



**ANYPROMO.COM**

**SPRING / SUMMER**

**- 2019 -**

**AN "ENVIRONMENTAL-FRIENDLY" ISSUE**

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SOCIAL MEDIA

“It’s the best time of the year when you can step outside and see all the flowers growing. Spring and summer are finally here and I’m going to love every moment! I’m looking forward to all the outdoor activities that are coming up. I love taking in all the beauty that blooms with spring. You really get to see nature come alive!”

**Alyssa Kleinpell**  
Customer Care



“April is the beginning of warmer weather and I’m really excited to see the sun shine again for the next few months! With April bringing festivals and Earth Day, we want to promote eco-friendly items for all! It’s the best time to show your support for the planet we live on - Mother Earth!”

**Anthony Seeburger**  
Graphic Artist

# YOUR Q2 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!

## APRIL

### Stress Awareness Month

- 1 April Fools Day
- 10 National Siblings Day
- 11 National Pet Day
- 15 National Tax Day
- 18 Get to Know Your Customers Day
- 22 National Earth Day** 🌿
- 24 National Administrative Professionals' Day
- 7-13 National Volunteer Week

## MAY

### National Mental Health Awareness Month

- 1 International Workers' Day
- 5 Cinco de Mayo
- 6 National Nurses Day
- 7 Thank a Teacher Day
- 12 Mother's Day
- 17 National Bike to Work Day** 🌿
- 21 National Memo Day
- 27 Memorial Day
- 5-11 National Small Business Week
- 6-12 Nurses Week
- 6-10 Teacher Appreciation Week

## JUNE

### National Safety Month

- 5 World Environment Day** 🌿
- 8 World Oceans Day
- 14 National Flag Day
- 16 Father's Day
- 21 First Day of Summer
- 27 National Sunglasses Day
- 30 Social Media Day
- 10-16 Men's Health Week

# *PROMOTIONAL PRODUCTS FOR Q2*

Do you know the phrase “April showers bring May Flowers and June Bugs”? Usually June gets left out of the phrase, but in this magazine we’re including the best promotional items during Q2 (which includes June)!

## *DID YOU KNOW?*

Nationwide, 42% have a more favorable opinion of an advertiser if the promotional product they received was environmentally friendly.

SOURCE: ADVERTISING SPECIALTY INSTITUTE

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

# ***SAVE THE PLANET...***

With Earth Day in the first month of Q2, spread awareness with an actual earth item! Get the **CUSTOM EARTH STRESS BALL**. Let your customers see the bigger picture when it comes to a special day like Earth day! Together we can all make a positive difference for our planet!



Item# 652367



Item# 672292

# ***GO GREEN!***

Get an eco-friendly item for this year's Earth Day! Not only will you send a message through your imprint but also through your item's material. The **ECOSHAPES RECYCLE DIE CUT NOTEBOOK** is one of our best eco-friendly items! The cover is made of 80% post consumer recycled materials, the metal spiral binding made of 90% post consumer recycled materials, and the pen barrel is made of 100% post consumer recycled paper. This notebook screams "eco-friendly"!



Item# 744689

## ***IT'S PART OF THE BUSINESS...***

Don't forget to recognize all the important weeks during Q2. A really important week coming up is Small Business Week, May 5 - May 11. The **20 OZ EVEREST STAINLESS STEEL INSULATED TUMBLER** is a favorite give away! Incentivize your customers to shop with you during Small Business Week by giving them a gift with your logo on it. This tumbler will keep your drink hot up to 8 hours and cold for up to 18 hours. You'll want to keep one for yourself too!

### ***DID YOU KNOW?***

Promotional writing instruments are kept on average of 9 months.

SOURCE: ADVERTISING SPECIALTY INSTITUTE

## ***...FOR ALL THE HELPFUL NURSES OUT THERE!***

Want a good shot at a successful giveaway? This item is it! For Nurses Week, May 6 - May 12, you can give your nurses an awesome kit or bundle with several items! Show nurses your appreciation for the special care and patience they give their patients! The **INJECTION PEN** is a fun item to include in your nurses' kits! Kids will love seeing their nurses write with these fun pens!



