



GROW YOUR BUSINESS BOOK

Categories, Brands & Target Markets.
YOUR 3-IN-1 GUIDE TO SELLING



GROW YOUR BUSINESS BOOK



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STARTERS

CATEGORIES



DID YOU KNOW... We offer over 300 exclusive products, many designed in-house & launch hundreds of innovative new products each year!

RETHINK YOUR INK



The Elevated Ink Icon indicates Writing Instruments containing one of the following three types of elevated ink:



BIC® Easy-Glide System® Ink offers up to a 35% smoother ink system compared to our standard ballpoint ink systems. It writes with fluid lines and no smearing! BIC® Easy-Glide System® Ink is sold standard in select BIC® pens, and as a free upgrade option in over 50 other popular BIC® Writing Instruments.



Ink Stream Technology™ is an upgraded ink formula at no extra charge. Offers a smooth, consistent write-out.



InstaGlide™ Hybrid Ink is a premium smooth ink blend of gel and medium point ballpoint ink, developed to ensure a sophisticated writing experience.

BIC Graphic guarantees an unparalleled commitment to providing quality, value and performance.



BIC® brand inks undergo a toxicological review by the Duke University Medical Center under the WIMA (Writing Instrument Manufacturers Association) certification program. Duke University bases its review on the guidelines set forth by the CPSC (U.S. Consumer Product Safety Commission). Many of our highlighter and marking inks are also certified by the Art and Creative Materials Institute, Inc. (ACMI) as non-toxic.

Our ink cartridges are analyzed to test shelf life and write-out times.

Components of our cartridges are produced by the highest-quality cartridge manufacturers from all over the world. Points are made of stainless steel, brass or nickel silver. Balls are made of tungsten carbide, which contributes to consistent writing.

Ballpoint —



Gel —



Roller —



Marker —



Highlighter —





CS | BIC® Clic Stic® Pen



TS | BIC® Tri-Stic® Pen



CL | BIC® Clic™ Pen



CSWBMS | BIC® WideBody® Message Pen



RS | BIC® Round Stic® Pen



RSECO | BIC® Ecolutions® Round Stic® Pen
Made with 76% pre-consumer recycled plastic.



Categories



ICLGEL | BIC® Intensity® Clic™ Gel Pen



GR | BIC® Grip Roller Pen



BLG | BIC® Brite Liner® Grip



BPS | BIC® Pencil Solids



IMGG | BIC® Image Grip Pen



ANTH | BIC® Anthem Pen

TOP SELLERS

DID YOU KNOW... 3,000 is the number of impressions promotional writing instruments generate throughout their lifetime.†

Categories



souvenir 55920 | Souvenir® Story Pen

souvenir 55934 | Souvenir® TFW Pen

souvenir 55983 | Souvenir® Fuse Pen

souvenir 55935 | Souvenir® Vibrant Pen

CARAN®ACHE
55961 | Caran D’Ache PopLine Metallic Pen*

CARAN®ACHE
55960 | Caran D’Ache 849 Ballpoint Pen with holder*

TOP SELLERS



Good Value. 55756 | Metallic Cool Grip Stylus Pen



Good Value. 55895 | Jeita Pen



Good Value. 55250 | Ion Pen



Good Value. 55245 Dart Pen



Good Value. 55702 | Jive Pen



55210 | Element Pen



P4A3A50 | BIC® Sticky Note™ 4" x 3"
Adhesive Notepad, 50 Sheet Pad



MPFR1A | BIC® 1/8" Firm Surface
Mouse Pad (7-1/2" x 8-1/2")



✓ **Good Value.**
65068 | Promo Retractable
Badge Holder



✓ **Good Value.**
32170 | Gloss
Paper Folder



✓ **Good Value.**
15928 | Value
Notebook with
Joy Pen



✓ **Good Value.** 30309 | Ultra Clip

DID YOU KNOW... 64% of consumers own promotional desk accessories[‡]

Why Choose BIC® Sticky Note™ Office Products?

ALTERNATING DESIGNS

Perfect for companies with multiple services!

Alternate up to 5 sheet designs in one notepad! Designs will alternate in sequence throughout the entire pad. Due to production process, each pad may begin with a different design. Available on P3A3A25, P3A3A50, P4A3A25, P4A3A50.



LOW QUANTITY COPY CHANGE

Ideal for businesses offering multiple offices or locations!

Receive TOTAL QUANTITY pricing on design changes as low as 50 notepads per design. Available on P4A3A25 and P4A3A50. 5, P3A3A50, P4A3A25, P4A3A50.



CUSTOM PRINTED BACKER SHEET

Brand your notepad front and back by adding a full color backer-sheet!

Random design available on backer sheet (liner of notepad) includes full color artwork. Available on all standard size adhesive notepads. Min: 10,000.



PERSONALIZATION

A personalized gift your customer is sure to appreciate!

Add or one line of copy like each customer's name to your logoed notepad. Available on P3A3A25, P3A3A50, P4A3A25, P4A3A50.



Many of our BIC® Sticky Note™ products are produced right here in the USA - Sleepy Eye, MN to be exact.
This means most of these products to be available in 24 Hours!



At BIC Graphic, we strive to be environmentally friendly. This is why we provide BIC® Ecolutions® Sticky Note™ products for our customers.
This means most BIC® Sticky Note™ products are available in an ECO version that utilizes paper stock containing 30% post-consumer recycled fiber!



Over 100 FREE options that are simple to order with 70+ FREE stock backgrounds and 30+ stock shapes.
This means there is a BIC® Sticky Note™ stock background or shape for every event, occasion or business need!

CALENDARS DEFINED

1 Staple Binding

Staple binding, also called saddle stitching, is an economical choice and ideal for direct mail.

2 Tinning

Tinning is a method of binding by crimping a metal strip along edges of sheets. This provides additional durability for large, heavy-duty commercial calendars.

3 Insert Pages

Place additional pages into your calendar! The extra space is great for company letters, coupons and corporate information.

4 Window Ad

The large ad area and prominent location will be a focal point. Your message will be the center of attention.

5 Backmount

Add additional insight to your message. Select one of over 15 different stock themes including Automotive, Environmental, and Health & Fitness or create your own.

6 Drop Ad

Your logo and contact information will feature prominently all year long. The large ad space will help your message stand out.



7 Personalization

Everyone wants to feel special. Let your customers know they are special by using their name! Discover the power in a name.

8 Add a QR Code

QR Codes are a kind of barcode that can be read by many mobile devices. QR Codes put instant information like special offers or coupons in the palm of your customer's hand.

9 Phantom Overprint

Add impact by including your logo or other special design as a phantom imprint over the date grid.

10 Date Block Overprint

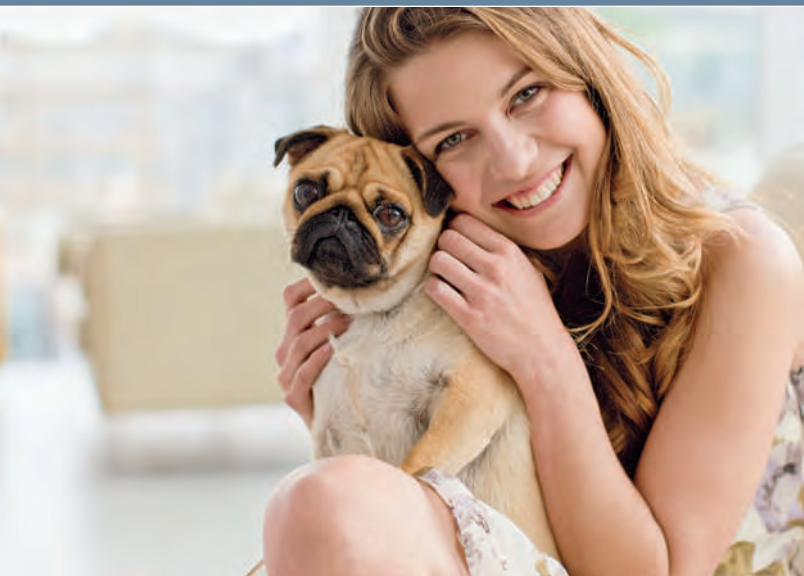
Mark significant dates like holiday closures or corporate history.

11 Spiral & Twin Loop Binding

Single and twin wire binding allows calendars to lay flat and provide a strong and polished finish.

12 Augmented Reality

Combine your calendar with technology. Simply download the Pixaction 2.0 app from your app store, scan the calendar photo and watch the images come to life.



24-hour service on many items. Fast 5 & 8 day standard lead times on most products!

FREE Any one color imprint on many styles.

