

#ReboundReady™

WE'VE GOT YOUR BACK TO BUSINESS



We're Here to Help You Succeed

Real stories of what's selling and who's buying, right now.





Your #ReboundReady™ Checklist

Use this checklist as a starting point to help your team come back safely, so you can be there for your clients as they get back to business in this new environment.

- Start doing temperature checks with no-contact thermometers at entrances.
- Post clear communication so visitors know the preferred processes for your facility and understand your enhanced safety measures.
- Provide PPE face coverings for team members, with extra on-hand for visitors.
- Welcome guests and clients by appointment only. Update sign-in logs to include your company's COVID-19 health statement.
- Measure and mark six feet separations on production floors, common areas, lobbies, hallways, etc.
- Install protective barriers between workstations that are less than six feet apart. Suspend the use of any co-working spaces.
- Work with your maintenance staff to ensure all machines and HVAC systems are operating cleanly and efficiently.
- Use posters, temporary signage, stickers and magnets to reinforce healthy practices like handwashing and cough/sneeze etiquette.
- Update incident and injury reporting procedures to include COVID-19 exposure.
- Stagger break times, start/end times and work-from-home days to maintain social distancing.
- Have scheduled times for employees to clean and sanitize workstations on every shift.
- Post occupancy limit signs on conference rooms, training rooms and break areas. Limit any events to less than 10 people and only in spaces that can accommodate social distancing.
- Evaluate travel policies. Consider surveying your team to gauge their comfort level with traveling for sales calls, tradeshow or industry events.
- Provide hand sanitizer at doorways, common areas and throughout your facility.

Are you #ReboundReady™? Visit bicgraphic.com for more great products and creative ideas to make sure you and your customers are prepared to get back to business!

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7 steps

Getting Back to Business: 7 Steps to Prospect Effectively

Ah, prospecting. It's not everyone's favorite daily activity, but it's arguably the most important step when it comes to generating sales. Creating a substantial list of qualified leads (and by qualified we mean they have purchasing power) is crucial in building your business, but it's not always easy. We've formulated a plan to help you prospect more effectively:

1. Consistency Is KEY

- If you want to prospect more effectively, the first step is making it a consistent habit in your daily routine. Blocking out a time on your calendar to prospect every single day will lead to more sales wins.

2. Don't Reinvent the Wheel

- Take a deep dive into your existing accounts and make sure they're up to date with the most recent contacts. Reaching out to these accounts and offering assistance helps you be top of mind to customers and can lead to potential opportunities for sales.

3. Brainstorm: Who Else Is Buying (or Should Be Buying) Promotional Products?

- What types of projects have you worked on with your existing accounts in the past? What industries or events were the products used for? Use this information to brainstorm similar potential clients for your prospecting efforts.
- Check out our blog post about the most popular promotional products in this new market.

4. Use a Promotional Item as a Self-Promotion

- There are plenty of ways to prospect, but nothing shows the power of a promotional item like using one to promote your own business.

5. Utilize All of Your Options

- Between technology and traditional marketing, there are tons of ways to get your business in front of potential customers. Be sure to utilize technology in order to maximize your reach.

6. We're Here for YOU and so Is Our Content!

- We create useful content with you in mind, so be sure to check our social channels, newsletter, blog and website frequently.

7. Follow-up, Follow-up, Follow-up

- Snail mail is still a great way to reach out to existing and new clients, so in lieu of in-person meetings, send a thank you or reminder postcard. We have plenty of options for creating direct mail postcards!

Keep in mind that prospecting doesn't mean selling, it means building new relationships that can help lead to opportunities that then lead to sales. People generally don't enjoy being "sold" to, so focus on being a resource for your prospects and keeping the lines of communication open to welcome opportunities.



You've got this!

promo products make an impression



3/10
OF A
CENT
PER IMPRESSION

**3,400
impressions**

A \$10 hat costs 3/10 of a cent per impression.



2/10
OF A
CENT
PER IMPRESSION

**3,300
impressions**

A \$5 bag costs 2/10 of a cent per impression.



**3,400
impressions**

A \$7 t-shirt costs 2/10 of a cent per impression.

2/10
OF A
CENT
PER IMPRESSION



3,000 impressions

A \$1 pen costs 1/10 of a cent per impression.

1/10
OF A
CENT
PER IMPRESSION

3/10
OF A
CENT
PER IMPRESSION

**850
impressions**

A \$3 calendar costs 3/10 of a cent per impression.



7/10
OF A
CENT
PER IMPRESSION

**700
impressions**

A \$5 USB costs 7/10 of a cent per impression.



**1,400
impressions**

A \$7 drinkware costs 1/2 of a cent per impression.

1/2
OF A
CENT
PER IMPRESSION



**1,450
impressions**

A \$5 desk accessory costs 3/10 of a cent per impression.

3/10
OF A
CENT
PER IMPRESSION

4/10
OF A
CENT
PER IMPRESSION

**2,300
impressions**

A \$10 polo costs 4/10 of a cent per impression.



**ONE
CENT
PER IMPRESSION**

**1,100
impressions**

A \$10 umbrella costs 1 cent per impression.



**900
impressions**

A \$10 power bank costs 1 cent per impression.