Item# 657505

# THANK A TEACHER...

Another important week in May is Teacher Appreciation Week, May 6 - May 10. This can be a mentor of any kind, as long as they're teaching you what they know. Show them appreciation with a fun item like our **HAPPY HIGHLIGHTERS**. This item brings positivity to the classroom or office. Not only does this item have four different color highlighters, but it also has a computer keyboard cleaner!



Item# 717607



Item# 737246

## AND MAKE IT MEMORABLE!

There's also a long weekend in the horizon, Memorial Day Weekend! Everyone always looks forward to this long weekend because it's the "unofficial" start of the summer season. Although it's a long weekend, the real purpose we celebrate Memorial Day is to remember all the fallen military men and women who died in service for the United States. Show your support in remembrance with USA themed apparel or items! The **PATRIOTIC MOPTOPPER™ PEN** is a fun giveaway to show your red, white and blue spirit!

### DID YOU KNOW?

The average household in the United States owns 30 promotional items.  
SOURCE: ADVERTISING SPECIALTY INSTITUTE



Item# 731027

## ***TAKE PRIDE IN YOUR COLORS...***

Memorial Day Weekend is huge for businesses, especially sales! Not only that, but many companies host events across the nation on Memorial Day. Give away a convenient item which celebrates Memorial Day. The **PATRIOTIC TOTE BAG** is a huge hit for events which remind us of our great country! These tote bags are great for groceries, beach trips, picnics, and more. Customize your tote bag for your next event!

### ***DID YOU KNOW?***

Consumers are nearly 2.5x more likely to have a positive opinion of promotional products compared to Internet advertising.

SOURCE: ADVERTISING SPECIALTY INSTITUTE

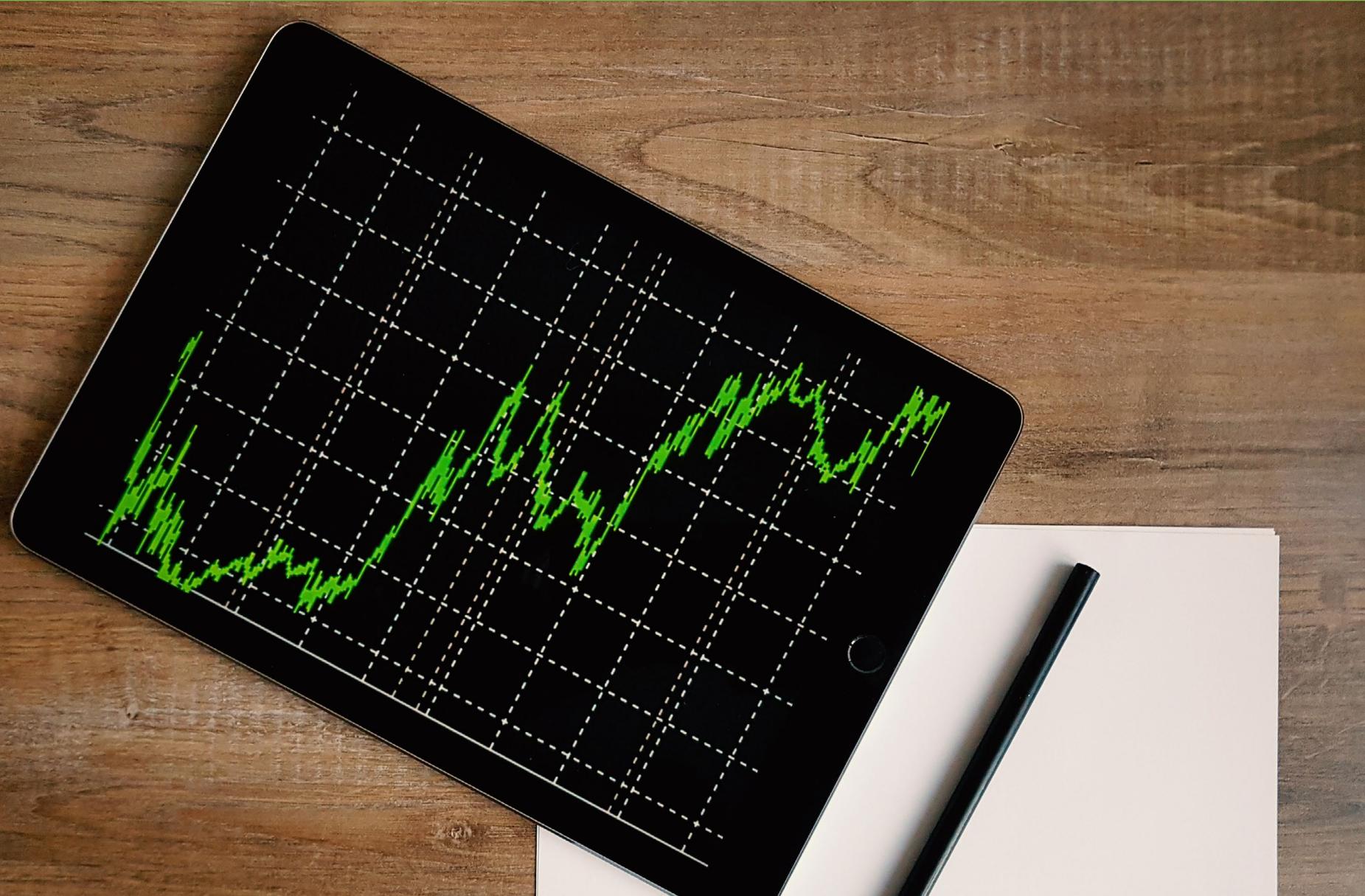
## ***...BECAUSE THE BLUE SKY IS SCREAMING SUMMERTIME!***