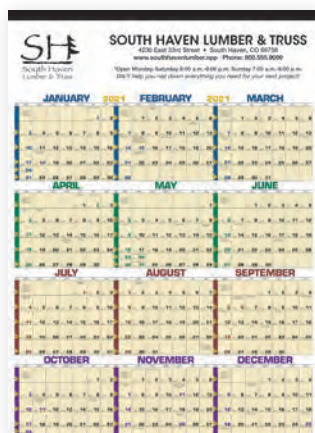
FREE Storage

FREE extra sheets and Insights Backmounts on Triumph® appointment calendars.

FREE Combined quantity pricing on select styles.

FREE Full color imprints on select items. Full color imprinting allows you to print as many colors as you want.

Guaranteed Inventory on over 100 items in stock through December 31.



6251 | Time Management Span-A-Year
(Non-Laminated)



7001 | Landscapes of America
English - Spiral



5323 | 2-Color Stick Up Grid,
English (13-Month)



1732 | National Geographic Photography



4251 | American Splendor Desk



5812 | Flower Desk Calendar



8208 | Monthly Happenings Planner



7252 | Daily History - Stapled



6510 | Multi-Color Desk Pad

DID YOU KNOW... 52% of promo calendars are kept a year or more.†

DRINKWARE *Flair*

Terminology

Having drinkware that is insulated helps to keep your beverages at just the right temperature. Here are some different types of insulation you can expect to find.

BPA-Free: Items that have been successfully tested for compliance with Connecticut's BPA Free Law.

Hot & Cold Hours: Indicates the number of hours a beverage container will maintain liquids hot or cold, based on our quality testing.

Leak-Proof: Does not let any liquid out when completely turned upside down. Perfect for gym, suitcase/bag ready.

Sweat-Proof: Does not show any condensation. Keep your hands dry.

Spill-Resistant: Has a lid mechanism that prevents big spills should the cup tip. Perfect for on the go, travel mug kept in hand or on desk.

Tritan® material: Tritan® from Eastman is a durable clear, BPA-free plastic with a clear glass-like look and feel. It is a durable plastic that retains its color and gloss even after hundreds of dishwasher cycles.

Stainless Steel with Inner Copper: These 2 metals are very efficient together. The combination of both helps to maintain liquids hot or cold longer than regular stainless steel.

Stainless Steel 18/8 Grade: 18% Chromium/8% Nickel, also known as 302 or 304 grade Stainless Steel. Chromium binds oxygen to the surface of the product to protect the iron from oxidation (rust). Nickel enhances the corrosion resistance of stainless steel. The higher the nickel content, the more resistant the stainless steel is to corrosion.

Aluminum: More lightweight than other metals, and looks similar to stainless steel.

PET (Polyethylene Terephthalate):

Most bottles are made from PET plastic. It is used to make many common household items. PET has an excellent level of wear resistance compared to other plastics.

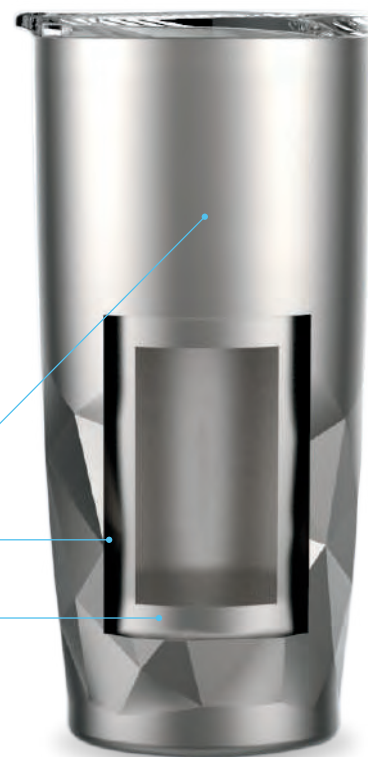
Insulation Information

In many containers, heat or cold finds its way in and out through convection. Containers with vacuum insulation will create an airless space between the walls. This will stop the convection process, which eliminates any change in temperature. This allows for your beverages to remain icy cold or steaming hot longer.

Outer Wall

Vacuum insulation

Inner Wall

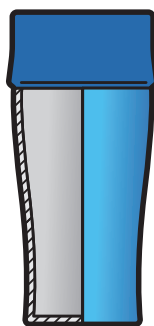


Insulation Guide

Having drinkware that is insulated helps to keep your beverages at just the right temperature. Here are some different types of insulation you can expect to find.



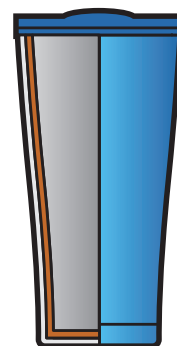
Air Insulation
Air between inner & outer walls.



Foam Insulation
Foam between inner & outer walls.



Vacuum Insulation
No air between inner & outer walls.



Copper Vacuum Insulation
No air between inner & outer walls + copper plated inner wall adds a layer of temperature retention.



koozie™

45081 | Koozie® Collapsible Can Cooler



koozie™

45417C | Koozie® Zip-Up Bottle Cooler



koozie™

46206 | Koozie® Slim Can Cooler



Good Value.

46189 | Dye Sublimation Mug - 11 oz.



Good Value.

45190 | Value Bottle - 21 oz.



Good Value.

46126 | Accent Stainless Travel Tumbler - 16 oz.



Good Value.

46106 | Roamers Vacuum Tumbler - 20 oz.



46113 | Glacial Diamonds Tumbler - 20 oz.



siliPINT™

46238 | Silipint™ Straight Up Pint Glass - 16 oz.

DID YOU KNOW... 1,400 is the number of impressions promotional drinkware generates throughout its lifetime.‡



46173 | Koozie® Triple Vacuum Tumbler - 13 oz.



46177 | Koozie® Hartwell Vacuum Tumbler- 16 oz.



46176 | Koozie® Camron Double Wall Tumbler- 20 oz.



46087 | Koozie® Bottle Opener Can/Bottle Cooler



46188 | Wine Vacuum Tumbler - 13 oz.



45207 | Stainless Steel Trip Mug - 17 oz.



45112 | Insulated Mug - 22 oz.



46244 | Tervis® Classic Tumbler - 16 oz.



46253 | Tervis® Stainless Steel Sport Bottle - 24 oz.

ALL ABOUT OUR BAGS

Materials



Denier Polyester

Resistant to stretching, shrinking and pilling: 210D, 420D, 600D



1680D

Resists abrasion and tearing



RipStop

Used for yacht sails, hot air balloons, kites and parachutes



Nylon

Highly resilient



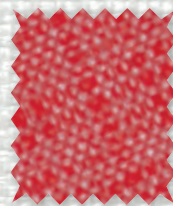
Tarpaulin

Tarp material - water resistant material



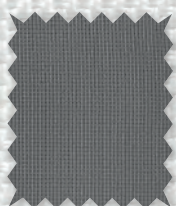
Neoprene

Flexibility over a wide temperature range



Non-Woven

Often used as shoe covers.



Microfiber

Known for softness, durability and absorption



Microfiber

Known for softness, durability and absorption



Cotton

Different weights - varies the thickness 5 oz.-16 oz.



Canvas

Made from cotton, linen or hemp



Recycled pet

Recycled plastics spun into thread or yarn



Cotton Duck Cloth

Heavy, plain cotton fabric



Jute

Fibers spun into coarse, strong strands

BIC Graphic Bag Stats

Measuring our Bags



Exclusive Bags...

OVER
190



Full Color
Imprinting Option...

OVER
240



Good Value®

OVER
80





45036 | Koozie® Six-Pack Cooler



16017 | Koozie® Olympus Cooler Tote.



45624 | Grocery Tote



15039 | Drawstring Backpack



AP8400 | TransPort It Tote



AP5040 | On the Move Backpack



15090 | Medium Snap Tote



15807 | KAPSTON® Pierce Backpack



16070 | Osprey® Daylite Plus*

DID YOU KNOW... Promotional bags are kept an average of 11 months!‡



koozie
15936 | Koozie® Sport
20-Can Cooler



koozie
15845 | Koozie® Lunch-Time
Cooler Tote



Good Value.
16007 | Two-Tone Utility Tote



Good Value.
15846 | Simple Snap Tote



ATCHISON®
AP3200 | A Step Ahead Messenger



ATCHISON®
AP8012 | Annie Tote



ATCHISON®
AP5004 | PeeWee Backpack



KAPSTON®
15955 | KAPSTON® Natisino
Backpack



KAPSTON®
15806 | KAPSTON® Pierce Briefcase

‡According to a Global Advertising Specialties Study 2019 Edition
Koozie® is a registered trademark of BIC Graphic.

APPAREL TERMS



YARN & FIBER TERMS

CARDED YARN (KP)

A cotton yarn which has gone through a cleaning process which leaves a wide range of fiber lengths. Carded yarns are not as uniform as combed yarns.

