



Promotional Merchandise News & Tips

Promote Within

Utilizing the versatility of promotional products will undoubtedly benefit any organization. While using promotional items for external clients is beneficial, providing your internal staff with promo gifts can improve efficiency and save money. Employees tend to work harder for businesses that show they care about each worker.

Simple Solutions

Do not go along with the trend by believing that simply providing workers a job is good enough to keep them happy. Start traditions that revolve around staff appreciation which in turn will benefit morale. Take these suggestions to improve the work place environment.

New Hires

Be sure to start out on the right foot with each employee. When a new hire comes in, show them around during orientation and plan on giving them a welcoming gift. This simple gesture will spawn a positive attitude right from the get-go. Consider desk items that have a long life such as a customized set of post-it notes. These items will save memories tied to their first day, which will bring back nostalgic feelings years down the road. Give out practical items that can be used throughout their careers. Get off to a fast start and show your new hires that their company cares about them.

Service Awards

Continue the trend and establish recurring employee appreciation events. Implement an incentive program to encourage workers to stay with your organization. Administer gifts for each milestone they reach in service. Every year, five years, and ten years should have a different reward tied with it. Get to know your dedicated workers and find out what items they can use while at home. Consider showing your appreciation through lifestyle gifts that the employee would value ranging from golf bags to luggage. The simple gesture establishes a friendly connection between management and staff. Acknowledging dedication will certainly lead to a positive feeling in the workplace.

Company Socials

The summer months bring warm weather and warmer spirits into the office. The summer months also provide an ideal climate for company picnics. These annual events give a relaxing and rewarding day to all employees. Whether held at an amusement park or baseball stadium, do not solely rely on the venue to build morale. Handing out gift bags or giving away t-shirts and hats with your company logo gives a small reward for all the hard work. Not only do the gifts lift spirits, but the workers become a walking advertisement for your company. The apparel giveaways will surely instill a sense of pride in the workers who will be happy to walk around and display support for their company.

Philanthropy

Do not underestimate the power of philanthropic support. Community events unite your workforce by sharing dedication to an important cause. Look into sponsoring a local charity race or fund raising drive and urge your staff to join the mission. Donate promotional items such as water bottles or drawstring bags showing off your logo. The functionality of the items benefits those volunteering, while the donation improves your brand image. The commitment to goodwill causes will spark employees dedication to their company and will leave a lasting impression.

Use promotional products wisely and help your company grow. Whether rewarding new hires, tenured staff, the whole company or the community, promotional products can help in more ways than one. Improve your brand image and show you care for your employees.

Keep these dates in mind for great promotional opportunities.

June-

Great Outdoors Month
National Safety Month
Professional Wellness Month

July-

National Grilling Month
Independence Day- 4th