Can coolers will always be a main staple of summer! For a fun river, lake or beach trip, you need a can cooler to keep your drink cool. The **KAN-TASTIC WITH BOTTLE OPENER** offers more than keeping your drink cold for hours. This can cooler itself includes a bottle and can opener! The can cooler folds flat for pocket or tote storage.



Item# 729989

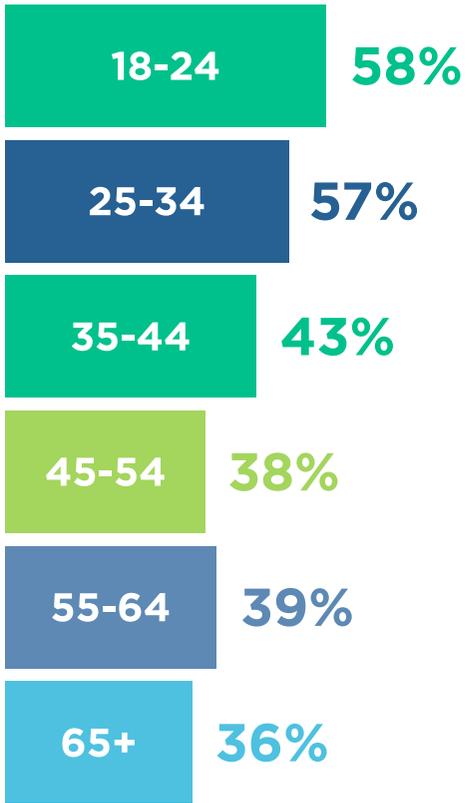
# *THE NUMBERS GO GREEN!*



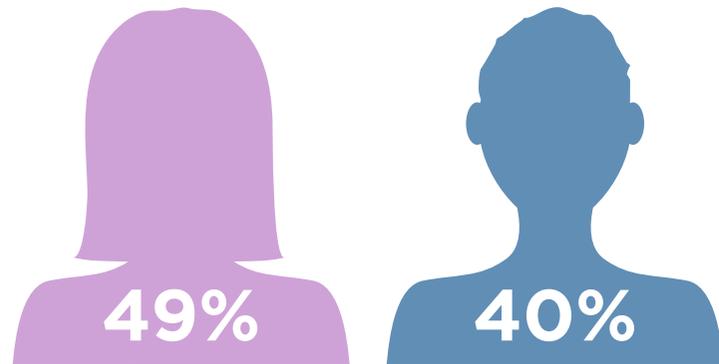
Be eco-friendly. Go Green. Save the planet. Those are a few phrases we share and express when addressing “Environmental” topics. When shopping for a promotional item, do you question whether an eco-friendly item is actually impactful to a consumer? Well, we have some environmentally friendly numbers to share from the Advertising Specialty Institute.