COMBED YARN (CP)

A cotton yarn which contains straighter and longer fibers for better uniformity and strength. An additional “combing” step is conducted on carded yarn to extract foreign matter and fibers shorter than 1 1/8". This results in a more uniform and smoother yarn.

COTTON

A natural fiber that grows in the seed pod of a cotton plant. Fibers are typically 1/2 inch to 2 inches long. The longest staple fibers produce the highest quality cotton fabrics.

NYLON

A manufactured fiber, known for its strength and excellent resilience. Nylon has superior abrasion resistance and high flexibility.

OPEN END SPUN (OE)

Created through a spinning process that blows cotton fibers into a rapidly spinning turbine that wraps the fibers around themselves. OE Yarn is spun at exceptionally higher speeds than Ring Spun yarns which results in a lower cost yarn.

ORGANIC COTTON

Cotton that is grown without the use of toxic pesticides and synthetic fertilizers.

PIMA COTTON

A premium cotton that has very fine, strong, and long fibers which makes for a superior fabric with lustrous appearance and soft hand.

POLYESTER

A manufactured fiber introduced in the early 1950's, having high strength, excellent resiliency, high abrasion resistance and rapid drying.

RECYCLED POLYESTER (PET)

PET is the abbreviated name for Polyethylene Terephthalate, the polymer used to create plastic soda bottles. Recycled soda bottles can be processed and converted into polyester fibers that are knit into apparel fabrics.

RING SPUN (RS)

Created through a process of spinning that continuously twists and elongates the cotton fibers into a single strand of yarn. Ring spun process yields a noticeably softer, stronger and more durable cotton yarn that is primarily used in premium apparel.

SPANDEX

A manufactured elastomeric fiber that can be repeatedly stretched without breaking and still recover to its original length.

YARN COUNT

Often referred to as “Singles”. The number of “hanks” of yarn it takes to create 1 pound of yarn. One hank is about 840 yards long. If it takes 30 hanks to create 1 pound of yarn, then a single yarn from this would be read as 30/1(thirty singles). The higher the yarn count, the finer the yarn. For example, a 30/1 yarn is a finer yarn than a 20/1 yarn. A finer yarn typically produces a tighter stitch density and a lighter weight fabric.





CT3012 | Champion® Men's Textured Solid Polo*



CB1012 | Champion® Packable* Jacket



G7329 | Gear for Sports® Women's Mia V-Neck Tee*



G3145 | Gear for Sports® Seaport 1/4 Zip*



GDH450 | ComfortWash™ by Hanes Garment Dyed Hoodie Fleece*



A5050 | Alternative® The Keeper Tee*



A9575 | Alternative® The Champ Sweatshirt*



4200 | Hanes® X-Temp® Short Sleeve Crew T-Shirt*



P650 | Hanes® EcoSmart® Fleece Pant*

DID YOU KNOW... 63% of consumers keep their promo T-shirts for over a year, 47% keep them for 2 years or longer.‡

* Not available in Canada.

‡ According to a Global Advertising Specialties Study 2019 Edition

Categories



15787 | Koozie® Adventure Dry Sack 10L



26006 | Collapsible Pet Bowl



26050 | Cool Vibes Dark Lenses Sunglasses



41082 | Outdoor First Aid Kit



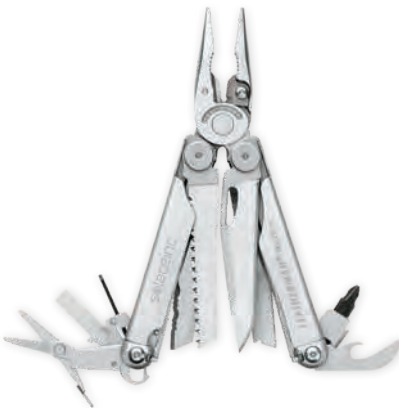
21217 | 8 Function Tool with Carabiner



26103 | Roll-up Blanket



26059 | O2COOL® Large Deluxe Misting Fan



21263 | Leatherman® WAVE®+*



26150 | Peerless Umbrella Classic Folding

TOP SELLERS

DID YOU KNOW... 58% of consumers report that the quality of the umbrella is the number one reason they keep it.†

* Not available in Canada.
Koozie® is a registered trademark of BIC Graphic.

Categories



koozie
26124 | Koozie® Kamp
5-piece BBQ Set



koozie
26126 | Koozie® Kamp
2 Person Tent



Good Value.
45009 | Captain's Chair



Good Value.
10037 | 9-1/4" Flyer



Good Value.
45413 | Front Runner Cap



peerless
26164 | Peerless Umbrella Lil Windy



26166 | Men's Hanes® White T-shirt & Retro
Sunglass with Full Color*



CAPAMERICA®
26184 | Cap America Camouflage
Structured Panel Cap*



45758 | Modern Stadium Seat

TOP SELLERS

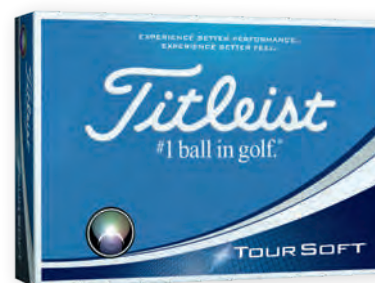
* Not available in Canada.
‡According to a Global Advertising Specialties Study 2019 Edition
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61181 | Koozie® Golf Back Nine Cooler



62447 | Rugged 7-in-1 Golf Tool



62458 | Titleist® Tour Soft Std Serv*



61281 | FootJoy® Q-Mark® Custom Leather Glove*



62488 | Zero Friction® Supertubes® Custom Ball & Glove



62165 | Pillow Pack- Callaway® Warbird 2.0



61170 | Golf Tri-Fold Towel



26152 | Peerless Umbrella The Open



61986 | Poker Chip Ball Marker

DID YOU KNOW... Promotional products are the most highly regarded form of advertising.‡



41123 | Reef-Friendly SPF-30 Sunscreen Lotion Pocket Pack*



41024 | SPF-15 Lip Balm*



41105 | Massage Ball Set



41019C | .5 oz. Hand Sanitizer with Leash - Scented*



40083 | Original Colored Dispenser w/Custom White Bandages



UNIVERSAL SOURCE*

65221 | Silicone Awareness Wrist Band



HOMEDICS®

41088 | Homedics® Personal Portable Aroma Diffuser



40263 | Colored Stress Ball



41096 | Yoga Mat with Shoulder Strap

Categories

TOP SELLERS

DID YOU KNOW... Quality and utility are why people keep promotional items.‡

* Not available in Canada.

‡According to a Global Advertising Specialties Study 2019 Edition

technology safety and terminology information

We operate with product safety and compliance standards that we stand behind, so you can feel confident.



UL CERTIFICATION MARK
Identifies products that have passed the applicable UL testing standard and that are part of UL's Follow-Up Service.



UL RECOGNIZED COMPONENT MARK
Lithium battery is recognized under the UL Component Recognition Program. Lithium battery has passed UL 1642 testing.



UL LISTED MARK
The UL Listed mark identifies products manufactured under UL's Listing and Follow-Up Service.



BLUETOOTH®
Identifies products that have been fully qualified and declared through the Bluetooth Qualification Process.



FCC DECLARATION OF CONFORMITY / FCC LABEL / FCC MARK
A certification mark employed on electronic products manufactured or sold in the United States which certifies that the electromagnetic interference from the device is under limits approved by the Federal Communications Commission.



ETL MARK
The ETL Listed Mark demonstrates compliance to the requirements of product safety standards, as determined through independent testing and periodic follow up inspections.



Qi CERTIFIED
Identifies Qi Certified wireless products that have been tested to verify that the product does not induce voltages that can potentially damage these products.

SAFETY AND COMPLIANCE

UN38.3

Nearly all lithium batteries are required to pass Section 38.3 of the UN Manual of Tests and Criteria to ensure the safety of lithium batteries during shipment.

SDS

Safety Data Sheet (SDS) is a document that contains information on the potential health effects of exposure to chemicals, or other potentially dangerous substances, and on safe working procedures when handling chemical products.



