focus on remote productivity and integration will show your new remote employees that you truly care about them and the culture of your company.

IMPROVING COMPANY CULTURE WHILE WORKING REMOTE IN 2021

Adopt Business Tools that Make Remote Work Easier

Adopting the basic tools to lead a remote workforce is not going to be enough. This shows your employees that you are fine giving them the bare minimum tools for success, which will show in their work. If you want to promote a culture of inclusivity and productivity, you should be committed to giving your employees all the tools that they need to succeed.

There is a long list of business productivity tools that your company can invest in to help out your remote employees. Some of the most common tools to think about adopting are:

Business Communication Tools: Communication is still something that many businesses need to work on. When a workplace moves to a remote setting, it can lead to even more issues communicating. Luckily, there are a variety of business communication tools that are available to use. We recommend using Slack to improve productivity and communication within your company. Slack allows individuals within your organization to DM each other, put each other in a group chat, and even video chat one another. Business communication tools will foster a sense of togetherness while also promoting productivity in the workplace.

Business Automation Tools: Adding in business automation will only help improve productivity among employees. Companies such as Zapier provide app automation as a service. This allows applications to communicate with one another to automate tasks that are consistently carried out. Business automation tools will save your employees time and energy when doing simple tasks.

Workplace Relaxation Tools: A major problem that has arisen with the adoption of remote work has been an increased feeling of isolation and stress among employees. Employees may feel that it is harder than ever to disconnect from work. On top of that, connecting with your fellow employees is much more difficult than before which can lead to feelings of isolation. To better promote a culture of care and positive mental health, try implementing a workplace meditation app. By providing a meditation app, you are showing your employees that they are more than just a worker.

Establish New Workplace Events

While the days of office water cooler talk and post-work happy hours are gone, at least for now, there is an opportunity to establish new workplace rituals that promote a healthy work culture.

IMPROVING COMPANY CULTURE WHILE WORKING REMOTE IN 2021

Rituals within the workplace have been a part of the business world for a long time. Like anything, workplace rituals have evolved over time to fit with the times. Now is the time to come up with new workplace events that fit in with the addition of remote employees.

You should be using the tools that you have at your disposal to help facilitate these new workplace events. Web conferencing, instant messaging, and virtual games can all be used when establishing new workplace rituals.

When coming up with new culture-building activities that you can do with your fellow employees, try to think outside the box. Everyone is likely getting sick of the same old video happy hour. Activities such as virtual game nights, virtual recipe sharing, a remote breakfast, or even a weekly meeting that is about everything besides work can go a long way when establishing culture.

Also, think about how you will handle holidays, birthdays, and other timely events. These events usually provide a mental break within the workday, so they should still be celebrated. When celebrating these events in a remote setting, sending your employees a small corporate gift is an easy gesture that can go a long way. Even something as simple as a coffee mug for someone's birthday shows your remote employees that you care.

Change is always going to come with some challenges. An unexpected issue of going remote is that there can be a decreased focus on maintaining company culture when everyone is working from home.

While it will take some effort, there are plenty of ways that you can promote a healthy culture within your new remote workforce.





CAN YOU SPOT ALL
5 PROMOTIONAL
PRODUCTS?

NEW YEAR RESOLUTION: GOING ECO-FRIENDLY

"Progress is impossible without change, and those who cannot change their minds cannot change anything."

-George Bernard Shaw

With 2020 coming to an end it is time to look forward to 2021. With the new year comes new goals and new plans so we are here to help you make your new years resolution for 2021. If you really want to bring your business to the next level in 2021, make your business more eco-friendly.

Choosing to make your business eco-friendly doesn't just help with the climate, it can also increase employee productivity, save you money, decrease your impact on the planet, and make your brand stand out. It may be a little intimidating, but being more eco-friendly is a lot easier than it sounds.

To help you make your business more eco-friendly we created a list of ways your brand can start to reduce its carbon footprint.



Green Energy

One of the biggest impacts on the planet is all the wasted energy. There are many simple steps you can do to change your energy waste at your company. Simple steps to start could include utilizing natural light instead of using artificial lights. Installing light timers in the office to automatically turn off lights when they are left on can also help. If you really want to take it to the next level you can choose to an alternative energy source. Switching to an alternative energy source like solar not only has environmental benefits but can also save you money.

NEW YEAR RESOLUTION: GOING ECO-FRIENDLY

If you don't know where to start you can get an energy audit for your business. Nearly every state has no-cost business energy audits that will help companies replace old light bulbs, update heating insulation, seal drafty cracks and leaky pipes.

Reduce and Reuse

There are many ways you can help the environment in your workplace by reducing, reusing, and recycling. If you are able, one way to reduce waste is by going paperless. With the power of the internet it is much easier to use less paper and do more things digital. Some practical ways of going paperless include offering email receipts, sending meeting notes electronically, offer paperless billing, and much more.

You can also make a change by using recycled and reusable products. Investing in recycled paper, giving out reusable bottles for staff and customers, or using green cleaning products are just a few simple things you can do.

Green Team

If you really want to make an impact on the environment start by implementing an eco-friendly lifestyle in your company culture.

Try to incentivize your employees to go green with implement eco-friendly programs. Things like encouraging carpooling among the team, provide recycling bins in the office or even embrace a remote work environment. If you can get your team excited about the changes it will make the process of going green easier. Try to make it fun and interesting that way your team will be onboard to make a difference.

Eco-friendly Marketing

Did you know that there is a large untapped market available for your business? When you start to make the change to an eco-friendly business model it greatly changes your brand identity. Not only are you helping the environment, but you can also grow your business. Use this opportunity to start using eco-friendly marketing. Dedicate a portion of your marketing plan to eco-friendly marketing campaigns.

Promotional products are a great place to start when planning your eco-friendly marketing campaigns. We offer many eco-friendly products like our [wheat collection](#). All these products use wheat fibers as an alternative material composed of reclaimed stalks from harvested wheat making them renewable and sustainable.

SHARE YOUR STORY WITH US ON OUR SOCIAL MEDIA!



Karen Denney

September 22 at 3:38 PM · 3

Love my new promo item from [AnyPromo.com](https://www.anypromo.com). They were so easy to work with from start to finish and fast too. I started my order on Sept 9th and received my items today, Sept 22nd. I am very please with the quality of the product as well. Payment was not required until the proof was approved and they were actually 30% cheaper than a competitor I was considering. I will definitely use [AnyPromo.com](https://www.anypromo.com) again in the future. #MyPromoStory




theskindocs Can't wait to give out these Skin Docs pens. ❤️ courtesy of @anypromo #MyPromoStory




 **The Starr Group** @StarrGroup · Aug 18
NO WORRIES! We just got a shipment of squeezey lions from @anypromo that look a lot like the iconic lions guarding the front of our building! We attach these to customer gift baskets. They're so adorable, you just want to squeeze them! #MyPromoStory



 **Near-ME Auto Service**
July 10 · 🌐
Got a free cooler-mug what ever you want it to do from Anypromo Love it #MyPromoStory



 **eastcobbchiropractic** Our brand new, re-designed premium folders. Now, you can take home educational material pertaining to you specifically with ease.
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