



MARCH

MARCH CALENDER

Women's History Month

Astrological sign: Pisces

Birthstone: Aquamarine

6



National Employee
Appreciation Day

8



Daylight Saving
Time Begins

17



Saint Patrick's
Day

17



March Madness
Begins

19



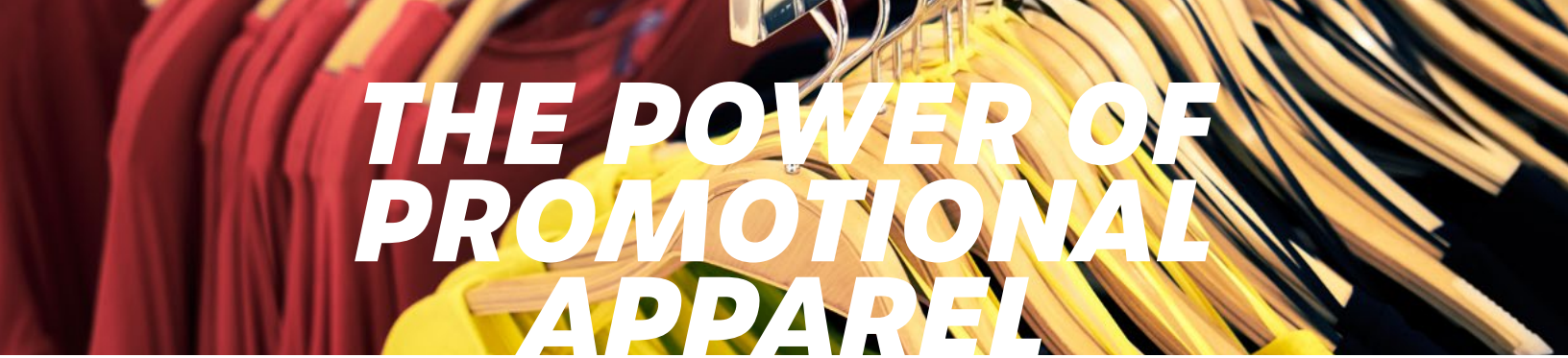
Spring Begins

20



International
Earth Day





THE POWER OF PROMOTIONAL APPAREL

Promotional products don't begin and end with pens and tote bags. There is a whole world of promotional apparel out there ready to be explored. According to PPAI sales reports, wearables have been the most popular category for the past twenty years! The top product in the promo industry has been t-shirts, accounting for 15% of sales. Promotional apparel is no joke, and with so many items to choose from in the category including shirts, gloves, hats, jackets or any piece of clothing that can be incorporated into your marketing plan.

Why Apparel Works

Branded apparel may be one of the most popular products, but you may be asking why do I need it? Well, the truth is apparel can serve as a powerful marketing tool. In the U.S. alone 80% of consumers have reported owning logoed apparel. This means your customers become a walking billboard for your brand. Just imagine the number of impressions you can generate for your brand with apparel. According to the Advertising Specialty Institute In the U.S., outerwear like jackets and coats generates the most impressions with around 6,100. The next three impression generating promo products include shirts and hats with 3,400 impressions each and polos with 2,300 impressions. What also makes apparel different from other promo products is that they don't end up in the trash. As a matter of fact, the average length of time a consumer keeps promotional apparel is between 13 to 16 months!

What Apparel Can Do

Apparel is not only proven to be effective but also very versatile! Apparel items can be used as giveaways, resold, or employee uniforms. Don't think you need to be stuck in the rut of buying promotional apparel to just give it away. Many companies offer apparel that can be purchased so your biggest fans can rep your logo! Another great use for apparel is offering to employees as a uniform. Apparel can help promote your companies culture and create a corporate identity. Just like wearing their favorite sports team jersey, your employees will feel a sense of pride wearing your company logo. Taking the time to create unique and creative designs to set your brand above everyone else.

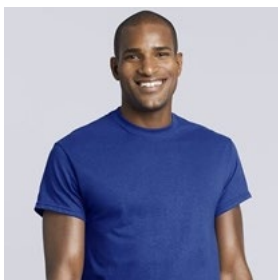
If you find yourself struggling to find that new promo product or are just trying to mix up your old routine try apparel. Using branded apparel is a great way to help fill that marketing void you are looking to change. There is no better place to start than right [here](#).



FIND WHAT FITS

With so many apparel options it can be a bit challenging to find exactly what you need. That is why we are here to help you find the perfect fit for any occasion. Whether you looking for a memorable giveaway, a stylish re-sell item, or a professional uniform we got you covered.

Giveaway Options:



If you are trying to find some awesome apparel for a giveaway for a trade show or event we understand you are trying to find something affordable. That is why we recommend the [Custom Gildan Heavy Cotton T-Shirt](#). Made from 100% cotton and over 66 colors and five imprint locations to choose from you are guaranteed to find the perfect match for your brand and design.

There is so much more to apparel than plan t-shirts! Another affordable and effective giveaway item is the [Custom Flat Bill Trucker Cap](#). Hats are great giveaways because you don't need to worry about the size and stock issues. What makes hats different than a shirt is most people are not going to change right away when you hand them a shirt, but a hat can be put on instantly generating impressions ASAP!



Re-Sell Options:



A lot of companies are now selling branded merchandise. The key to finding branded apparel for re-sell versus a giveaway is to focus more on style and comfort. When you begin to get promotional apparel that you want to re-sell you need to keep up with fashion trends and get design people will like to wear on any occasion. [The Bella+Canvas @ Unisex Sponge Fleece Full-Zip Hoodie](#) is a stylish and comfortable hoodie that everyone will love. We recommend anything from [Bella+Canvas®](#) when looking for a re-sell option because of their trendy styles and unique imprint options.

Don't be afraid to have fun with your apparel products! Try new and unique items they may surprise you on how well they will sell. Find the right product for your marketing plan. If you are planning a summer sale try our [American Apparel Unisex Fine Jersey Tank](#). Name brand merch is a great way to get a sale with your branded merch because it is a name they recognize and trust.



Uniform Options:



Whether your staff is working in an office or out meeting with customers face-to-face finding a good promotional uniform can be tricky. The [Banfield Short Sleeve Polo](#) is professional and comfortable making you and your team happy. This something you can have your staff wear on meetings, company outings, or every day in the office. Giving your employees something to wear helps make them feel apart of the team.

If you want your work uniform to really stand out offer something that can be worn both in and out of work. [The Bowlen Polyfleece Half Zip](#) is not only professional but also stylish and practical. If you work in a place with colder climate jackets and outwear will always be a hit and a good way to increase impressions during the winter.



This is just scratching the surface of promotional apparel. With over 6,000 items to choose from, we can help you find exactly what you are looking for!

Need It Now

You may be saying “Yes, promotional apparel is just what we need, but it’s too late our event is right around the corner!” Well, we have a special offer just for you that you do not want to miss.

- 24 hr. Rush -
- 24 Piece Minimum -
- Free Domestic Ground Shipping -

When you Order our:

GILDAN

Adult Heavy Cotton T-Shirt

OR

BELLA+CANVAS

Premium Cotton T-Shirt

Use promo code
24HRTEESS