32279 | Pillar Light-Up Bluetooth® Speaker



32309 | 8ft Dual Charging Cable with USB-C



32029 | Arnold Aluminum Power Bank 8000 mAh



myCharge™

32327 | myCharge® Home & Go 4000 mAh



JAM™

32128 | Jam® Live True Bluetooth® Earbuds



MARLEY

32300 | House of Marley® No Bounds Portable Bluetooth® Speaker



32276 | Light-Up Logo USB Hub and Mobile Stand



31680 | 4 GB Folding USB 2.0 Flash Drive



32191 | Wireless Charging Phone Stand

DID YOU KNOW... 43% of consumers keep a promo USB drive for 2 years or longer.†



21255 | Koozie® Kamp Knife with LED Flashlight



21214 | 3-in-1 COB Emergency Tool



21257 | Retro Plastic Keylight



65073 | Anodized Carabiner 8mm



21180 | Wrist Strap Key Holder



21207 | Mini Aluminum COB Flashlight



21068 | Flashlight with Lantern



21131 | Leatherman® Freestyle®*



20335 | House Tag Keyholder

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



Koozie® Square Food Container



51032 | Delight Silicone Straw in Box with Keychain



65240 | Aluminum Bottle Opener



10030 | Oval Panel Rain Cone



10027 | Lil' Chizler



51013 | Bottle Opener Coaster



51029 | Metal Straw in Pouch



45644 | Cool Gear® Lunch To Go



45647 | Circle Jar Opener

Categories

TOP SELLERS

DID YOU KNOW... The Average household in the United States owns an average of 30 promotional items[‡]

[‡]According to a Global Advertising Specialties Study 2019 Edition
Koozie® is a registered trademark of BIC Graphic.



JAFFA.
COLLECTION
25035 | Round Brass
Coaster



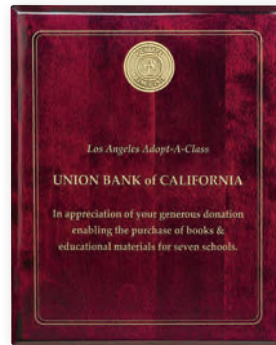
JAFFA.
COLLECTION
36802 | Acrylic Wedge - Large



JAFFA.
COLLECTION
36680 | Square Acrylic
Paperweight



JAFFA.
COLLECTION
36739 | Laurel Wreath
Medal



JAFFA.
COLLECTION
25120 | Rosewood
Plaque 8" x 10"



JAFFA.
COLLECTION
35227 | Starfire Echo
Award - Large



JAFFA.
COLLECTION
35386 | Barclay
Obelisk



JAFFA.
COLLECTION
36692 | Radiant Orbit
Award - Medium



36567 | Mova® Globe

DID YOU KNOW... 70% of HR professionals indicate that their organization recognizes milestones and service anniversaries[‡]




BRANDS



A trusted leader in the promotional products industry for 50 years, people around the globe recognize the iconic BIC® brand. Each BIC® product has at its core our values of innovation, simplicity, and reliability. You can count on us to deliver BIC® products that work every time, everywhere. And with fresh designs, unending color options, and cutting-edge customization techniques, there are countless ways to express your brand's exceptional personality.

Brands




 CSWB | BIC® WideBody® Pen



 CLG | BIC® Clic™ Gold Pen




 IMGSTY | BIC® Image Stylus Pen



 DCWBCG | BIC® Digital WideBody® Color Grip Pen



 TWP | BIC® Pivo® Pen



 CSECO | BIC® Ecolutions® Clic Stic® Pen
Made with 65% pre-consumer recycled plastic.



 EMBC | BIC® Emblem Color Pen



 LYRIC | BIC® Lyric Pen



 RSI | BIC® Round Stic® Ice Pen



P4A3A25 | BIC® Sticky Note™ 4" x 3"
Adhesive Notepad, 25 Sheet Pad



NS5A7A25 | BIC® Sticky Note™ 5" x 7"
Non-Adhesive Scratch Pad, 25 Sheet Pad



SNC3B | BIC® 3" x 3" x 1-1/2"
Adhesive Cube



NS4A6A25ECO
BIC® Ecolutions®
4" x 6"
Non-Adhesive
Scratch Pad,
25 Sheet Pad



MGBC20 | BIC® 20 Mil 4-Color Process
Business Card Magnet



MGSSM20
BIC® 20 Mil
Medium Stock
Shape Magnet



MPP50 | BIC® Paper Mouse Pad
50 Sheets



MPC1A | BIC® 1/8" Fabric Surface Custom
Shape Mouse Pad (7-1/2" x 8-1/2")



MP1A | BIC® 1/8" Fabric Surface Mouse
Pad (7-1/2" x 8-1/2")

Why BIC®

reliability

Writes First Time Every Time!® Simple, inventive and reliable choices for everyone, everywhere, every time.

availability

Hundreds of BIC® items are always in stock. Largest assortment of pens that are assembled in the USA.

recognition

Associate your company, logo, or event with the iconic BIC® brand recognized worldwide.

a trusted leader

For 50 years, BIC® has created affordable products made to last.




The Souvenir® brand tells modern stories with a fresh and imaginative twist. Designed to fit your unique style, Souvenir® writing instruments are the perfect choice to record special moments, memories, and ideas. Use the power of Souvenir® quality to effortlessly showcase your distinctive brand. It's your personality on paper, it's your story™.

Brands




 souvenir 55971 | Souvenir® Jager Stylus Pen




 souvenir 55970 | Souvenir® Jager Pen



 souvenir 55988 | Souvenir® Lark Highlighter




 souvenir 55945 | Souvenir® Armor Pen



 souvenir 55944 | Souvenir® Tux Pen



 souvenir 55936 | Souvenir® Electric Pen



 souvenir 55938 | Souvenir® Story Stylus Pen




 souvenir 55939 | Souvenir® Motive Pen



 souvenir 55941 | Souvenir® Sol Pen



 16092 | Souvenir® Journal with TFW pen



 16093 | Souvenir® Journal with Motive pen



 16094 | Souvenir® Journal with Story Pen



 32376 | Souvenir® Stationery Set with Motive pen

Brands

Why Souvenir®

distinction

Designed exclusively in-house with elevated features to ensure your message stands out from the crowd.

ink technology

Nearly 60 years of supplying quality pens demonstrated by advanced ink technology for exceptionally smooth write-out.

innovation

Unique shapes, styles and textures backed by more than a century of progress in promotional writing instruments.

brand

Details that celebrate the history and showcase the future of the Souvenir® brand.



Whether your next adventure is a relaxing day by the beach or an afternoon of hiking, Koozie® branded products have you covered. Our can coolers are made with top-quality watertight construction to keep your beverages cold longer. Our latest expansion into tumblers was a natural evolution for our Koozie® brand and are sure to help keep you hydrated on the go!

Brands



46178 | Koozie® Hartwell Vacuum Tumbler - 20 oz.



46173 | Koozie® Triple Vacuum Tumbler - 13 oz.



46206 | Koozie® Slim Can Cooler



45448 | Koozie® britePix® Can Cooler



15937 | Koozie® Wanderer 25L Daypack



16002 | Koozie® Olympus Cooler Backpack



45036 | Koozie® Six-Pack Cooler



45773 | Koozie® Zippered Insulated Grocery Tote



15788 | Koozie® Clean Edge Cooler



45443 | Koozie® Picnic Basket



26097 | Koozie® Backpack
Cooler Chair



26104 | Koozie® Field Blanket



26121 | Koozie® Kamp Chair



26021 | Koozie® Portable BBQ with
Cooler Bag



26127 | Koozie® Kamp Hammock



26120 | Koozie® Two-Tone Beanie



26101 | Koozie® Kamp Utensil Set



26125 | Koozie® Kamp
20° Sleeping Bag

Brands

Why Koozie®

authentic

The Koozie® name lets you know you're getting a quality product from a brand with decades of trusted history.

exclusive

Many Koozie® products are designed exclusively in-house.

capacity

We assemble and decorate thousands of can coolers every day.

exceptional

Koozie® drinkware features modern styling, superior insulation & full color imprints on select items.



The KAPSTON® brand is comprised of lifestyle bag collections, all crafted with durable materials and distinctive details. The Stratford assortment is designed for the discerning business traveler. Young professionals will reach for the Pierce collection. The San Marco collection is perfect for the tailored trendsetter. Those looking for both function and style will appreciate the comfortable appeal of the Jaxon line. The Natisino Collection is stylish and distinguished with a vintage appeal.



15956 | KAPSTON® Natisino Tote



15955 | KAPSTON® Natisino Backpack



16082 | KAPSTON® San Marco Duffel



15932 | KAPSTON® Pierce Tote-Pack



16045 | KAPSTON® Jaxon Fanny Pack



15861 | KAPSTON® Jaxon Backpack



15805 | KAPSTON® Pierce E-messenger



15854 | KAPSTON® Stratford Business Briefcase



15852 | KAPSTON® Stratford 4-Wheeled 22" Carry-On



 KAPSTON®

16020 | KAPSTON® Pierce Padfolio



 KAPSTON®

16018 | KAPSTON® Pierce Journal



 KAPSTON®

16021 | KAPSTON® Natisino Journal



 KAPSTON®

16019 | KAPSTON® Stratford Padfolio



 KAPSTON®

15979 | KAPSTON® Natisino Zippered Padfolio



 KAPSTON®

16077 | KAPSTON® Jaxon Journal



 KAPSTON®

16130 | KAPSTON® Jaxon Tech Organizer



 KAPSTON®

32381 | KAPSTON® Natisino Desktop Tray



 KAPSTON®

16053 | KAPSTON® Pierce Passport Wallet

Brands

Why KAPSTON®

function

Those looking for both function and style will appreciate the comfortable appeal of the Jaxon line.

stylish

The Natisino collection is stylish and distinguished with a vintage appeal.

modern

Young professionals will reach for the modern Pierce collection.

premium

The Stratford assortment is designed for the discerning business traveler

ATCHISON®

The Atchison® brand has over a century-long history of delivering chic and trendy bags—from fashion totes to contemporary backpacks and everything in between. Our durable construction holds up to every aspect of your on-the-go lifestyle. The Atchison® brand is an edge above.

