

# Stand Out

Fresh Promotional Branding Ideas  
Vol. 2 | Spring Summer 2021

## Going Green with Plantable Promotions

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## Stay Cool This Summer with Our Top Picks

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Pictured: Pointe du Bois, Whiteshell Provincial Park, Manitoba



OUTSTANDING  
BRANDING

GOLF | BBQ | CAMPING | DRINKWARE | BAGS



# Editor's Note

Welcome to Outstanding Branding's second lookbook! If you received our first edition from last year, you'll notice we have a new name: **Stand Out**.

Our goal with this magazine is to **inspire you** with **fresh promotional branding ideas** when it comes to helping your organization stand out from the crowd. Here you'll find curated product suggestions ranging from **drinkware** to **summer-ready apparel** and even **pet products** for animal lovers.

Looking for an **eco-friendly approach to promotions**? We've got a section on **plantable products** that recipients can compost when they're done with them.

If you're planning on **outdoor adventures** this summer, we've compiled a list of well-known **Manitoban attractions** to check out – alongside some products we think are perfect for the great outdoors.

This past April was also our **fifth birthday** (yay!), and we launched the **Be Outstanding** collection (pictured right), featuring our favourite new products we're taking everywhere with us this summer. Read more about it on p 18.

If you have any suggestions on what you'd like to see in the next edition, feel free to send them to **office@outstandingbranding.ca!**

Till then, we wish you a beautiful spring and summer ahead.

Yours sincerely,



A one-logo decoration on the products in the lookbook is included in the quoted pricing (before taxes). However, please note that **additional set up and freight charges may apply** to some of these items.

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# Swingin' Good Time

Golf season is arguably one of our favourite seasons. Gear up with new ideas for corporate outings and company teams.



## MICROFIBER SUEDE GOLF TOWEL

- Sublimated golf towel, trifolded (6" x15")
- 70% Polyester / 30% Polyamide microfiber suede fabric (shammy material)
- Good cleaning properties for your golf clubs and golf ball
- Extremely absorbent, soaks up more moisture and dirt than traditional towels

\$5.75 Min Qty 30



## MAXFLI® HONORS PLUS STAND BAG

Carry your golf equipment comfortably with the Maxfli® Honors Plus Golf Stand Bag. A 14-way top with 3 full-length dividers provides maximum club organization and protection as you walk the course.

The bag features an interior valuables dry pocket, fully-insulated cooler pocket, and it provides plenty of secure and easily accessible storage for all of your course needs. You'll have comfort and convenience with the Maxfli® Honors Plus Golf Stand Bag.

\$150 Min Qty 1



**TITLEIST® PRO V1® GOLF BALL**

New Titleist® Pro V1® offers total performance and features longer distance, very low long game spin, penetrating flight, even more Drop-and-Stop™ greenside control and softer feel.

\$85 Min Qty 12



**CALLAWAY® WARBIRD 2.0 GOLF BALL**

The two piece construction is designed for the bomber looking to crush it off the tee, with low spin. Features a fast core, a durable lonomer cover that delivers superb long ball flight every time.

\$21.50 Min Qty 12

If you don't see a brand you're looking for, reach out to us! Here are some of the brands we carry:



**CALLAWAY OPTI-VENT POLO**

Swing through the second cut with ease in the Short Sleeve Opti-Vent Polo. The sleek horizontal stripes accentuate the main color and provides a subtle two-toned effect.

The Opti-Dri moisture wicking technology pulls sweat away from your body so you can cool down in the heat and Opti-Vent engineered ventilation for enhanced comfort and cooling action.

- 8.8-oz, 100% Cooling Opti-Dri™ polyester pique stripe mesh
- Rib knit collar

\$50 Min Qty 10







# Going **Green** with Plantable Promotions

Going green doesn't have to be difficult.

**W**ith a rise in conscious consumption, consumers are being more mindful of what they're purchasing.

According to recent studies by Accenture and Deloitte in 2020, sustainability is a deciding factor in the brands consumers purchase from.