Percentages show consumers in the United States that have a more favorable opinion of an advertiser if the promotional product they received was environmentally friendly.

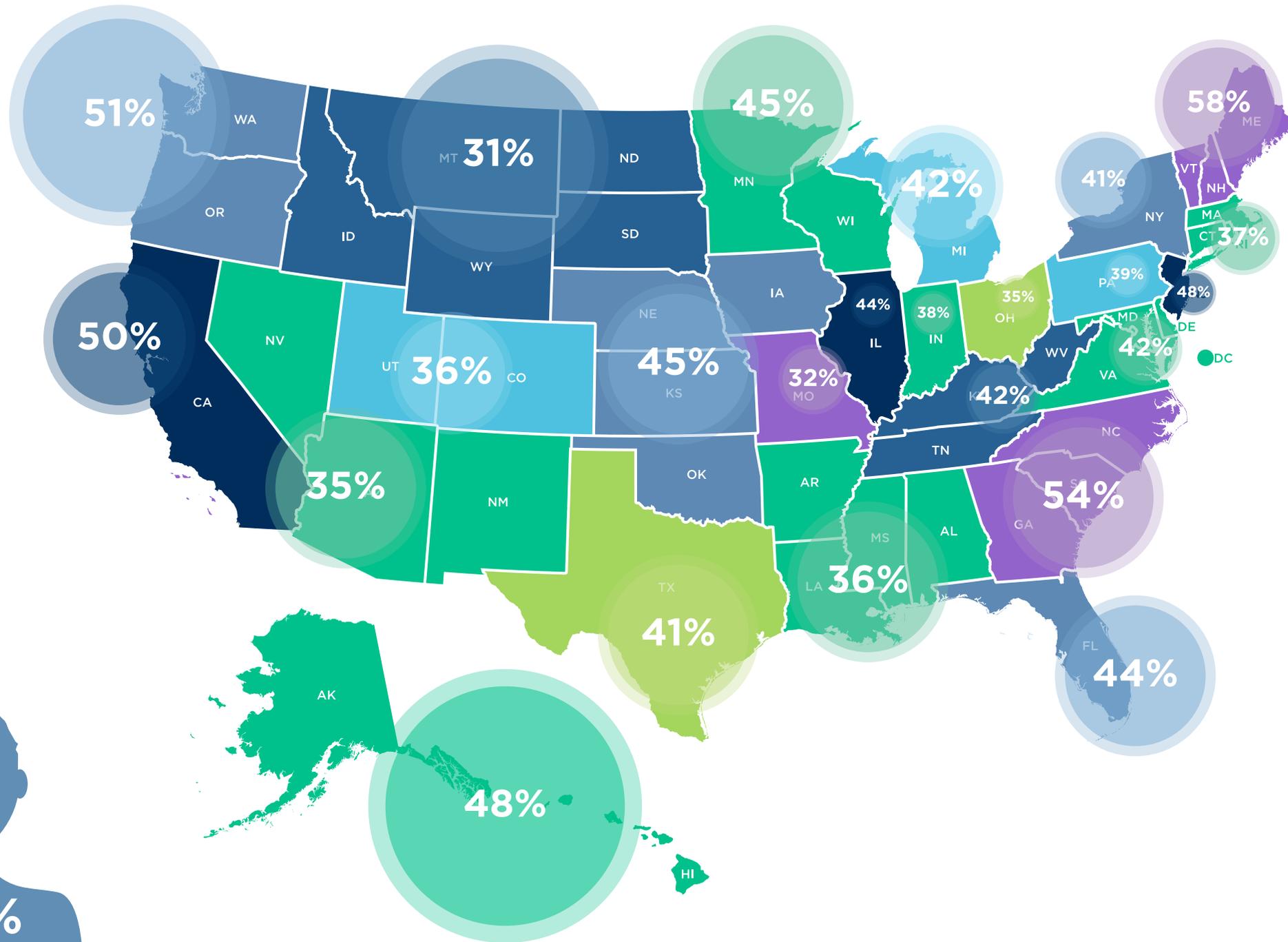
# AGES



# GENDER



# NATIONWIDE



# URBAN DENSITY



URBAN



SUBURBAN



RURAL

10

# *ENVIRONMENTALLY FRIENDLY WORKPLACE*



Setting company values can be tough, but once the rhythm gets going everything plays out naturally. It's the start that can be challenging and difficult to establish, especially when it comes to making the office an environmentally friendly workplace. We're sharing a few ideas that you can implement to hit the ground running.