Exclusive designs and long-standing industry recognition with a wide assortment in varying price points to reach a larger audience.

Brands



ATCHISON®

AP7600 | The Big Chill Cooler



ATCHISON®

AP7470 | Icy Bright Cooler Tote



ATCHISON®

AP5080 | Cutie Patootie Slingpack



ATCHISON®

AP6003 | Skipper Cotton Duffel



ATCHISON®

AP8018 | Two-Pocket Fashion Tote



ATCHISON®

AP4640 | McCarthy Jr. Writing Pad



ATCHISON®

AP4002 | Color Curve Padfolio



ATCHISON®

AP5325 | Multi-Function Backpack



ATCHISON®

AP9950 | Plaza Meridian Garment Bag



Peerless is a third generation, family-owned business that has become the undeniable leader in the umbrella category, winning the ASI Distributor Choice award for best umbrella company 13 years in a row! We pride ourselves on our core values, quality and customer service. We are a true umbrella company and that's what sets us apart!



We're inspired by and celebrate the desire to explore life with curiosity and passion. We don't believe that adventure is accessible to few, it's open to everyone and is found anywhere you have the willingness to look. Some find it summiting lofty peaks, others find it on their children's earliest adventures, on their parent's back.



26147 | Peerless Umbrella
The Rebel



26155 | Peerless Umbrella Stick



26145 | Peerless Umbrella
The Revolution



16084 | Osprey® Daylite Sling*



16086 | Osprey® Transporter
Wheeled Duffel 40*



16069 | Osprey® Daylite*

* Not available in Canada.



Family owned and operated since 1985, it has always been our mission to provide

quality headwear to the world. We strive to make the purchase of headwear a confident and easy experience and are dedicated to providing the best retail-inspired headwear products in the industry.

GRILLIGHT®

Grilllight's Premium Grill Accessories were developed to stand out from the crowd, while providing a

necessary solution to common grilling issues. Now you can stand out to customers and employees with these unique and memorable gifts. Add a personal touch with custom engraving and embroidery.

Brands



CAP AMERICA®

26189 | Cap America Flag Mesh Back Cap*



CAP AMERICA®

26191 | Cap America Relaxed Sports Cap*



CAP AMERICA®

26185 | Cap America Sports Performance Cap*



CAP AMERICA®

26187 | Cap America Two-Toned Mesh Back Cap*



GRILLIGHT™

26134 | GRILLIGHT™ Deluxe 2 Piece LED Tool Set



GRILLIGHT™

26135 | GRILLIGHT™ Magnetic Apron



Mossy Oak's camouflage patterns are unparalleled.

Hunters appreciate the expertise behind this signature design both when seeking concealment and in everyday life as a way to express their passion for the outdoors.



Realtree is known for its realistic camouflage patterns.

Not only do they have a camo pattern for every hunting situation, Realtree also produces a series of fashion-colored camo for going out on the town.



Tim Leatherman built his first multi-purpose tool in Portland, Oregon in 1983. Today, the Leatherman® brand is synonymous with quality craftsmanship and innovation.



45009C | Mossy Oak® Captain's Chair



65324 | Mossy Oak® Camouflage Mini Aluminum LED Flashlight



46049 | Koozie® Mossy Oak® britePix® Can Cooler



26189 | Cap America Flag Mesh Back Cap*



21264 | Leatherman® CRUNCH®*



21143 | Leatherman® Wingman®*

* Not available in Canada.



The Good Value™ brand is the best choice when you're seeking a cost-effective solution but don't want to sacrifice quality. BIC Graphic offers a surprisingly broad selection of industry top-sellers at practical price points. And since we frequently add new products, styles, and options, you will easily find just the right promotional item to meet your needs and budget.



45413 | Front Runner Cap



7232 | National Day - Stapled



55897 | Cali Stylus Pen



46188 | Wine Vacuum Tumbler - 13 oz.



15902 | Two-Tone Sport Duffel



15963 | Non-Woven Vertical Drawstring



26039 | Neon Fanny Pack



31944 | Memo Tape Dispenser



31321 | Message Clipboard



21110 | Mini Double Ring Tire Pressure Gauge



32170 | Gloss Paper Folder



32286 | Desktop Toss Game



32184 | Let the Beat Rock Bluetooth® Speaker



21205 | COB Headlamp



15763 | Clear Backpack

Brands



7001 | Landscapes of America English - Spiral



30310 | Billboard Clip



20288 | 4" x 6" Magnetic Acrylic Frame

Why Good Value®

selection

BIC Graphic offers a broad range of industry top-sellers and we are always adding new products, styles and options.

choice

From durable magnets to affordable calendars - our wide variety of products can answer your customer's demand.

quality

Quality you will value. Unique materials and features based on the latest retail trends you will appreciate.

price point

You will easily find the right promotional item to fit your budget.

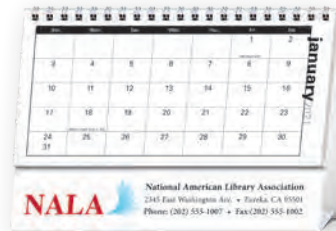


Whether a calendar incorporates a traditional design, a dimensional shape, or a technology-enhanced image, BIC Graphic always delivers on the Triumph® branded quality that has been its hallmark for over 50 years. In fact, the Triumph® brand has been awarded with sixteen consecutive Distributor Choice Awards. With a mass market appeal and year-round exposure, Triumph® Calendars impact every day.

Brands



5808 | Suspension Calendar



5210 | Your Name Here™ Desk Calendar



2302 | American Splendor



8090 | Weekly Organizer



5811 | Everlasting Desk Calendar



6433 | Red Apron Calendar



1505 | DIY Projects



4306 | Curved Memo Desk



4259 | Puppies & Kittens Desk



6252 | Time Management Span-A-Year
(Laminated w/Marker)



8150 | Monthly Planner



4101 | Recipe Pocket



6702 | Scenic Almanac



5320 | 3-Month View
Stick Up Grid



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



8107 | Monthly Weekly Planner with
Clear Pocket



5825 | Puzzle Block Calendar



1705 | Forces of Nature

Why Triumph®

assortment

We offer the broadest calendar selection in the promotional products industry.

inventory

Industry's largest assortment of items guaranteed to be in stock through the end of the year.

award winning

The Triumph® brand has been awarded with sixteen consecutive Distributor Choice Awards.

specialists

We specialize in custom and coop program management.



From crystal, plaques and trophies to high-quality acrylics and one-of-a-kind art glass pieces, our extensive line offers a diverse range of elegant products, created with distinguished designs and unique decoration techniques at every price point.

The JAFFA® awards collection has earned the vote for #1 supplier of awards and recognition products for 13 years in a row!

Brands



JAFFA.
COLLECTION
36679 | Oval Acrylic
Paperweight



JAFFA.
COLLECTION
25036 | Round Brushed
Zinc Coaster



JAFFA.
COLLECTION
36694 | Radiant Leather
Coaster



JAFFA.
COLLECTION
36870 | Dual Blue Award



JAFFA.
COLLECTION
36877 | Sky Scraper Award



JAFFA.
COLLECTION
36678 | Acrylic Plaque



JAFFA.
COLLECTION
36422 | Orbit - Medium



JAFFA.
COLLECTION
36622 | Enterprise Octagon
Award



JAFFA.
COLLECTION
36679 | Oval Acrylic Paperweight



Founded in 1958, the Mario Cioni crystal factory is located in Tuscany, Italy, the heart of art and culture. Comprised of the purest crystal, an exclusive formula for hand-blown and hand-cut objects, Mario Cioni designs are the embodiment of taste and Italian style.



Pino Signoretto is a leading figure in Murano, Italy, having trained and worked with several great masters. As a portraitist, nature lover and figurative artist, he has worked in many materials, but remains committed to glass, which he calls "the love of my life."



The SWAROVSKI® brand is synonymous with genuine crystal. SWAROVSKI® crystal is produced at the company's production plant in Wattens, Austria. The "Crystals from SWAROVSKI®" label, serves as a certificate of authenticity.