This is a great opportunity for businesses to connect with their increasingly eco-conscious customers by using plantable promotions in their marketing efforts.

## **Why use plantable promotions?**

Even though we live in a digital age with paperless technology, paper consumption in North America is 215 kg per person - four times the global average.

Plantable promotions are a great way for businesses to connect with people while doing something positive for the planet. Seed paper is made with post-consumer materials (no trees harmed!) and embedded with seeds.

When the paper is planted in a pot of soil, the seeds grow and the paper composts away.

All that is left behind are flowers, herbs or vegetables, and no waste - lowering the carbon footprint of your marketing promotions.

## **Here are some ideas on how to use seed paper:**

- Business cards - Unique conversational starters that showcase your brand values
- Product tags or thank you cards - Make consumers feel good about their purchase
- Graduation favors - Graduates earned their diplomas with patience, dedication and care: the same traits needed to grow plants
- Eco-friendly box filler - Protect customers' orders while reducing the number of trees cut down (over 3 billion trees are cut down per year for paper packaging)

Having trouble choosing the right product for your project? Reach out to our Promotional Branding Specialists and we'll get you started.



## DOUBLE-SIDED LARGE SEED PAPER PANEL CARD

Go green for your next event with plantable invitations. It's made from post-consumer waste and recycles itself into wildflowers.

The ultimate green event invitations that also makes great green promotions!

*\$3.46 Min Qty 100*

### CASE STUDY

These seed paper cards (pictured right) go out with the completed orders we ship out to our clients, and we've had plenty of compliments so far!



### 3 "PLANTABLE GOLF BALLS" SEED BOMBS

You don't have to worry about planting these balls in the rough! Recipients will love the eco-friendly golf-inspired gift that they can take home. Each ball is packed with wildflower seeds, which will sprout and grow when planted. The packaging is made from biodegradable corn plastic and you can add your logo to the pre-design topper.

*\$5.60 Min Qty 100*



### PLANTABLE HERB GARDEN ECO CALENDAR

Give more than just a simple desk calendar gift with this special eco-friendly promotional desk calendar that will also give a whole garden of herbs to plant and grow throughout the year! Each of the inner pages is printed on seed paper that composts away after being planted, leaving behind only the seeds to grow. Featuring basil, parsley & oregano.

*\$14.19 Min Qty 25*



### 3 EARTH DAY SEED BOMBS IN A MUSLIN BAG

Get noticed on Earth Day with a gift bag that includes 3 seed bombs packed with NON-GMO seeds that will help grow habitats for important pollinators. Each seed bomb is made from post-consumer material in a mix of blue and green to be symbolic of the Earth for the occasion. Customers and clients will love your eco-friendly promotions!

*\$6.46 Min Qty 100*



# Sizzling Times Ahead

Grilling season's almost upon us, and we are so ready for the delicious steaks, sausages and souvlakis!





## APRON WITH 7 PIECE BBQ SET

The all in one BBQ Kit includes an apron, spatula, fork, tongs, oven mitt, and a salt & pepper shaker. These are the essentials for a successful BBQ.

Adjustable back and neck strap allow the apron to be adjusted for a comfortable day in front of the grill.

\$35 Min Qty 25



## 15" SILICONE OVEN MITT

Looking for the perfect oven mitt? You've found it.

This silicone oven mitt is heat-resistant and waterproof, perfect for lifting cooked items off the BBQ while protecting your hand up to temperatures of 250°C/482°F.

With a comfortable cotton insert, you'll be grilling all day long.

**Note: each mitt is sold individually**

\$24 Min Qty 24



## LARGE GRILL PADDLE

This BBQ Grill Paddle (13.5" H x 3.5" W) is perfect for cleaning your outdoor BBQ. This grill paddle is made in Canada from solid Eastern White Cedar, which is a responsibly sourced soft wood.