**ONE
CENT
PER IMPRESSION**

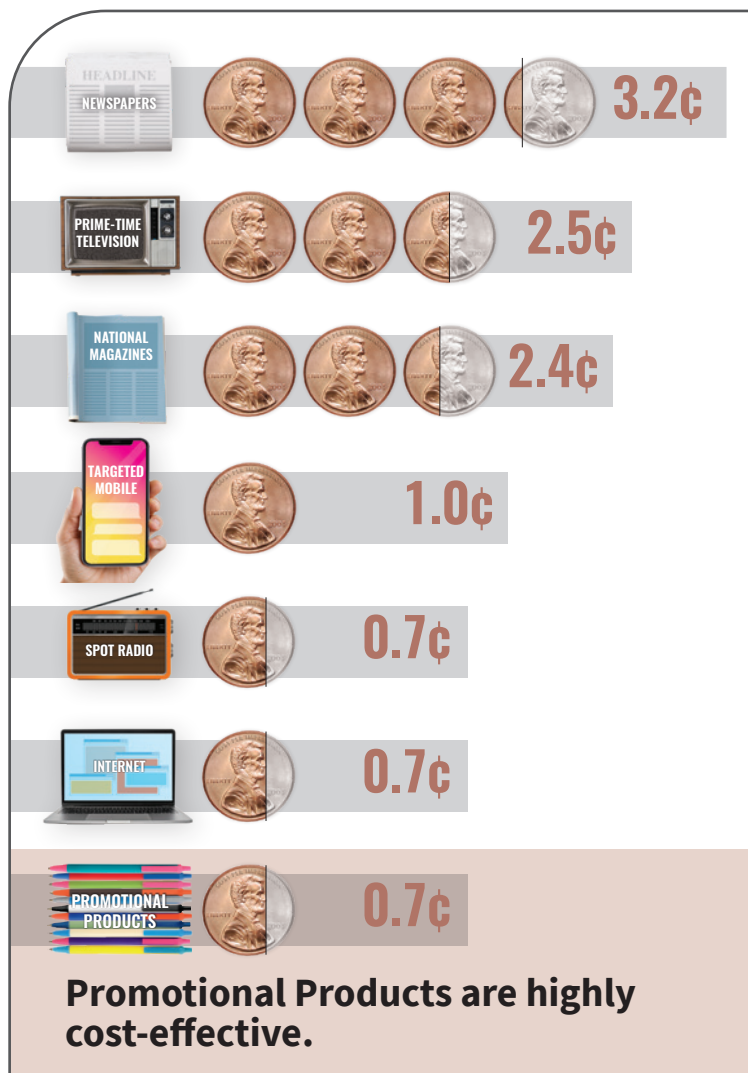


**6,100
impressions**

A \$20 jacket costs 3/10 of a cent per impression.

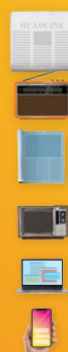
3/10
OF A
CENT
PER IMPRESSION

Promotional products are the most highly regarded form of advertising.
The cost per impression of a promotional item is better than that of television, magazines and newspapers.



Promotional Products are the most highly regarded form of advertising.

No.1 Promotional Products



No. 2 Newspapers
No. 3 Radio
No. 4 Magazines
No. 5 Television
No. 6 Internet
No. 7 Mobile

Ranked best to worst

the world remembers

85%

remember the advertiser worldwide.

Recall is highest for apparel items, as 85% recall the advertiser that gave them a shirt or hat.

Deciding between **Promotional Product** or Internet advertising?
Consider this...

2.5X

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

health, wellness & safety ideas



NEW

"Flatten the Curve" & "Positive Notes" alternating stock backgrounds



P3A3A25 | BIC® Sticky Note™ 3" x 3"

Adhesive Notepad, 25 Sheet Pad

Printed in the USA with free set-up and always in stock.



CSANTI | BIC® PrevaGuard™ Clic Stic® Pen

PrevaGuard™ products contain an EPA registered antimicrobial agent that is molded directly into the product. This helps protect the product by suppressing the growth of bacteria, molds, mildew and fungi, especially in high-moisture environments.



32028 | Compact Aluminum Power Bank 4000 mAh

UL Certified for reliable power whenever and wherever you need it.



40177 | Relax Lotion Pocket Pack

Helps keep hands moisturized after every wash while on-the-go.

Not available in Canada.



ATCHISON®

AP8012 | Annie Tote

An elevated tote with organizational pockets and fashionable accents.



NEW

8850 | 11" X 17" Full-Color Poster
Get the message across with this customizable poster!

who's buying

- Health Insurance Companies
- Hospitals, Urgent & Quick Care Clinics
- Home Health Aides & Hospice Care
- Massage, Physical & Speech Therapists
- Pharmacies & Medical Equipment Suppliers
- Laboratory & Pathology Centers

Essential items to **support and protect** your essential workers.



40343 | First Care Kit

A handy pocket-size kit with first aid essentials and your message in full color.

Not available in Canada.



40382 | Redi First Aid Pack

This colorful, lightweight fold-up pack fits in a #10 envelope, perfect for direct mail.

Not available in Canada.



41134 | .5 oz. Hand Sanitizer with Leash

Hand sanitizer is essential to keep your hands clean and it kills 99.99% of bacteria germs.

Not available in Canada.



41096 | Yoga Mat with Shoulder Strap

No need for a separate bag. This mat features attached straps so you can roll it up and go.



1400 | Wellness

Your logo alongside monthly healthy living tips for positive brand exposure all year long.



41161 | Thank You Nurse Kit

A special kit to say thank you to nurses and caregivers. This kit includes accessories they can use at work and outside of work.

This kit contains one 45970 Spectra Bottle, one 55030 Orbitor Pen, one 40263 Colored Stress Ball, one 31736 Unlimited Badge Holder all included in 15871 Springtide Cotton Drawstring Backpack

Case Study

Client: clinics and health centers **Purpose:** additional waiting room seating

As the COVID-19 pandemic spread, a nonprofit healthcare provider needed additional waiting room seating for their clinics and health centers across the state. As a nonprofit, they needed an affordable yet durable option that would be suitable for every patient demographic.