35023 | Odyssey Award



35475 | High Tech Award on Black Glass Base - Large



35040 | Medici Clear Crystal Trophy



35621 | Eagle Award with 4" Lighted Pedestal



36649 | Perfection Award - Small



36847 | Shooting Star



GEAR FOR SPORTS

has established a tradition of providing value-oriented, innovative lifestyle

apparel. Whether signifying memories of journeys to faraway places or symbolizing one's pride for their alma mater, no one has done it better than GEAR FOR SPORTS.

COMFORTWASH[™]

from the makers of Hanes

Welcome to ComfortWash. A fresh take on garment dyed tees and fleece with a focus on softness, color and printability. We've combined the most popular retail styles and colors with the vintage, lived-in look that the whole world loves. No one says your name like ours.



ALTERNATIVE.

Since 1995, Alternative Apparel has set out to re-create the soft, lived-in look and feel of your favorite vintage tee. Innovating from thread to finish, our assortment includes timeless, authentically worn-in styles that people want to wear today and tomorrow.



G1092 | Gear for Sports® Big Cotton Crew*



G1357 | Gear for Sports® Soft Tee*



GDH250 | ComfortWash™ by Hanes Garment Dyed Long Sleeve w/Pocket*



GDH450 | ComfortWash™ by Hanes Garment Dyed Hoodie Fleece*



ALTERNATIVE.

A9575 | Alternative® The Champ Sweatshirt*



ALTERNATIVE.

A1940 | Alternative® Eco Ideal Tee*



Established in Rochester, New York in 1919, the Champion® brand has

a unique heritage as an originator and innovator of men's and women's athletic apparel. Champion has pioneered some of the most important innovations in the category. The brand has an authentic sports heritage and is still at the forefront of technical innovation and style.



Hanes has been keeping families comfortable since 1901 as America's #1 basic apparel brand. In fact, 9 out of 10 households in the U.S. trust the Hanes®

brand to deliver quality clothing with innovative technology that is designed for all day comfort. From introducing the first T-shirt designed for imprinting to collaborations with some of the biggest names in fashion, Hanes is a legendary brand that builds brand equity.



CT1028 | Champion® Men's Athletic Short Sleeve Tee*



CB1018 | Champion® Victory Jacket*



CT3012 | Champion® Men's Textured Solid Polo*



P180 | Hanes® EcoSmart® Full Zip Hood*



5280 | Hanes® ComfortSoft® Short Sleeve Crew T-Shirt*



480W | Hanes® Women's Cool DRI® Short Sleeve Polo*

* Not available in Canada.



Tervis has over 70 years of heritage with a variety of American-made products in sizes, shapes and

designs that boast a unique combination of performance and personality. Still family-owned and operated, they offer drinkware that encourages the everyday celebration of all of life's moments.

Quench[™]
HYDRATION PRODUCTS



From early morning runs, to the bustle of the office, or taking the kids to a soccer game, your life looks a little

different each day. That's why Quench crafts exceptionally high quality products that are built to last, and created to be as unique as you are and to go with you wherever your life takes you. Quench Hydration: Drink life to the fullest!™

Brands



tervis

46250 | Tervis® Stainless Steel Tumbler - 20 oz.



tervis

46251 | Tervis® Stainless Steel Tumbler - 30 oz.



tervis

46248 | Tervis® Classic Sport Bottle - 24 oz.



tervis

46246 | Tervis® Classic Tumbler - 24 oz



tervis

46254 | Tervis® Stainless Steel Sport Bottle - 24 oz.



Quench[™]
HYDRATION PRODUCTS

46071 | Quench™ Grand Journey Tumbler - 24 oz.



Silipint's mission is to live out loud, inspiring simplicity, creativity, proficiency and fun with every relationship. Silipint® products are an environmentally conscious

drinkware option because of the abundant, non-petroleum based materials that Silipints are made from. They are also reusable and reduce waste.



For the true individuals and those who don't just settle for something common off-the-shelf, the MyBevi® brand means drinking

life to the fullest. Whether it's a robust Italian roast coffee, a refreshing fruit infusion, or good old H2O, our products are as unique as your tastes. Fit for your life, made in your style, filled with what makes you, you— that's MyBevi.

Brands



46238 | Silipint™ Straight Up Pint Glass - 16 oz.



46288 | Silipint™ Travel Lid



46287 | Silipint™ Straw



46261 | mybevi® Classic Premium Tumbler - 26 oz



46260 | mybevi® Brute Premium Tumbler - 26 oz.

HoMedics®

The HoMedics® brand is about creating a healthy home environment that helps you relax your body, de-stress, and simplify your life. Originally founded in 1987 by entrepreneurs Ron Ferber and Alon Kaufman, HoMedics is widely recognized for its home massage products, and continues to be a leading innovator in massage technology today.



HoMedics®

41043 | HoMedics® Portable Ultrasonic Humidifier



HoMedics®

41093 | HoMedics® Thera-P Total Body Massager



HoMedics®

41052 | HoMedics® Portable Sound Spa



HoMedics®

41088 | HoMedics® Personal Portable Aroma Diffuser



The House of Marley® is built on the principles of superior quality, earth-friendliness and a commitment to global charitable causes.

JAM® offers an extensive assortment of sound products created to help you enjoy your music and your style while on the move.



32116 | House of Marley® Get Together™ Bluetooth® Speaker



32270 | Jam® Chill Out Bluetooth® Speaker

Brands



At the heart of HyperGear®'s mission is the fostering of world-class creativity by delivering unmatched fashion and lifestyle accessories.

myCharge® offers the ultimate portable power solutions. Their innovative products, with built-in charging cords, make any on-the-go lifestyle easier.



32364 | Hypergear® Quad USB Car Adapter



32320 | myCharge® RAZORXTRA 12000 mAh

xoopar™

Xoopar was created with a passion to combine hi-tech and fashion under the motto "Joy in Technology".



xoopar™

32202 | Xoopar® Bluetooth® Sound Block Speaker

COBY®

For decades, the COBY® name has been trusted to deliver cutting-edge audio with consumer-friendly value.



COBY™

32331 | COBY® True Wireless Earbuds

naztech™

Since 1995, Naztech Technologies has provided distinctive lines of leading-edge consumer technology products.



naztech™

31974 | Naztech® Dual USB Wall Charger, 5V 3.4A

HMDX

For over 20 years, HMDX has been a leader in sound products. Their portable speakers make it easy to take your music with you, wherever you might roam.



HMDX

32129 | Jamoji® Too Cool Bluetooth® Speaker

-K SKROSS™
ADAPT TO THE WORLD

The SKROSS® range of products has been continuously developed and extended to include travel adapters, USB chargers, cables and power banks, all of which offer unbeatable mobile power solutions.



-K SKROSS™
ADAPT TO THE WORLD

32233 | SKROSS® Pro Light - World

chargeworx®

Chargeworx has the perfect fit. It's time to ditch the one-size mentality and find what works for you.



chargeworx®

32318 | Chargeworx® Waterproof Smartphone Sleeve

Titleist®

ZERO FRICTION™

Wilson®

For the past thirty years, the majority of golf professionals on the PGA TOUR use Titleist® golf balls. They are preferred more than all other brands combined.



Titleist®

60713 | Titleist® Pro V1® Golf Ball
Std Serv

Founded in 2001 with the primary goal of offering high quality, performance products with innovative technological advancements.



ZERO FRICTION™

62496 | Zero Friction Spectra®
Matte Finish- Color

Breakthrough technologies focus not only on improving the performance of professional athletes, but also on making the game more enjoyable for amateurs.



Wilson®

60960 | Mini Golf Bag - Wilson®
Ultra 500

Brands

Callaway®



TaylorMade®

PINNACLE™

REACH YOUR PEAK

Callaway passionately pursues advanced, state-of-the-art technology that helps golfers of all abilities find more enjoyment from the game.



Callaway®

62179 | Zippered Golf Gift Kit -
Callaway® Warbird 2.0

The Nike pioneering spirit and inspiration permeates all of its products including its innovative footwear and stylish accessory bags.



62195 | Nike® Sport Duffel
Std Serv*

TaylorMade is passionate about the game of golf, and they bring a commitment to combining innovation with authenticity to all their products.



TaylorMade®

62469 | TaylorMade® Performance
Front Hit Trucker Hat

Designed with proprietary high-energy core technology that produces fast ball speed for extraordinary distance on full swing shots.



PINNACLE™

62376 | Pinnacle® Soft Std Serv

* Not available in Canada.



Life's Little Instruction Book



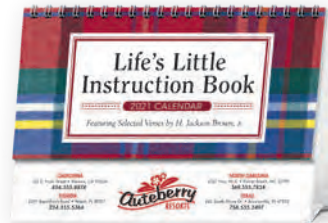
For 180 years Merriam-Webster has been America's leading and most-trusted provider of language information.