It contains natural oils that give it a very high resistance to rot, mold, and mildew. Over time, it custom forms to your grill to give you the best clean and gets better the more you use it.

A safe and environment friendly way to clean your grill without the use of wire brushes.

\$10.95 Min Qty 25



## BBQ THERMOMETER

Eliminate the guesswork when it comes to grilling your meat on the BBQ. This instant-read digital thermometer comes with an easy-to-read LCD display and a helpful preprinted cooking guide on the back. It auto shuts-off to save battery. Fold it for convenient storage and portability. Displays in Celsius or Fahrenheit.

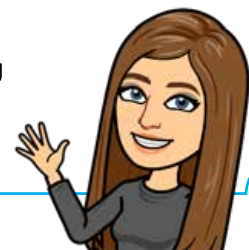
\$13 Min Qty 25



## Case Study: Tristar 10th Anniversary Thank You Package

Tristar approached us to help them create a thank-you package to celebrate their 10th anniversary of new ownership. Since Tristar is a leading supplier of equipment for dairy, hog and poultry operations, we suggested custom labelling a BBQ sauce and rub that would go well with beef, pork and poultry.

Lastly, we packaged it all in an eco-friendly tote bag with a design that matches what they do and their customers loved it!





# Cheers to the Weekend!

Did you know that promotional drinkware **generates over 1,400 impressions** throughout its lifetime? That means the more you drink, the more bang for your buck. We say, cheers to that!



## HAPPY CAMPER MUG

- Stainless steel single wall construction with baked enamel coating in a stoneware look
- Cottage style enamel mug
- Lightweight, large capacity mug with rounded handle
- Perfect for camping and outdoor activities
- Enjoy the country ambiance while drinking your tea or coffee!

\$12 Min Qty 48



## ASOBU® GARDEN GOBLET GIFT SET

- 4 Asobu® Garden Goblets with silicone cozy
- Comes in a magnetic gift box with a carry on handle
- Custom logo imprint on the box included!
- Silicone cozy protects glass from scratches and breakage, easy grip and non slip body
- Large size, perfect for entertaining & outdoor use
- 100% BPA FREE

\$40 Min Qty 48



## SINGLE ROCKIT BOTTLE

- 18/8 stainless steel and single walled
- Exterior matte finish with screw on silver coloured lid
- Easy to drink from and fits in most standard sized cup holders
- BPA free and FDA compliant
- Holds up to 700 ml. (23.5 fl. oz.)

\$10 Min Qty 25



## TRITAN™ WATER BOTTLE

- Tritan™ Copolyester
- Screw-on sip lid and dishwasher safe
- Lightweight and durable
- Stain and odour resistant
- Tough and long-lasting
- Matching coloured sipper and silicone ring with easy-carry handle
- BPA free and FDA Compliant
- Holds up to 750 ml. (25 fl. oz.)

\$6 Min Qty 50



## ASOBU® INFINITE MUG

The Asobu® "Infinite Mug" is state of the art, double wall, vacuum insulated and copper lined stainless steel mug with a unique ceramic coated interior and an extra wide cork base exterior.

The scratch resistant cork base is ideal for sensitive desk tops and avoids the need for a coaster. The ceramic coating interior gives you a pure taste and rinses clean extremely easily. Available in Black and White.

- Capacity: 490 ml/16 oz.
- Will stay hot for hours
- Spill Proof Lid

\$22 Min Qty 75



DRINKWARE



## URBAN PEAK® 16 OZ CAMBER TRAIL VACUUM TUMBLER

- 18-8 Stainless Steel dual-walled construction
- Vacuum-insulated, copper-lined deep draw liner maintains optimal drinking temperatures and provides 9X heat retention with lead-free vacuum seal
- Features unique, spill-proof AS plastic flip top design with Tritan snap locking closure lid
- Sweat-free design with powder-coated finish
- Non-slip textured Silicone hand grip
- 1-year limited warranty

\$22 Min Qty 24

**NEW ARRIVAL**

## OTTERBOX® ELEVATION 16 TUMBLER

Elevation 16 satisfies all your beverage needs. Designed from rugged stainless steel to weather years of use and abuse, your 16-ounce coffee mug is ready to keep your favorite beverages at the right temp everywhere you go.