The provider chose the #45009 Captain's Chair because it could be easily collapsed and moved or stored in the included carry bag. Additionally, it was well constructed with a 300 lb. weight limit and was available in their corporate colors. Because of the item's guaranteed availability, they were also able to have the chairs imprinted and sent to all locations across the state with a quick turnaround time.



45009 | Captain's Chair

more health, wellness & safety ideas



41162 | Antiseptic Towelette Kit

Your message, imprinted on the card inside the kit, is visible from the outside of this handy reusable vinyl pouch. Contains four antiseptic towelettes. Perfect for your purse, backpack, car or anywhere.

Not available in Canada.



NEW 41156 | Social Distancing Fitness Kit

The light clip allows you to be seen in the dark and the fanny pack keeps your personal belongings all together.

This kit contains one 21181 Clip Safety Light with LED light, one 32277 TWS Earbuds with Mesh Pouch, one 26039 Neon Fanny Pack, one 45791 Poly-Clean Bottle, one 61600 Rally Towel



MPAB1A | BIC® PrevaGuard™ Mouse Pad (7-1/2" x 8-1/2")

PrevaGuard™ products contain an EPA registered antimicrobial agent that is molded directly into the product. This helps protect the product by suppressing the growth of bacteria, molds, mildew and fungi, especially in high-moisture environments. The protected polyester material withstands daily wear and tear while displaying brand messages in vivid 4-color process imprint.

More sizes and thicknesses available online.



40072 | Original Colored Dispenser w/Standard Bandages

These brightly colored bandage dispensers are great promotional items for hospitals, HMOs and pharmaceutical companies.

Not available in Canada.



4C | BIC® 4-Color™ Pen

A popular favorite, with four classic ink colors and a sleek white barrel.



NEW 41150 | Nurse Appreciate Kit

This kit includes items to help with a nurse's day-to-day: a bag to hold belongings, a clip board for charts, a pen and a memo tape dispenser for quick notes.

who's buying

- Dental & Orthodontic Practices
- Veterinarian Offices
- Police, EMS, Fire & First Responders
- Blood Donation & Collection Centers
- Department of Public Health & Service Sectors
- Mental Health & Counseling Services



40035 | 7-Day Strip Pill Box

Each compartment holds one or more pills and is labeled in Braille as well as standard letters.

Help **stop the spread of germs** by encouraging customers to take a pen, keep a pen.



41148 | Disposable Face Mask

A disposable face mask is in high demand and easy to take on-the-go. With elastic earloops and three cloth layers, it is comfortable to wear.

Not available in Canada.



41164 | Reusable Face Mask

This wash-and-wear mask designed with a water-repellent outer layer and special silver ion inner is the perfect mask to carry with you for days and days.

Not available in Canada.



RSANTI | BIC® PrevaGuard™ Round Stic®

PrevaGuard™ products contain an EPA registered antimicrobial agent that is molded directly into the product. This helps protect the product by suppressing the growth of bacteria, molds, mildew and fungi, especially in high-moisture environments.



26104 | Koozie® Field Blanket

Nylon straps with handle and hook-and-loop closure for easy carrying.



41169 | Personal Care Kit

This personal care kit is great for carrying the essentials and enough to share with others. This kit contains 1 - 15039 Drawstring Backpack (with imprint), 10 - 41148 Disposable Face Masks, 5 hand sanitizer packets and 5 antiseptic towelettes.

Not available in Canada.



46301 | Working Sport Bottle - 26 oz.

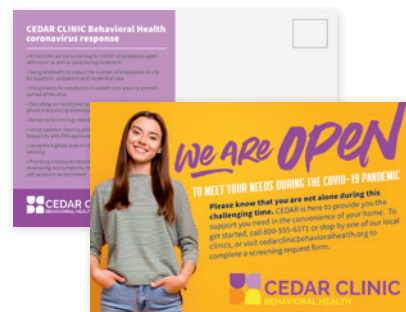
Made in the USA with a spill-resistant lid that features a handy carry loop.



Case Study

Client: behavioral health practice **Purpose:** patient safety protocols

A behavioral health practice was preparing to reopen when shelter-in-place orders were lifted. However, they needed a way to communicate the enhanced safety protocols they had put in place to patients who were coming into the office. In addition to email communication, the office sent #5506 4" x 6" Full-Color Postcards out as patients scheduled appointments. The postcards outlined their enhanced safety protocols for social distancing in the lobby and face coverings, as well as instructions on what to do upon arrival at the office. The practice received positive feedback for their clear communication and efforts to maintain safety while being there for their patients' needs.



5506 | 4" x 6"
Full-Color Postcard

small business ideas



**MPFR7C | BIC® 1/16" Firm Surface
Mouse Pad (6" x 8")**

Display your message in vivid 4-color process imprint on a long-lasting branded mouse pad.

More sizes and thicknesses available online.



32420 | Floor Sticker 11"

Use one of our stock social distancing backgrounds or use your own custom art. Choose from a square or circle shape.



GoodValue.

65073 | Anodized Carabiner 8mm

Brightly colored, these modern aluminum carabiner keyholders will be well received by those on your list!



**8002 | Colorful Impressions Monthly
Pocket Planner**

Choose from 8 full-color cover designs. Monthly format allows for long-term planning at a glance.



55934 | Souvenir® TFW Pen

Each barrel is a stunning mix of a bright hue and white, with a die-cut Souvenir® icon detail for an added punch of style.



**P12A2A25 | BIC® Sticky Note™
12" x 2" Adhesive Notepad,
25 Sheet Pad**

The perfect notepad to keep on your desk next to your keyboard. Free optional ruled lines and free bleeds available.