Timeless advice from H. Jackson Brown, Jr. makes this a wonderful gift calendar. He tells us the things we know but often need to be reminded of.

In various forms, The Saturday Evening Post has been chronicling American history since 1728.



7240 | Word-A-Day by Merriam-Webster - Stapled

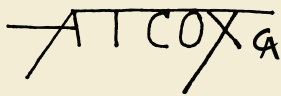


Life's Little Instruction Book

4253 | Life's Little Instruction Book Desk



4276 | The Saturday Evening Post Large Desk

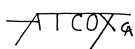


Award-winning artist Tim Cox has been capturing the essence of the contemporary American West for 45 years.

Capture the life and vitality of brand messages with products that resonate with clients. These calendars engage customers all year long!

The Hautman Brothers—James, Robert, and Joe—have established themselves among America's foremost wildlife artists.

Buck Wear's high-end artwork often includes comical twists and always comes with a lot of attitude.



3204 | American West by Tim Cox



5806 | Building Blocks



1811 | Wildlife Art by the Hautman Brothers



7070 | Buck Wear - Stapled

TA GE T TA R GE T

TARGET MARKETS





ATCHISON®

AP6810 | Center Court Duffel



koozie™

15984 | Koozie® Breaktime Cooler Backpack



GoodValue.

15929 | Prime Journal with Soca Pen



UNIVERSAL SOURCE®

30728 | 2 GB Folding USB 2.0 Flash Drive



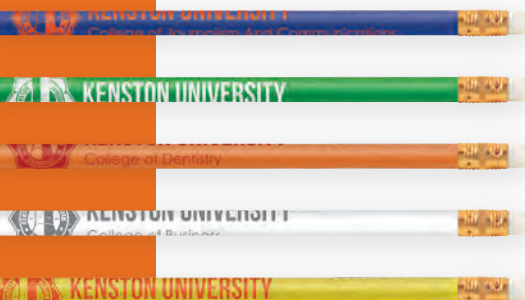
CAPAMERICA®

26187 | Cap America Two-Toned Mesh Back Cap*



GoodValue.

32038 | Pocket Power Bank 2200 mAh



BIC®

BPS | BIC® Pencil Solids



TRIUMPH CALENDARS

8153 | Academic Monthly Planner



GoodValue.

32083 | Bluetooth® Earbuds in Carabiner Case



46176 | Koozie® Camron Double Wall Tumbler - 20 oz.



IDEAL FOR...

Tutoring Programs | Textbook Companies
Libraries | School Supply Distributors
Private Schools



DID YOU KNOW?

Schools rank #1 for the volume spent on promotional products.¹

DRINKWARE CASE STUDY

Client: Textbook Publisher

Purpose: Networking

A textbook publisher signed up to sponsor a pop-up coffee cart during finals week at a local university. The publisher wanted to build awareness of their brand as well as expand their network of on-campus contacts.

On the first day of finals week, a Koozie® Camron tumbler was delivered to each member of the faculty and staff, encouraging them to bring it to the cart for a free coffee fill-up. The publisher had sales staff at the cart during class hours to interact with visitors and provide additional information on their products. The publisher was able to successfully grow their database of educators and set up dozens of follow-up sales calls as a result of the sponsorship campaign.

Target Markets

SOURCE:

¹ 2003, from promotionalproductsworld.org/introduction, 2015



P3A3A25 | BIC® Sticky Note™ 3" x 3" Adhesive Notepad, 25 Sheet Pad



40072 | Original Colored Dispenser w/ Standard Bandages



41071 | Serenity Pill Box



46301 | Working Sport Bottle - 26 oz.



41069 | Round Massage Ball



ATCHISON®

AP8012 | Annie Tote



4C | BIC® 4-Color™ Pen



65153 | 3/4" Breakaway Lanyard with Key Ring



42V0 | Hanes® Women's X-Temp® Short Sleeve V-Neck T-Shirt*



IDEAL FOR...

Health Insurance Companies, Hospitals & Quick Care Clinics, Home Health Aides & Hospice Care, Physical & Massage Therapists, Speech & Language Pathology Centers

DID YOU KNOW?

More than 18 million people work in healthcare in the U.S. ¹

WRITING INSTRUMENTS CASE STUDY

Client: Quick Care Clinic

Purpose: Promote a new text service

A pharmacy quick care clinic was launching a "sign up for wellness" campaign to promote a text service. Patients who signed up for the program would receive text alerts and have access to text prescription questions directly to the pharmacy. One threat to the program was the older average age of their patients, and their possible resistance to new technology. A writing instrument not only related to the campaign slogan, but also tied together a classic promo item with the imprint promoting a digital service.

The clinic chose this Souvenir® pen because of the clean, modern look of bright white alongside red, their corporate color. They were given away at the pharmacy counter, clinic check-out and drive-thru prescription pick-up window. The campaign received positive feedback across all age groups and sign-ups for the program exceeded projections.

SOURCE:

¹ From [bls.gov/iag/tgs/iag62.htm#workforce](https://www.bls.gov/iag/tgs/iag62.htm#workforce), 2015



7054 | Catholic Spirit



7051 | Jewish Life - Spiral



55937 | Souvenir® Saga Pen



ATCHISON®

AP8110 | Tri-Tone Tote



45852 | Double Wall PP
Tumbler with Black Lid - 17 oz.



45127 | Two-Tone Bistro
Mug - 14 oz.



MGSSXL30 | BIC® 30 Mil Extra Large
Stock Shape Magnet



15660 | Non-Woven Drawstring
Backpack



32048 | Surf Notebook
with Dart Pen



IDEAL FOR...

Catholic Schools & Hebrew Schools, Religious Study Classes, Non-Profit Religious Organizations, Parochial Schools & Faith Based Colleges, Youth Groups & Sunday Schools



DID YOU KNOW?

There are **316,532 congregations** in the U.S. ¹

CALENDARS CASE STUDY

Client: Non-Profit Religious Organization

Purpose: Remind clients to re-book

A non-profit religious organization specializing in global mission trip planning wanted to remind groups to book upcoming service trips. They saw their re-booking numbers decline the previous year and were looking to promote the benefits of pre-planning. The organization decided to send a mailer to existing clients that included this Triumph® calendar because it showcased beautiful landscapes alongside inspiring scripture. The calendar was sent with a letter containing special offers when pre-booking group trips by specific dates.

The organization saw a 30% increase in inquiries almost immediately after the calendars were mailed. Plus, they saw an increase in re-bookings each month, proving the calendars helped keep their services top-of-mind throughout the year.

Target Markets

SOURCE:

¹ 2015, from nptrust.org/philanthropic-reSOURCE/charitable-giving-statistics/, May 2015.



46193 | Keke Travel Mug - 14 oz.



36420 | Stellar



32090 | Make a Stand Power Bank 4400 mAh



31944 | Memo Tape Dispenser



55942 | Souvenir® Sol Stylus Pen



P4A3A25 | BIC® Sticky Note™ 4" x 3" Adhesive Notepad, 25 Sheet Pad



AP8400 | TranSport It Tote



CT3017 | Champion® Men's Solid Polo*



MGBC20 | BIC® 20 Mil 4-Color Process Business Card Magnet



16056 | KAPSTON® Stratford 22" Garment Duffel



IDEAL FOR...

Information Technology Firms, Shipping & Logistic Services, Document Storage Companies
Accounting Firms, Volunteering



DID YOU KNOW?

Services provided include employment services
(about 40% of US sector revenue.)¹

BAGS CASE STUDY

Client: Accounting Firm

Purpose: Employee onboarding

An accounting firm enhancing their employee onboarding program was looking at ways to stand out in a competitive labor market. As their teams specialized in on-location audits, they wanted to include items that made working remotely and traveling easier as part of the onboarding kit.

The firm chose to give new and existing traveling employees this durable and practical KAPSTON® garment duffel. Employees could use this bag as a garment bag or a duffel making it suitable for a range of clothing options when visiting clients from casual to corporate. Employees loved the professional look of the bag and the firm saw an improved new hire retention rate after implementing the onboarding program.

Target Markets

SOURCE:

¹ [hoovers.com/industry-facts/business-services-sector.1054.html](https://www.hoovers.com/industry-facts/business-services-sector.1054.html)



5323 | 2-Color Stick Up Grid,
English (13-Month)



1709 | American Splendor



26121 | Koozie® Kamp Chair



61953 | Koozie® Collapsible
Golf Tee Kit



62386 | Modern Divot Tool
with Bottle Opener



21068 | Flashlight with
Lantern



45140 | Budget Mug - 11 oz.