**Green Team Movement** - Set a team up at your office to encourage others to be more sustainable. When you have more people involved in the movement, the actions create a ripple effect to only create more positive changes for your workplace. When you have a team to collaborate with, you open a gate of endless ideas!

**Start Recycling** - Plastic, aluminums and cardboard are the most popular materials found in the office. This is a good thing for your company to recycle. If you haven't started recycling these items, it's never too



late to start. Scatter blue bins in your office for your employees to use. Whether they place their water bottles or soda cans, it can teach them to recycle. This can go a long way

by teaching your employees to incorporate recycling in their daily lives.

**Save Energy** - Even though your electronic is powered off, it's still using electrical power if it's plugged in. In an office it may be challenging to disconnect everything unless all your electronic products are connected into the bar of one surge protector. This can easily help you switch all your electronics off. Not only will this help you save energy but money as well!

**Go Paperless** - Do you really need to print out that report that will most likely end up in the trash by the end of the day? Most of the time, employees print for reference. If you set up a rule in the office for everyone to only print when needed, then your office can save paper! Show your employees alternative ways for them to avoid printing.

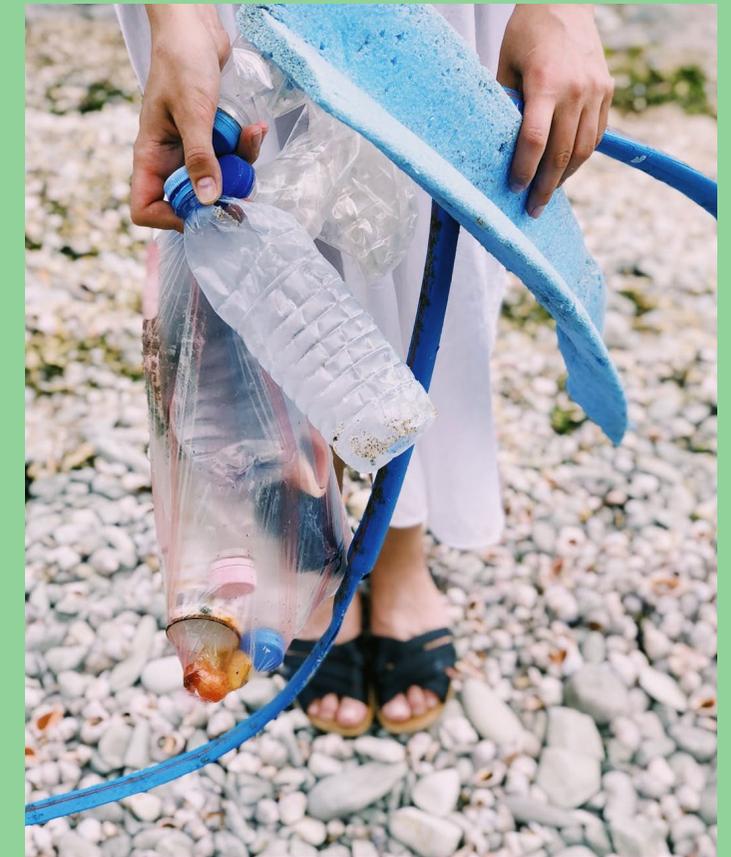
**Desk Plants** - Plants can improve air quality in the office space by offsetting any harsh chemicals released into the air. Great air quality can help prevent illnesses from spreading, therefore less absences from your employees. Plants also make the environment more lively and your employees more happy

to work. Employees can increase creativity and productivity just by having plants in the office!

**Natural Lighting** - Maximize all the natural lighting that enters your building through windows, doors or skylights! Ask yourself - do all these office lights need to be on? If a lot of light comes into the room, save energy by turning off lights you don't need. If your office doesn't have much natural lighting, find out if your office should invest in natural lighting.