"To-Do List" stock background

who's buying

- Repair, Handyman, Auto Shops & Mechanics
- Local Gift Shops, Stores & Clothing Outlets
- Accounting Firms, Finance & Tax Consultants
- IT Firms & Operations Consultants
- Boutique Hotels & Small Business Owners
- Art Studios & Galleries

Spread the word far and wide about your small business.



MGSSL20 | BIC® 20 Mil Large Stock Shape Magnet

Promote your brand on any magnetic surface with square, rectangle, rotary file card or shirt stock shape magnets.



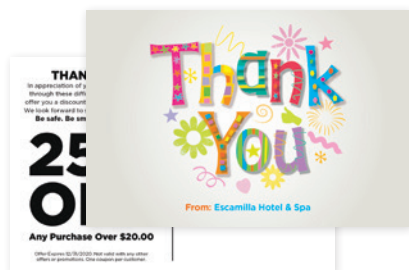
46311 | Koozie® Triple Vacuum Tumbler - 16 oz.

Features a two-piece lid: screw-on black ring to hold your can or bottle, or drop in the clear plastic lid for an on-the-go tumbler with just a snap (lid patent pending).



RSANTI | BIC® PrevaGuard™ Round Stic® Pen

PrevaGuard™ products contain an EPA registered antimicrobial agent that is molded directly into the product. This helps protect the product by suppressing the growth of bacteria, molds, mildew and fungi, especially in high-moisture environments.



5507 | 5" x 7" Full-Color Postcard

Whether you hand them out or drop them in the mail, they are the perfect way to provide company updates, announce special promotions, or drive website traffic. Available in 2 additional sizes.



CS | BIC® Clic Stic® Pen

The most popular retractable in promotional products is available in over 600 possible color combinations.



41155 | Face Shield

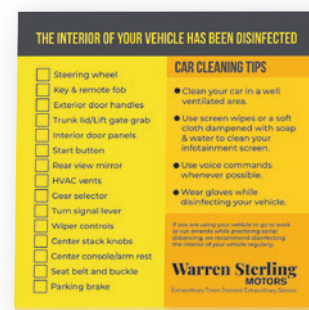
A face shield is an additional PPE item that can be used along with a face mask. This face shield is easy to wear and fits most sizes.

Not available in Canada.

Case Study

Client: car dealership **Purpose:** car detailing checklist

The service department at a car dealership wanted a contact-free way to let customers know their vehicle had been cleaned and sanitized after service. Using the #P3A350 BIC® Sticky Note™ 3" x 3" Adhesive Notepad, 50 Sheet Pad, the dealership created a checklist outlining the sanitation steps that were taken prior to turning vehicles back over to their owners. After the cleaning process, employees marked off the boxes on the list then stuck the note to the steering wheel. The checklists satisfied the need to communicate enhanced safety measures while maintaining social distancing. The dealership received positive feedback from customers who appreciated their extra efforts for safety and transparency in an uncertain time.



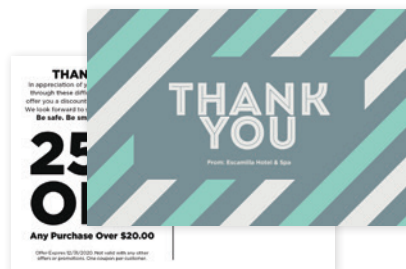
P3A350 | BIC® 3" x 3" Adhesive Notepad, 50 Sheet Pad

bar & restaurant ideas



46315 | Ronnie Color Changing Tumbler - 24 oz.

This wonderful tumbler will change in front of your eyes.



5508 | 6" x 9" Full-Color Postcard

Whether you hand them out or drop them in the mail, they are the perfect way to provide company updates, announce special promotions, or drive website traffic. Available in 2 additional sizes.



41131 | Natural Ingredient Moist Towelette

This convenient, single-use towelette packet makes a great handout at any event & also works perfectly for direct mailings. The great low price will keep everyone happy!

Not available in Canada.



55245 | Dart Pen

Great value! Available in 6 colors.



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

Imprint every sheet of this durable, high-quality BIC® Sticky Note® pad for impactful branding time and time again.



CSSTY | BIC® Clic Stic® Stylus Pen

The most popular retractable in promotional products offers a click through capacitive stylus and 600 possible color combinations.

who's buying

- Food Delivery & Drop-and-Go Services
- Restaurants, Bars & Diners
- Coffee Shops & Bakeries
- Food & Beverage Distributors
- Food Trucks & Catering Companies



CT1028 | Champion® Men's Athletic Short Sleeve Tee

Show off your brand with Champion® style on this classic tee with reflective 'C' emblem on the sleeve. Ideal for staying cool and comfortable whether working out or winding down.

Not available in Canada.



From fast casual to fine dining, **these items are made to order.**



1602 | Life's Little Instruction Book

This calendar features motivational verses from H. Jackson Brown, Jr., with beautiful images of America.



15835 | Koozie® Block Grocery Tote Cooler

This large and easy-to-carry cooler tote is perfect to take to the grocery store, to a picnic, or to the Saturday market.



AP7800 | Double Decker Cooler Tote

This tote has two compartments, a zippered main compartment and a bottom zippered cooler compartment.



15916 | Mega Grocery Tote

Take this tote with you during your next grocery store visit!



MGJBC30 | BIC® 30 Mil Jumbo 4-Color Process Business Card Magnet

This oversized business card magnet keeps your business on display at home, school, the office or on any magnetic surface.



26187 | Cap America Two-Toned Mesh Back Cap

This two-tone trucker hat delivers great quality at an even better price.

Not available in Canada.

Case Study

Client: bar & grill **Purpose:** take-out delivery info/options

A local bar & grill had to stop sit-down service due to COVID-19. However, they were able to continue with carry-out service and also added a delivery option. They wanted to assure customers that their food was prepared safely with minimal contact once it was boxed to-go.