- 100% food-grade stainless steel
- Internal copper lining maintains ideal temp
- Sweat-resistant design, leaves no rings
- Fits most cup holders
- Comes with closed lid

\$41.85 Min Qty 48



Also comes in 20 oz, 28oz and 64oz versions



# Stay **Cool** in the Summer with our top picks

## COLUMBIA MEN'S BAHAMA™ II LONG-SLEEVE SHIRT

Engineered for the active sports enthusiast who desires a comfortable, lightweight, and quick-drying option. It's perfect for adventures where you'll be exposed to rain, water splashing or sweat.

With mesh-lined cape vents at the back shoulders to keep you cool and built-in UV protection, you'll be ready for anything.

- Quick dry 3 oz., 100% Tactel® nylon taffetta back country cloth
- Omni-Shade™ UPF 50 sun protection
- Roll-up sleeves with tab holders

*\$72 Min Qty 10*



## DEVON & JONES PERFORMANCE™ MEN'S RANGE FLEX POLO

- 7.1 oz/yd / 240 gsm, 91% polyester, 9% spandex jersey
- Moisture wicking with UV protection
- Self fabric collar with integrated collar stand, built-in collar stays and side vents
- Luxury, comfort and performance in one
- Three-button placket with matching buttons

*\$35 Min Qty 10*

## SPYDER MEN'S STRYKE WOVEN SHORT-SLEEVE SHIRT

Looking for a modern fit on your corporate apparel? The Stryke is a high-quality shirt made from a cotton-rich, nylon and spandex blend. With a secure front pocket, this shirt is ideal for the weekend with friends, a dinner out, or daily wear.

- 70% cotton, 26% nylon, 4% spandex
- Spyder branded collar stays
- Forward set shoulder seams
- Secure stylized front pocket
- Iconic Spyder bug flag label at pocket
- Spyder branded buttons and woven Spyder label

*\$80 Min Qty 10*





## VIZELA CRYSTAL SUNGLASSES

- Polycarbonate frame and lenses with mirrored lenses (UV400)
- Clear frame with your choice of coloured arms and individually bagged

\$3 Min Qty 100



## UNDER ARMOUR MENS CORPORATE RIVAL POLO

Polos designed for outdoor action. They wick sweat, dry fast, and help keep you cool, even in the heat.

- 100% polyester textured fabric that is soft, light and breathable
- Wicks sweat & dries really fast
- Anti-odor technology prevents the growth of odor-causing microbes
- Mesh insets on sleeve cuffs for added breathability

\$50 Min Qty 10

## UNDER ARMOUR MEN'S UA TECH™ QUARTER-ZIP

- 100% polyester, performance loose fit
- Quick-drying, ultra-soft UA tech™ fabric that feels more natural
- Moisture Transport System wicks sweat & dries fast
- Anti-odor technology prevents the growth of odor causing microbes, keeping everything smelling fresh for longer

\$50 Min Qty 10

Did you know that promo polos generate over **2,300 impressions** over their lifetime? **6 out of every 10** consumers own at least one - and **yours** could be that one!





# Merch for Animal Lovers

We are unashamedly dog lovers here at Outstanding Branding. We like cats too, but if we had to pick our favourite... ;)



## ASOBU® DOG BOWL BOTTLE

The Asobu® Dog bowl water bottle is made of 100% BPA free, double wall vacuum insulated, copper lined stainless steel. The easy grip handle makes it convenient to carry even on long walks with your dog. The bottle comes with a detachable stainless steel and plastic bowl, which discreetly twists off the base of the bottle when it is time to re-hydrate your dog.