**Green Commuting** - Commuting can be tough for many who are affected by high gas prices. Reward your employees that choose to go green when commuting. What does green commuting mean? It means getting to work on a bike, carpool/vanpool, or public transportation. If your employees live really close, promote them to walk to work. In this scenario, you can create a walking challenge, since they'll be helping the environment and improving their quality of life.

So while you're taking part of a movement at your workspace, remember to practice the same values outside of the workplace. By taking part in change, you've become an advocate and speaker for our planet, because a small change makes a big difference.



## WHAT'S YOUR FAVORITE PROMOTIONAL EARTH DAY ITEM?

“Be reminded about the planet we live on with a **CUSTOM EARTH STRESS BALL**. The benefit of this item goes a long way by relieving stress. Not only are you promoting a reminder about earth but also promoting a healthy lifestyle. Having a stress reliever can improve motor skill tasks and be great giveaways for office spaces! ”

**Baltimore Aguilar**  
Customer Care Manager



“One of my favorite things to do in the springtime is plant! Planting is soothing and relaxing and this Earth Day I plan to do a lot more planting! Whether I plant new trees or flowers, I’ll feel accomplished by helping make our planet more green! The **PETITE KIT** is actually a cute item to give away and it also offers different seeds, so you can choose from a variety of plants! ”

**Vivian Meza**  
Customer Outreach Specialist



## WHAT'S YOUR FAVORITE PROMOTIONAL EARTH DAY ITEM?

“ I studied Kinesiology in college, so fitness is something that is very dear to me. My **H2GO HYBRID SPORTS BOTTLE** is my favorite item! Since most green items qualify for Earth Day campaigns, I chose this item! It does promote consumers to use a refillable bottle versus plastic bottles. I've been using this water bottle for some time now and it's still one of my favorites. It's easy to take around anywhere and the carrying strap allows me to be hands-free. If you're going to choose a green item for Earth Day, make sure it has meaning like this sports bottle. ”

**Taylor Cano**  
Resolutions Specialist



“ Be part of the movement on Earth Day and plant something! Watch your seed blossom into a flower. These **POP UP STARTER KITS** can also grow chives, oregano basil, parsley and more! You select the seed option you want! Personally, I love the Forget-Me-Not flowers. The blue color just makes them pop on green grass. I'll be planting these flowers in my garden on Earth Day but also contributing to a local group that helps plant trees in communities lacking economic sustainability! ”

**Jorgina Morales**  
Customer Care



# ECO-FRIENDLY BUNDLES

It's no secret about the buzz in sustainable living. We see it everywhere: automobiles, homes, food, apparel, and so much more! As humans, we've gained awareness on the impact we have on our planet. We've made the changes and adjustments to take better care of our planet.

Now that your office turned green, how can you incorporate the same values in your community?

We've created some eco-friendly bundles for you to promote sustainable living.



**ECONO COTTON TOTE**  
ITEM# 666673

**MINI BLOSSOM KIT**  
ITEM# 748866

**MINI SPIRAL NOTEBOOK**  
ITEM# 654384

**TEMPO 100% RECYCLED PET SLING**  
ITEM# 601064



**BIODEGRADABLE MINI CORN PEN**  
ITEM# 670994

**BAG RECYCLER**  
ITEM# 663524

**NON WOVEN METRO**  
**ENVIRO SHOPPER**  
ITEM# 638513



**ECOSHAPES RECYCLED**  
**DIE CUT NOTEBOOK**  
ITEM# 672292

**ECO/RECYCLED STICKY**  
**NOTE MEMO CASE**  
ITEM# 682824

Spot all 5  
promotional items



Promotional Products, Wh

**ANYP**  
Let's Make Mar



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

YOU'RE  
GETTING  
WARMER

# SHARE YOUR STORY

Every promotional item has a story, whether it's for a trade show, a wedding, an open house, or just a simple giveaway. There's a story and we want to know about it!