The bar & grill decided to seal each container with the #32418 2" sticker before it left the kitchen so the recipient would know it wasn't touched again after preparation. They also included the #32417 Sticker 1.5" with their new delivery option contact details in each order to help spread the word that they were still open in the community.



32418 | Sticker 2" 32417 | Sticker 1.5"

back-to-school ideas



45036 | Koozie® Six-Pack Cooler

A cooler staple, the Koozie® Six-Pack Cooler is made of durable watertight construction and is available in thirteen popular colors.



32414 | Student Home Schooling Kit

Home schooling can be stress free if you have the right tools! This kit includes a notebook with pen to take notes, a ruler and a clipboard to write on.

This kit contains one 15928 Value Notebook with Joy Pen, Notebook, one 31321 Message Clipboard and one 30795 Flexi Ruler.



16150 | Koozie® Celebration Kit

Congratulate 2020 graduates with a fun kit that contains a trendy Kooler Fanny pack, a power bank to stay charged all day, 2 can coolers and a bottle opener to celebrate with friends.

Kit contains one 16113 Koozie® Rowdy Fanny Pack Cooler, one 45081 Koozie® Collapsible Can Cooler, one 31979 myCharge® Style Power, and one 65240 Aluminum Bottle Opener.



BLG | BIC® Brite Liner® Grip

A bright barrel matches the ink color. Includes gray textured rubber grip.



32415 | Education Kit

All the essentials to do homework and take notes. The drawstring backpack holds the sports bottle and personal belongings.

Kit contains one 45190 Value Bottle - 21 oz., one 15692 5" x 7" Journal Notebook with Pen Loop, one 30795 Flexi Ruler, 55924 Gala Pencil, and one 15039 Drawstring Backpack.



MRPG | BIC Mark-It™ Permanent Marker

Fade-resistant, vivid ink with a bullet nib for fine marking and a comfortable rubber grip.

who's buying

- Digital Learning Services & Training Centers
- Daycare & Childcare Centers
- Dept. of Education Sector & School Boards
- Colleges, Universities & Sports Teams
- Guidance Counselors & Occupational Therapists
- Public, Charter & Private Schools



MGDEM3 | Dry-Erase Magnet with Marker and Clip

This dry-erase magnet has a clip-on marker. Includes free set-up and stock backgrounds are available.



"Chore Chart" stock background

Back-to-school products that score high marks. **A brighter promotion** begins here.



30795 | Flexi Ruler

Fun and functional, this ruler is ideal for educational campaigns or to explain how the others "just don't measure up."



ATCHISON®

AP5040 | On the Move Backpack

This brightly colored backpack is just the right size for school supplies.



16092 | Souvenir® Journal with TFW pen

The inside front cover business card slots, along with the front cover and inside back cover pockets, make this the perfect journal for your next school event.



BPS | BIC® Pencil Solids

Round wood barrel available in a wide variety of colors. #2 graphite lead.



8153 | Academic Monthly Planner

This practical planner follows the school year, with 14-months from July through August of the next year. It has twin-loop binding and large daily memo blocks.



"Chore Chart" stock background



P6A9A25 | BIC® Sticky Note™ 6" x 9" Large Adhesive Notepad 25 Sheet Pad

Keep important reminders front and center with this large BIC® Sticky Note™ pad. Available with optional free ruled lines or non-dated weekly calendar grid.

Case Study

Client: school federal credit union **Purpose:** informational mailers

A credit union for a regional school system was looking for ideas to encourage educators and staff to join their membership. Their traditional annual campaign was disrupted when COVID-19 precautions closed schools in their area for the remainder of the year and left returning to school in the fall uncertain. The credit union decided to mail #GR BIC® Grip Roller Pens and information on their services to school districts across five counties as well as private schools and universities. Working with administrations, the credit union was able to reach faculty and staff when they returned to pack up classrooms, attended socially-distanced workshops, and met on processes for the upcoming school year. Despite learning looking different during COVID-19, the credit union was able to maintain their average number of new memberships for the year.



GR | BIC® Grip Roller Pen

employee appreciation ideas



350 | Small Quantity Custom - Spiral

A 12-month spiral bound appointment calendar featuring 13 custom images. The ad imprint shows every month. The calendar grid can start with any month. Grid available in English only.



8840 | Gift Card Holder

Reinforce your brand message with these stylish gift card holders.



26147 | Peerless Umbrella The Rebel

The Rebel umbrella is a 48" inverted umbrella. It's revolutionary design keeps you dry when closing.



35713 | Pyramid

Pyramid refracts light as it showcases corporate or congratulatory message.



36739 | Laurel Wreath Medal

Award your 1st, 2nd and 3rd place winners with these stunning medals, adorned with wreaths of excellence!



16021 | KAPSTON® Natisino Journal

This premium, refillable journal is perfect for taking notes at your next meeting!

who's buying

- Human Resources
- Rewards & Recognition Programs
- Sports & Service Organizations
- Awards & Incentive Programs
- Department & Company-Wide Events



46314 | Koozie® Sequin Can Cooler

The sequins easily turn to show a new color. Write your own message with the sequins, or just play with them.

Engage your employees with **gifts that reward** and recognize.



55943 | Souvenir® Tuxedo Pen

Accented with a textured chrome band and featuring InstaGlide® hybrid ink, this pen delivers heavyweight style and performance.



32285 | Tic-Tac-Toe Desktop Game

Fun Wooden Tic-Tac-Toe game — perfect size for your desk! A game of strategy to keep you entertained between meetings.



CS2071 | Champion Eco® Powerblend® Hood

Made with re-engineered yarn for less pilling with grommets and a double-layer hood for a clean finish.

Not available in Canada.



