

TALK *Promo* TO ME



NAVIGATE
THE PROMO
INDUSTRY &
GET MORE
BANG FOR
YOUR BUCK.

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Promo Basics

Learn these essentials to maximize your budget & marketing impact.

Quantity

Quantity & price are uniquely connected. Understanding this relationship ensures you make the most of your budget. Use these tips as a guide when ordering:

Minimum Quantity

All promotional products have a minimum amount you must order to purchase. This minimum can be as low as one item, usually for high-end, specialty products. Sometimes you can order less than the minimum, with certain stipulations. There is often a fee for ordering less than the minimum as well as a limit on how much less you can order. Be aware of this to avoid surprises when ordering.



Less=Higher Cost

While counter-intuitive, the fewer items you get, the higher the cost per piece. Often, it is cheaper to get more items rather than less. So instead of buying multiple items in small quantities, save money by purchasing a few products in large quantities.

Product Specifications

It is important to review all the details regarding a selected product. Below are a few ways specifications can impact orders:

Imprint

Imprint is one of the most important specifications to consider when choosing a product. It determines the color, size, and look of your art. For example, placing a rectangular logo in a square imprint area makes it difficult to read. Highly detailed or colorful art may need to be simplified to cut costs & improve appearance. Imprint type also matters, which impacts the look and feel of your product. A laser-engraved imprint will appear more high-end than a silkscreen imprint. Be mindful of the imprint options for the products to ensure you get the right one for your needs.

Color

Pay attention to product colors. Options vary & sometimes only one color is offered.

There are also products where your imprint determines the color. For example, tablecloths are white. However, if you flood your art with a blue background, the tablecloth will be blue as well. It is also important to know what colors work with your art. The goal is for your brand to stand out. Tone on tone or non-complementary color combinations may do the exact opposite.

Material

The product material is another crucial factor. It is important to consider what the product is for, where it will be stored, when it will be given, & who will receive it. For a summer giveaway in a park, you want to avoid heat sensitive materials. If you are offering gifts to corporate executives, glass or metal products may be more appropriate than plastic. Knowing the product material can minimize headaches & maximize impact.

Size

Product size is another important consideration. Size determines the imprint area, affecting what art can be used. It also impacts transport & storage methods once the order is received for you and your clients. Additionally, size, as well as weight, affects shipping costs. Requesting samples of products can minimize potential surprises.



The World of Apparel

Apparel is a diverse category with a variety of unique styles & options. Here are a few tips to make sure you get the perfect apparel product for your campaign:

Who Will Wear Your Apparel?

Knowing who will wear your products is crucial for apparel. For example, ladies' sizes are a smaller & tighter fit than men's sizes. Safety colors, such as neon orange, are often required for utility workers, while these colors may be too distracting for an office environment. A 100% cotton piece may feel great to the touch but could be too hot for factory workers. Tastes & trends are also important, especially for a younger demographic. Understanding your target market will ensure you get a product they can wear & love.

Color Matters

Depending on the supplier, costs can vary based on color, particularly for t-shirts. The same style t-shirt may cost more in a certain color. Color can also affect the imprint process. For example, a black shirt with a bright imprint needs a white underbase so the colors are clear & vibrant.

Art Also Matters

Art plays a major role in apparel products. Specific processes are required to recreate different types of art. For example, a digital imprint would be used for photorealistic artwork. This affects costs & the type of apparel you can purchase. Not all processes work for all fabrics and styles. The process used for your art will also influence the look & feel of your apparel piece.

The Perils of Shipping

Even the best-laid promo plans can change due to shipping.

Here are some ways that shipping can get complicated:

Policy Shifts

One of the biggest policy shifts affecting shipping is the tariff increase. Not only does this affect international shipping but related sectors such as the fuel industry, which influences shipping costs. Additionally, a number of products are assembled in the U.S. with parts from overseas. Changes such as these are beyond the control of individual suppliers & distributors, & can seriously impact the shipping process.

Industry Disruptions

The world's seventh largest container shipping line, Hanjin Shipping Co, filed for bankruptcy as of September 2016. This decision prevented \$14 billion worth of goods entry to ports. This company also handled 8% of the U.S. market's trade-Pacific volume & about 3% globally. Disruptions like this are unpredictable & can have long-lasting effects.

Labor Shortages

In addition to industry disruptions, unforeseen labor shortages can affect shipping as well. In 2014, West Coast dockworkers went on strike. These ports were integral to trade between the U.S. & Asia, causing massive delays & financial losses. The months of contention negatively affected the retail economy, which has yet to fully recover.

Seasonal Delays

It is important to be mindful of when you are ordering. Depending on the time of year, delivery times may be longer than normal. For example, 2017's holiday season pushed delivery workers to their limit. ETAs became difficult to maintain, with many receiving packages days or even weeks past the estimated delivery date. It is likely to be a busy holiday season again this year, so be mindful when ordering.

Weather

Disasters can strike without warning & the devastation they leave behind can be extensive. The ripple effects can also continue long past the actual disaster, disrupting infrastructures in unpredictable ways. Ordering in advance can help avoid these frustrating pitfalls.



The Order Process

Want to know what you get when? Check out this guide.

Get A Quote

Quotes are easy, unlimited, & commitment free.

Get options & request samples during this stage.

Place An Order

Orders are sent to suppliers to process.

Changes at this stage are limited based on availability/inventory.

Recieve A Proof

Proofs are virtual examples of what the item(s) will look like.

Art and small product changes are easily made this stage.

After Proof Approval

After the proof is approved, the order moves to production.

Once in production, changes can no longer be made.

Shipping

You will be invoiced after the order has shipped.

You are provided an ETA & kept up to date about changes/delays.



READY TO BE REMEMBERED?

With 83% of consumers more likely to do business with a brand that gives them a promo item, branded swag is the perfect addition to your marketing.

Choice Premiums has the experience & product line to create a campaign with impact. Give your brand the boost it deserves.

**“Find your spirit,
& no challenge
will keep you
from achieving
your goals.”**

**-- Christopher Penn
Marketer**



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