This quarter, we're featuring a coffee roastery located in Maine, **Black Ink Coffee**. Since May 5 - 11 is Small Business Week, we wanted to feature a business that represents all the qualities of a small business. Not only that, we also chose the perfect feature for our

"Environmental-Friendly" Issue. According to their website, "*Black Ink Coffee Company encourages a sustainable lifestyle which is why we offer biodegradable products, ensuring the smallest carbon footprint possible. That is why all coffee bags, pods and steeping pouches are 100% eco-friendly.*"

We reached out to Parker Russell to learn more about his story!

## **Why I Started Black Ink?**

*There are three main reasons why I started this business venture,*

*1.) I've always been passionate about coffee. Every memory I have growing up has been filled with the aroma of a fresh cup of coffee. I believe the best conversations are those shared over a cup of coffee and I want people to experience these moments with my coffee. Coffee is also something that people should be buying directly from farmers (fair trade/direct trade) which is one thing that I will be providing.*

*2.) The name and logo stem from something very important to me.... that people should*

*follow their passions. I believe that everyone has the ability to "ink" their own story in life which is why I have incorporated the writer's quill into the logo. I want my coffee to be the catalyst and that morning cup of motivation to follow whatever makes you happy. What better way to achieve this than setting your day off right with Black Ink Coffee?*

*3.) The most important reason is, of course, my recent deployment. When you are deployed,*



*it can get lonely being isolated thousands of miles away with limited contact. You may feel forgotten and you may miss the little things about being home, I sure did. When I saw that local businesses send care packages to deployed troops, it meant the world to me. Not only was I receiving coffee, but I was receiving a taste of home. It was also a reassurance that I wasn't forgotten over there and that some people were thinking of you. At that moment, I knew*

*I wanted to return the favor someday. What better way to do this than start my own coffee roastery?*

**Where I Am At Now?**

*I am in the funding stage of my business and I am doing it through Kickstarter. This is essentially a platform to raise money where backers receive the promised goods after I am up and running. It allows for some of the upfront costs to be covered and allows my followers to receive their rewards once I am operational. I just purchased a \$20,000 roaster so I am excited to receive it and get to work! The next stage is working with potential farmers that I would like to source my beans from. I have a trip to Honduras coming up to meet with my first potential coffee farmer. I will be selling wholesale to local markets, restaurants and businesses, and retail on my website.*

**What's The Future/Long Term Goal?**

*The future goal is to expand into a physical storefront where I can roast and store my supply once the demand grows. I also would love to open at least one cafe in the area, but for now, I am just excited to give back to the local and veteran community. If I can make just one deployed military member feel the way I*

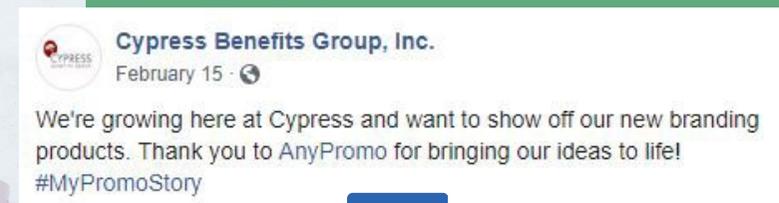
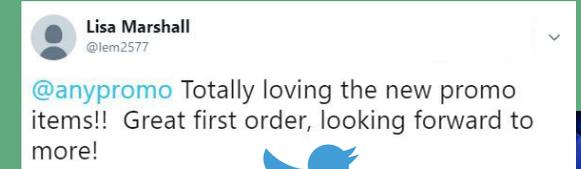
*felt when I received free coffee, I know that I have succeeded! The sky 's the limit with Black Ink and that is what we are all about, creating your own path!*

***WE WANT TO KNOW ABOUT  
YOU AND YOUR BUSINESS.  
LET US SHARE YOUR STORY!***

**SUBMIT MY STORY ▶**



# SHARE YOUR STORY WITH US ON OUR SOCIAL MEDIA!







# CHECK OUT ALL OUR ECO-FRIENDLY ITEMS

[SHOP NOW ▶](#)

## READY TO SHOP?

**Live chat with us  
Monday to Friday  
6:00am-5:30pm PST**

**or**

**Call us toll free  
1-888-726-1889  
Monday to Friday  
6:00am-6:00pm PST**