60015 | Mini Golf Bag - Titleist® TruFeel

Miniature replica of a golf bag makes this kit a fun and unique giveaway.



15862 | KAPSTON® Jaxon Briefcase

This premium briefcase is functional and stylish with its retail-inspired design!



65010 | Small Rosewood Pocket Knife - Gold

Small pocket knife features gold accent on rich rosewood handle.

Case Study

Client: hospital **Purpose:** gifts for employees on the frontlines

A hospital wanted to recognize the healthcare workers who were going above and beyond to provide care during the COVID-19 public health crisis. For National Hospital Week they chose to give each employee working on the frontlines to fight the outbreak a #AP5440 Base Jump Computer Backpack. Each backpack was filled with items donated by individuals from the community and local small businesses who wanted to show their appreciation.

The hospital staff was grateful for the backpack to help with transporting and holding their belongings during long shifts. They were also grateful and reinvigorated when they saw how their community came together during a time of crisis.



AP5440 | Base Jump Computer Backpack

market & grocery store ideas



16144 | Grocery Companion Kit

Write down your list of groceries, put your dry food in the grocery tote and your frozen food in the zippered cooler while sipping on your favorite beverage.

This kit includes one 45624 Grocery tote, one NS3A9A25M BIC® Sticky Note™ 3" x 9" Non-Adhesive Scratch Pad, one 55245 Dart Pen, one 45065 Colored Acrylic Tumbler 16 oz, one 45773 Koozie® Zippered Cooler



1305 | Recipes Made Simple

Watch it - make it!



NS3A9A25 | BIC® 3" x 9" Non-Adhesive Scratch Pad, 25 Sheet Pad

Ideal for lists and quick notes with a 4-color process imprint to perfectly promote your brand message.



"Grocery List" stock background



41155 | Face Shield

A face shield is an additional PPE item that can be used along with a face mask. This face shield is easy to wear and fits most sizes.

Not available in Canada.



32278 | Plastic RFID Card Holder

This small, concealed card can be the safety vest between you and identity theft crooks.



31736 | Unlimited Badge Holder

This classic, slide-clip badge holder extends up to 35 inches for quick and convenient badge-swiping.



45647 | Circle Jar Opener

Come to your customers' rescue with this helpful jar opener.

who's buying

- Supermarkets & Grocery Stores
- Farmers Markets & Garden Co-ops
- Dairy, Grain & Livestock Companies
- Concessions, Gas Stations & Corner Stores
- Big Box Retailers & Super Stores



Perfect items to help get you through your grocery run to your meal prep.



45773 | Koozie® Zippered Insulated Grocery Tote

A perfect grocery accessory, the Koozie® Zippered Insulated Grocery Tote will keep your food cold until you get home.



45962 | Clear Tumbler with Colored Lid - 18 oz.

Add a touch of flare to this classic tumbler with a colored lid and straw — perfect for any company logo!



32420 | Floor Sticker 11"

Use one of our stock social distancing backgrounds or use your own custom art. Choose from a square or circle shape.



41170 | 2 oz. Hand Sanitizer

Small enough to fit in your bag but large enough for multiple uses.



51036 | Cook at Home Essentials Kit

This kit includes a magnet dry erase board for your fridge, handy food storage container, jar opener and a hanging pouch to hold your reusable plastic bags.

This kit includes one 45647 Circle Jar Opener, one 32087 Magnet Clip Dry Erase, one 51019 Koozie® Square Food Container, and one 45829 Bag Recycler.

Case Study

Client: food producer **Purpose:** brand recognition

A producer of Mexican food products was launching a new variety of guacamole in the U.S. market, just as the Coronavirus outbreak hit. With fewer people visiting stores in-person, the brand was concerned that the POS displays would not get enough attention to meet sales projections.

They decided to include a #30310 Billboard Clip with purchase so people could keep their chips tasting as “fresh as their new guac.” The free gift with purchase was also promoted via grocery delivery services and through a targeted online ad campaign. The brand is on-track to meet their guacamole sales goals and have also been approached by a leading chip manufacturer to partner on future promotions.



30310 | Billboard Clip

office ideas



NEW 16145 | Executive Meeting Kit

This high-end looking kit is great for any executive. From a premium journal to a high-quality myCharge® power bank, this kit is a winner.

This kit contains one 16028 Two-Tone Journal with Leather Closure, one 46113 Glacial Diamonds Tumbler - 20 oz., one 31879 myCharge® AMPMAX Portable Charger with Flashlight, and one 55945 Souvenir® Armor Pen.



NEW 32411 | Office Essentials Kit

Three essential items you need to be productive at your desk! A notebook with pen, a mini desk organizer and a double memo tape dispenser.

This kit contains one 32419 5-in-1 Mini Desk Organizer, one 15781 Notebook with Element Pen and one 32044 Double Memo Tape Dispenser.



NEW 32412 | Office Tech Essentials Kit

This kit contains what you need when you are connected from home: a webcam cover for your privacy, a mouse and a pair of bluetooth earbuds for your conference call.

This kit contains one 32303 BT Earbuds in Plastic Case with Carabiner, one 32341 Super-slim Sliding Webcam Cover, and one 30615 Mini Optical Mouse with Retractable Cord.



45667 | Koozie® Coaster - Round Round coaster in our best-selling Koozie® material.



NEW 21276 | No Contact Utility Tool Key

Perfect for any time when you are afraid of touching external object's surfaces!



NEW 32416 | Home Office Kit

Equip your home office with some essentials.