32021 | Portable Earbuds with
Phone Stand



41019C | .5 oz. Hand Sanitizer
with Leash - Scented*



P4A6A25 | BIC® 4" x 6" Adhesive Notepad, 25 Sheet Pad



IDEAL FOR...

Health Insurance Companies, Auto Insurance Companies, Home Insurance Companies, Life Insurance Companies, Financial Insurance Companies



DID YOU KNOW?

Insurance premiums totaled more than **\$1.1 trillion in 2012.** ¹

ADHESIVE NOTEPADS CASE STUDY

Client: Home Insurance Company

Purpose: Tradeshow giveaway

A home insurance company was participating in a home show with a booth that promoted natural disaster preparedness. They wanted a giveaway item that would be useful to prospective clients and was also made in the U.S.A.

They decided to giveaway these BIC® Sticky Note™ notepads, setting the artwork up like a checklist with their company information at the top. Visitors to the booth were encouraged to add the notepads to their disaster preparedness kits so they could plan well and have their insurance information handy. The insurance company was so pleased with the response, they placed a re-order to giveaway the notepads at all remaining events for the year.

SOURCE:

¹ April 2013, from bls.gov/oes/current/oes413021.htm • <http://www.treasury.gov/initiatives/fio/reports-and-notices/Documents/FIO%20Annual%20Report%202013.pdf> ² <https://media.asicentral.com/reSOURCE/impressions-study-2016.pdf>

Target Markets



26104 | Koozie® Field Blanket



21196 | Lustrous Light



30357 | House Clip



5326 | Scenic Stick Up Grid



ICLGEL | BIC® Intensity® Clic™ Gel Pen



15136 | Script Zippered Padfolio

What our customers are saying.
BIC® Intensity® Clic™ Gel Pen (ICLGEL)

“This is by far one of my most popular items,”

document signings. This is by far one of my most popular items that is re-ordered again and again.”

“This pen is hugely popular with title companies because it comes in an array of colors and has an option for blue ink, which is required for



IDEAL FOR...

Realtors & Mortgage Brokers, Apartment Complexes, Home Appraisal, Property Management & Title Companies, Moving Companies



KAPSTON®

16085 | KAPSTON® Jaxon Slingpack



souvenir®

55941 | Souvenir® Sol Pen



Good Value.

32074 | Bity Buds



ATCHISON®

AP8240 | Curved Non-Woven Tote



myCharge™

32333 | myCharge® UnPlugged
3K Wireless Power Bank



Good Value.

41023 | 1 oz. Custom Label
Hand Sanitizer with Leash*



IDEAL FOR...

Conventions & Expos, Marketing Agencies, Colleges,
Universities & Trade Schools, Staffing Agencies, Career
Fairs, Promotional Product Distributors & Suppliers

What our customers are saying.

myCharge® UnPlugged 3K Wireless Power
Bank (32333)

*“continue
to see 10-
20% increase
in qualified
attendees”*

“My staffing agency
client started using
these as a door prize
at IT/Tech career
fairs and continue
to see 10-20%
increase in qualified
attendees at every
fair, and they always ask about the door prize.”



46140 | Split Color Acrylic Tumbler - 20 oz.



15536 | Koozie® Tri-Tone Lunch Sack



15039 | Drawstring Backpack



35209 | Angular Award



15798 | Combo Notebook with Element Stylus Pen



26185 | Cap America Sports Performance Cap*

What our customers are saying.
Cap America Sports Performance Cap (26185)

“It was awesome to see these caps on the news”

victims of a natural disaster. It was awesome to see these caps on the news knowing it was part of such a good cause.”

“A high school athletic association gave these caps to football coaches across the state ahead of a white-out charity weekend to raise money for



IDEAL FOR...

Trade Associations, Civic Associations, Vehicle & Motorcycle Clubs, Alumni Associations, Professional & Sports Associations



21242 | Wireless Auto Car Charger



1850 | Muscle Cars



26163 | Peerless Umbrella
All In One



55920 | Souvenir® Story Pen



21204 | Digital Tire Gauge
Keychain



21175 | Premium Auto Wash Kit



IDEAL FOR...

Dealerships, Repair Shops & Towing Services, Rental Companies Collision Centers & Painting Shops, Tire Shops & Windshield Repair

What our customers are saying. Peerless All in One (26163)

“customers love the combination of the reusable tote and umbrella”

“As a rental car company owner, I take pride in our service. We place a multi-function umbrella into every

vehicle. Our customers love the combination of the reusable tote and umbrella. It’s a thoughtful service that keeps our customers coming back.”



G3258 | Gear for Sports®
Fireside Polo*



41024 | SPF-15 Lip Balm*



45989 | Economy Corkscrew



40122 | Travelin' Companion



RS | BIC® Round Stic® Pen



46158 | Yoli Glass Bottle - 19 oz.

What our customers are saying. Gear for Sports® Fireside Polo (G3258)

*“well-suited
for resort
employees”*

“This polo is made of soft, lightweight material that is well-suited for resort employees, especially in warmer climates. It’s easy-wearing but still polished, so this shirt is a win-win for staff and employers alike.”



IDEAL FOR...

Hotels, Motels & Inns, Cruise Lines & Flotels, Resorts and Bed & Breakfasts, Travel Sites, Agencies & Tour Operators, Nightclubs, Restaurants & Bars



SiliPINT™

46238 | Silipint™ Straight Up Pint Glass - 16 oz.



koozie™

45773 | Koozie® Zippered Insulated Grocery Tote



Good Value.

41131 | Moist Towelette Packet



koozie™

45448 | Koozie® britePix® Can Kooler



Good Value.

55245 | Dart Pen



15012 | Round Coaster



IDEAL FOR...

Restaurants, Bars and Diners, Grocery Stores, Coffee Shops and Bakeries, Food and Beverage Distributors, Food Trucks & Catering Companies

What our customers are saying.

Silipint™ Straight Up Pint Glass – 16 oz. (46238)

“The eye-catching pint glasses can insulate hot or cold”

“A trendy food court in my city loved adding these Silipints as part of their sustainability program! The eye-catching pint glasses can insulate hot or cold, so they replaced all

other single-use drinkware. They even added imprinted Silipint products to their retail shop.”



KAPSTON®

15979 | KAPSTON® Natisino
Zippered Padfolio



16069 | Osprey® Daylite*



GoodValue.

15900 | Sticky Flag Journal



B4A6A150 | BIC® 4" x 6"
Adhesive Beveled Notepad



GoodValue.

46155 | Collin Travel Mug - 14 oz.



JAFFA
COLLECTION

36852 | Two Octagon Coasters
with Solid Cherry Tray

What our customers are saying.

Osprey® Daylite (16069)

“The simple & durable design of this pack made it the perfect giveaway,”

retreat. They are designed to perform in tough conditions and are even backed by the Osprey® All Mighty Guarantee.”

“The simple and durable design of this pack made it the perfect giveaway at a law enforcement agency training



IDEAL FOR...

Private Practice Law Firms, Criminal Law Firms,
Paralegals & Law Enforcement Agencies, Litigation &
Transactional Law Firms



55944 | Souvenir® Tux Pen



45036 | Koozie® Six-Pack Cooler



46250 | Tervis® Stainless Steel Tumbler - 20 oz.



15903 | Woodgrain Journal



62438 | Koozie® Mantra Golf Kit
-Titleist® DT TruSoft™



P4A3A25 | BIC® Sticky Note™ 4" x 3"
Adhesive Notepad, 25 Sheet Pad



IDEAL FOR...

Debt Resolution Companies, Accounting Firms, Banks and Credit Unions, Investment Services, Credit Card Companies

What our customers are saying.

Tervis® Stainless Steel Tumbler – 20 oz (46250)

“saw a 25% increase in investment service inquiries”

“A financial services firm gave these tumblers away at ‘coffee talk’ events targeting young professionals at cafés during workday lunch breaks. They inserted company info into the

tumblers and saw a 25% increase in investment service inquiries from the target age group.”



45017 | Koozie® Big Mouth Cooler



26189 | Cap America Flag Mesh Back Cap*



21114 | 7-in-1 Multi-Tool



6201 | Span-A-Year Non-Laminated



46224 | Outdoors Vacuum Tumbler - 19 oz.



65073 | Anodized Carabiner 8mm

What our customers are saying. Koozie® Big Mouth Cooler (45017)

“It’s a great option that gets his business exposure”

that gets his business exposure while keeping his crew’s food and drinks cool on the job site.”

“One of my contractor clients has been ordering this cooler for new hires for 15 years. It’s a great option



IDEAL FOR...

Construction Companies, Textile, Leather & Apparel Companies, Metal Works & Machinery, Wood, Paper & Printing, Furniture Making

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- Retrieve invoices



GROW YOUR BUSINESS BOOK



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