

Promotional Merchandise News & Tips

**Trending Today**

With a variety of new promotional products being released each year, it's hard to decipher what is really trending in the industry. GPI compiled a short list of the hottest items of 2012 so you will be able to stay ahead of the curve.

**Electronics**



**Power Bank Battery Charger**

iPod batteries were not built to last forever. The Power Bank Battery Charger allows people to charge their music device on the go. This clever

product removes any worries of having a dead battery at the most inconvenient time. Perfect for long car trips or weekend getaways, the Power Bank Battery Charger is a big hit in 2012.

**Credit Card USB**

Flash drives have evolved into a storage friendly form. The Credit Card USB's thin form allows users to keep their computer data at them at all times. Perfect for students, sales reps, presenters or medical professionals, the credit card can fit in any wallet or lanyard making it harder for people to lose their important work documents.



**Accessories**



**Flex Sport Watch**

America's fitness craze has held strong during 2012. The hottest trend is the use of ion technology to improve balance, alertness, and blood circulation in bracelet form. The combination of a watch and fitness aide make the Flex Sports Watch one

of the most coveted accessories of the year.



**Shoe Wallet**

The running season never ends. The Shoe Wallet gives running enthusiasts an opportunity to lighten their pockets by putting keys or

money securely in a wallet attached to a shoe. By losing the unwanted weight and fear of dropped keys, the Shoe Wallet will help runners train for the marathon during 2012.

**Business**

**Checkmate Air Travel Bag**

Business travelers commonly cite long security lines as one of the greatest annoyances of air travel. By using the TSA approved Checkmate Air Travel Backpack, travelers will be able to make a quicker transition through security lines. It is also a great way to stay organized while on a trip.



**iPad Cover**



More and more businesses are making the switch from personal computers to iPads for business operations. The iPad Cover becomes a canvas for your corporate logo, an effective channel to create

brand awareness. Pockets inside allows organization and functionality.

**Looking Ahead**

Keep these dates in mind for great promotional opportunities.

**May-**

National Employee Health and Fitness Day- *16th*  
Memorial Day- *28th*

**June-**

Great Outdoors Month; National Safety Month