This kit contains one MPAB1A BIC® PrevaGuard™ Mouse Pad, one 32179 Earbuds in Clear Case with Screen Cleaner, one 46113 Glacial Diamonds Tumbler - 20 oz., one P4A3A50 BIC® Sticky Note™ 4" x 3" Adhesive Notepad, 50 Sheet Pad, one 55920 Souvenir® Pen

who's buying

- Companies Offering Telecommuting
- Employees Working from Home
- Remote & Digital Learning Students
- Employee Operations & HR Divisions
- Department of Labor



UNIVERSAL SOURCE®

26227 | Full Color Bandana

Add some colors to your campaign with a bandana! This item makes a great promotional giveaway for school events, sports promotions, trade shows, themed parties and much more.

Create a fun and functional work environment so you can **focus on getting things done.**



NEW

"Flatten the Curve" &
"Positive Notes"
alternating stock
backgrounds



**P3A3A100 | BIC® Sticky Note™ 3" x 3"
Adhesive Notepad, 100 Sheet Pad**

Printed in the USA with free set-up and
always in-stock.



**55946 | Souvenir® Armor
Stylus Pen**

Everything you love in the #55945
Souvenir® Armor Pen, now in a sleek
stylus version. The rich metallic colors of
the pen make for a great gift!



**6200 | Span-A-Year
(Laminated with Marker)**

Tinned at the top and bottom, this handy
calendar is in a span-a-year format. The surface
is a write-on, wipe-off, UV-laminated surface.



32307 | Nosee Webcam Cover

Don't let anyone hack into your computer and
spy through your camera. Keep those prying
eyes away.



**MPAB6A | BIC® PrevaGuard™ Mouse Pad
(7-1/2" x 8")**

PrevaGuard™ products contain an EPA registered
antimicrobial agent that is molded directly into the product.
This helps protect the product by suppressing the growth
of bacteria, molds, mildew and fungi, especially in high-
moisture environments. The protected polyester material
withstands daily wear and tear while displaying brand
messages in vivid 4-color process imprint.

More sizes and thicknesses available online.



CL | BIC® Clic™ Pen

Made of 26% plastic from a
renewable resource, this sleek classic
pen has polished nickel-plated trim and
is refillable.



**46175
Koozie®
Camron
Double Wall
Tumbler
16 oz.**

Case Study

Client: bioenergy company **Purpose:** workforce gift packages

A bioenergy company was building employee gift packages that would appeal to their entire workforce during the COVID-19 public health crisis. With employees working both at home and continuing to work in the field, they wanted to provide items that would be useful in a variety of situations. The company included the #46175 Koozie® Camron Double Wall Tumbler – 16 oz. in their gift packages because of features like the screw-on, leak-proof lid and double wall insulation that made it perfect for the home office or for on-the-go. The modern, matte black finish with pops of color on the lid and a full-color imprint showed off their logo and a message of positivity during the uncertain time.

election ideas

Energize your election with these campaign giveaways.



45036C | Koozie® Six-Pack Cooler Pattern

A cooler staple, the Koozie® Six-Pack Cooler is made of durable watertight construction.



32417 | Sticker 1.5"

32418 | Sticker 2"

These full-color stickers are an easy way to add your logo anywhere. Pick from a round, oval or square shape.



UNIVERSAL SOURCE®

65221 | Silicone Awareness Wrist Band

Show your support for your candidate. Great for fundraisers, candidate platform awareness and showing off your right to vote.



32420 | Floor Sticker 11"

Use one of our stock social distancing backgrounds or use your own custom art. Choose from a square or circle shape.



TRIUMPH CALENDARS



5506 | 4" x 6" Full-Color Postcard

5507 | 5" x 7" Full-Color Postcard

5508 | 6" x 9" Full-Color Postcard

Whether you hand them out or drop them in the mail, they are the perfect way to provide information about voting drives, candidate information, polling places and campaign events.



CSWBMESB | BIC® WideBody® Message Pen Colors

Offering a wide profile design accommodating a large barrel imprint and the ability to include up to six rotating messages.

who's buying

- Political Campaigns & Committees
- Public Relations Firms
- Patriotic & Veterans Organizations
- Supervisors of Elections Offices
- Register to Vote Drives
- Fundraising Coordinators & Event Staffers

Case Study

Client: political campaign organizers

Purpose: encourage young voters to get involved

After political organizers added the #26189 Cap America Flag Mesh Back Cap to their online merch store, they saw an increase in donations from younger voters. The cap sold out within a week, prompting the organizers to place a second, larger order.

Not available in Canada.



26189 | Cap America Flag Mesh Back Cap

nonprofit ideas

Generate buzz for your cause with these unique ideas.



16112 | KAPSTON® Pierce Computer Tote
This modern tote will give you an upscale look on your commute.



350 | Small Quantity Custom - Spiral (Shown)
360 | Small Quantity Custom - Stapled
A 12-month spiral or staple bound appointment calendar featuring 13 custom images. The ad imprint shows every month.



26052 | Cool Vibes Sunglasses
These fashionable shades hold UV400 protective lenses and laser engravable bamboo arms.



RSANTI | BIC® PrevaGuard™ Round Stic® Pen
PrevaGuard™ products contain an EPA registered antimicrobial agent that is molded directly into the product. This helps protect the product by suppressing the growth of bacteria, molds, mildew and fungi, especially in high-moisture environments.



62493 | Golf First Aid Kit with Printed Non-Woven Pouch
Great "just in case" kit to have for the minor nicks and cuts while on the course!
Not available in Canada.



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

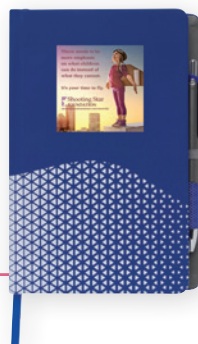
X-Temp® technology is designed to adapt to your body temperature and activity to keep you cool and dry for all-day comfort.
Not available in Canada.

