

what's *the* KG Factor?

KG Factor Products have a high likelihood of being kept or gifted as determined by an impartial survey of consumers. **Useful solutions** that people want to keep carry the KG Factor designation so it's easy to identify **promos that lessen environmental impact through longevity.**



4 out of **5**
people would
keep or **give** a
KG Factor product
because it's **useful,**
functional, durable
and **attractive.**

OUR GOAL
By 2024: A minimum of
50%
of our total products and
75%
of new products will
have this designation.

85%
would **keep** a KG Factor
item or give it to a friend.

kooziegroup®

keep the good going® | kooziegroup.com

Koozie Group® products are rigorously tested to confirm compliance with CPSIA and other North American product safety laws and standards. The majority of Koozie Group's product SKUs are Prop 65 compliant and do not require a Prop 65 label when shipping to California. Koozie Group, the Koozie Group® logo, kooziegroup.com and all related trademarks, logos, and trade dress are trademarks or registered trademarks of Koozie Group and/or its affiliates or licensors and may not be used without written permission. ©2021 Koozie Group, Clearwater, FL 33760.

tell me about the survey!

Who took the survey?

SURVEY RESPONDENTS:

- 6,699 respondents across various age groups, genders, geographic regions and incomes.
- The following states represented 55% of all responses: CA, FL, NY, TX, IL, OH, PA, NC, MI, GA
- 53% of respondents were female
- Equal distribution across all age groups

What kind of questions were on the survey?

A third party research firm was used to conduct our survey, asking questions such as:

- *If you got this as a giveaway, what would you do with it?*
- *How long would you keep this promo item? Why?*

A point scale was used to score each promotional product, and items that got a target score or higher were deemed worthy of the KG Factor designation.

a few of our faves!



Look for the KG Factor icon at kooziegroup.com to find more!

kooziegroup®
keep the good going® | kooziegroup.com

Koozie Group® products are rigorously tested to confirm compliance with CPSIA and other North American product safety laws and standards. The majority of Koozie Group's product SKUs are Prop 65 compliant and do not require a Prop 65 label when shipping to California. Koozie Group, the Koozie Group® logo, kooziegroup.com, Koozie®, KAPSTON®, BIC®, Souvenir®, Triumph® Calendars and all related trademarks, logos, and trade dress are trademarks or registered trademarks of Koozie Group and/or its affiliates or licensors and may not be used without written permission. ©2021 Koozie Group, Clearwater, FL 33760.