

Global Promotions & Incentives
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Promotional News & Tips

The Added Benefits of American Made

In a recent survey by the Advertising Specialty Institute (ASI), it was discovered that 78% of Americans would rather buy American made products. To reinforce that finding, a follow-up question found that 60% of those respondents would be willing to pay 10% or more on American made products.

What does this mean for your company? Buying American made promotional products is an easy way to strengthen your brand image. Still weary about the added costs? Here are 5 additional reasons to buy American made promotional merchandise.

5 Reasons to buy American

Reduced Lead Times

Custom products can take a long time (sometimes months) to manufacture overseas. Fortunately that lead time can be significantly reduced by ordering American made products. The shipping times alone can cause delays making it necessary to place orders months in advance. Buy American to reduce your production time, and reduce your headaches.

Safer Guidelines

Do you need a product to match certain safety guidelines or specifications? American made goods provide you the peace of mind by complying with all safety rules and regulations. All American promotional merchandise are made with US safety laws in mind, something that may not occur with outsourced goods.

Aligns with Corporate Image

If your corporate image centers around contributing to the growth of America, or prides itself in being "An All American Company", be sure that your promotional merchandise reflects that. Promotional merchandise is a perfect way to let your customers know about your company's corporate values.

Reliable Inventory

Another benefit of keeping business on American soil is that inventory levels are more accurate. This is beneficial because it gives a quicker response when an item is out of stock and can give you more time to make adjustments accordingly. Additionally, buying American goods keeps communications moving quickly with the manufacturers. This will help in reducing the time to get production started

Strengthen America's Economy

The final reason in our list is perhaps the most common reason for buying "Made in the USA". Buying American keeps all money within our own economy. Furthermore, a higher standard of business ethics occur such as fair compensation and work hours.

Industries Where Buying American Matters

Here's a list of a few industries where buying American made promotional merchandise is important for brand image:

- Government/ Political
- Automotive
- Military
- Unions
- Universities

-Advantages Magazine July 2013

By: Tonia Cook Kimbrough (excerpts taken)

Upcoming Promotional Opportunities

September

Leukemia, Lymphoma And Myeloma Awareness Month

National Emergency Preparedness Week- 11th-17th

Prostate Cancer Awareness Week- 15th-21st

World Heart Day- 29th

October

National Breast Cancer Awareness Month

National Liver Awareness Month

National Down Syndrome Month

Halloween- 31st