Case Study

Client: social welfare organization

Purpose: help staff and volunteers stay organized

The #16093 Souvenir® Journal with Motive Pen helped staff and employees with notes, planning and scheduling while on-the-move helping their community during the COVID-19 public health crisis.



16093 | Souvenir® Journal with Motive Pen

who's buying

- Food Banks, Pantries & Donation Centers
- Homeless, Evacuation & Animal Shelters
- Domestic Violence & Child Abuse Resources
- Social Welfare & Charitable Organizations
- Religious Organizations
- PTA & Educational Organizations

delivery driver ideas

Drivers, start your advertising and drive more traffic to your business.



koozie



46311 | Koozie® Triple Vacuum Tumbler - 16 oz.

Features a two-piece lid: screw-on black ring to hold your can or bottle, or drop in the clear plastic lid for an on-the-go tumbler with just a snap (lid patent pending).



ATCHISON®

AP9005 | Division Zip Travel Bag

This accessory bag is the perfect gift for a frequent traveler!



Good Value.

21214 | 3-in-1 COB Emergency Tool

The seat belt cutter, glass breaker, and COB light will give you the security you need in case of an emergency.



Good Value.

21108 | Keylight with Carabiner

Small and mighty, this mini-LED flashlight outshines the competition with its shiny finish and bright light!



koozie

45036 | Koozie® Six-Pack Cooler

A cooler staple, the Koozie® Six-Pack Cooler is made of durable watertight construction and is available in thirteen popular colors.



Good Value.

41118 | Toughskin First Aid Kit with Carabiner

The vertical opening helps keep components organized and in place with two flexible interior pockets.

who's buying

- Shipping & Logistic Service Providers
- Freight & Cargo Management Companies
- Warehouse Management Services
- Private Trucking & Coach Companies
- Ride Share & Gig Economy Delivery Drivers
- Taxi Drivers & Limousine Services

Case Study

Client: global transportation services

Purpose: improve processes to ensure employee safety

Delivery drivers gave #CSANTI BIC® PrevaGuard™ Clic Stic® Pens to customers as part of the company's single-use signing initiative, which also helped limit the spread of germs.



CSANTI | BIC® PrevaGuard™ Clic Stic® Pen

travel ideas

No matter the reason to travel, a successful trip starts here.



KAPSTON®

16043 | KAPSTON® Pierce Luggage Tag

This sleek KAPSTON® luggage tag is the perfect accessory for any piece of luggage.



KAPSTON®

16045 | KAPSTON® Jaxon Fanny Pack

Carry all your essentials for your next adventure in this trendy and versatile fanny pack.



GoodValue.

40917 | Sun Safe Kit

All the essential items for sun safety in one kit to keep your brand message shining bright. Includes three SPF-30 sunscreen lotion packets, COOL JEL, four bandages and two antiseptic towelettes in an imprinted case.

Not available in Canada.



koozie™

45448 | Koozie® britePix® Can Cooler

The Koozie® Can Cooler just got cooler! Now bringing your message to life in brilliant full color.



26223 | Unwind Kit

A kit with the accessories you need to relax after a long day at work.

This kit contains one 8960 Puzzling, one 32046 Jam Classic® 2.0 Wireless Bluetooth® Speaker, one 45989 Economy Corkscrew, and one 46188 Wine Vacuum Tumbler - 13 oz.



GoodValue.

32399 | Drip Truly Wireless Earbuds and Charging Case

Sleek and stylish design with auto pairing and auto power on.

Case Study

Client: luxury resort

Purpose: reassure VIP guests

At check-in, guests were given a #15563 Cinch Corner Tote to secure their belongings while enjoying amenities and a #46247 Tervis® Classic Sport Bottle so they could use their own drinkware during their stay.

46247 | Tervis® Classic Sport Bottle - 24 oz.

15563 | Cinch Corner Tote



who's buying

- Travel Agencies, Sites & Tour Guides
- Hotels, Inns & Bed & Breakfasts
- Private Residential Lodging Providers
- Destination Resorts & Golf Courses
- Train Travel, Airlines & Cruise Ships
- Travel & Event Coordinators

fitness ideas

Cultivate your brand to produce incredible results.



40407 | Hand Sanitizer Pocket Pack

The Instant Hand Sanitizer Pocket Pack contains 2 single-use packets and it fits in your pocket, purse or gym bag.

Not available in Canada.



41158 | Fitness Essentials Kit

This kit provides the essential accessories for any workout.

This kit contains one 45791 Poly-Clean Bottle, one 61600 Rally Towel, one 41037 Elastic Exercise Band all inserted into reusable 15039 Drawstring Backpack



40625 | Montana First Aid Kit

The convenient carabiner allows you to clip the kit to any golf bag, backpack or other bag.

Not available in Canada.



10037 | 9-1/4" Flyer

Flyers are great for picnic fun, beach parties or any outdoor function.



41103 | AB Wheel Roller

Durable plastic construction featuring padded handles for a more comfortable workout.



1301 | Healthy Eating

12 mouth-watering foods and the make-it-healthy tips with each picture.

who's buying

- Outdoor Recreation Sports & Running Clubs
- Rehabilitation & Physical Therapy Offices
- Yoga & Pilates Instructors & Personal Trainers
- Wellness, Meditation & Healing Centers
- Gyms, Fitness Centers & Weight Loss Programs
- Fitness Apps & Virtual Classes



41096

Yoga Mat with Shoulder Strap

41048

Exercise Resistance Bands Set

Case Study

Client: insurance company

Purpose: employee appreciation gifts

When employees had to shift to working from home, the company shipped each team member a #41096 Yoga Mat with Shoulder Strap and the #41048 Exercise Resistance Bands Set to say "thank you" for being flexible and staying positive.

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