\$30 Min Qty 50



## PET LEASH

Take a "step" in the right direction with this leash! Constructed out of polyester material, it features heavy duty clips and assembly. Designed to be durable, it makes a great gift or giveaway for pet stores, shelters, and veterinary clinics.

\$4.25 Min Qty 150



## BUDDY ON THE GO BOWL

Keep your pet hydrated on the go with the Buddy on the Go Bowl. Simply flip up the bottle and squeeze for water to fill up the built in bowl. Flip the bottle down when finished and you're ready to go. Carrying clip included for easy travel. Bottle holds about 450ml.

\$4.25 Min Qty 150

## CUSTOM DOG TOYS

If you're keen on making your brand more appealing to customers who are also pet owners, these custom pet toys are just what you need! Durable, lightweight, and machine-washable, these toys can be used both indoors or outdoors - and they'll be a surefire hit with canine companions of all sizes.

Contact us for a quote on your very own custom branded toys.





# Cap Season is Here

Beat the heat with lightweight, breathable caps this season. Here are some cool options to top off your spring and summer look.



## DELUXE CHINO TWILL 6 PANEL CONSTRUCTED PRO-ROUND

- Deluxe buckram laminated front panels with Pro-Stitch
- Slightly-curved peak with 8 rows of stitching
- Plastic adjustable back strap

\$14 Min Qty 25



## CAP AMERICA CLASSIC MODIFIED FLAT BILL WITH MESH BACK CAP

- Medium profile six panel structured cap
- Chino twill with trucker mesh back
- Adjustable plastic snap tab

\$13.70 Min Qty 48



## Custom Designed New Era Caps

One of our favourite caps from last year was the custom co-branded 39THIRTY New Era cap with the 3D puff embroidery.

These casual stretch-fit caps are simple, sporty, and bring comfort to your day-to-day grind. Structured with a pre-curved visor, it's perfect for blocking the sun and keeping you cool.

\$22 Min Qty 18



CAM AND JEN AT LAST YEAR'S GOLF TOURNAMENT



HUDSON, OUR FAVOURITE PART-TIME EMPLOYEE REPPING THE CAP



# Explore Manitoba in style this summer



## SALT SPRING COOLER BAG

It's time to swap the party life for another kind of wildlife. While the outdoors restores your inner balance, the Salt Spring Cooler Bag will keep your refreshments crisp and fresh in the insulated, leak-proof compartment.

Enjoy an icy pick-me-up when you pause for thought; then simply throw the comfy adjustable strap over your shoulder as you head off again.

Size: 12" H x 12.75" W x 8.75" D

\$80 Min Qty 12

Large zippered insulated leak-proof storage compartment

100% waterproof ultrasonic seams





## HIGH SIERRA® IPX 5 SOLAR FAST WIRELESS POWER BANK

The High Sierra Boar has a rechargeable 10,000 mAh lithium polymer battery that can work as a wireless charging pad or a regular power bank on the go. It has a solar panel for recharging, along with a flashlight and a carabineer clip to attach to any bag. IPX5 waterproof and includes a USB to Type C charging cable.

*\$80 Min Qty 15*



## THE CLOGS SANDALS

Looking for a fun way to show off your brand? These custom printed clogs are perfect for fun water activities, or casual day trips to the lake.

- 100% custom printed sandals
- Straps can be customised
- Can print gradients and photos

*\$75 Min Qty 12*

## SUBLIMATED VELOUR POOL TOWEL

Whether it's relaxing at the beach or lounging poolside, these beach towels offer cozy comfort and optimal coverage, with each towel measuring 30 by 60 inches. 50% cotton, 50% polyester, 11 lbs.

- Ideal for the beach, cottage, travel, conferences, resorts, sports and swimming

*\$25 Min Qty 25*

## CAMPING MUG S'MORE KIT

- 15 oz camping mug with smores
- Hand wash mug only
- 1.20 oz chocolate square
- 2 half marshmallows
- 1 graham cracker (broken in half)
- Color options: Black, Cobalt, Maroon, Orange, Sand, White, Red

*\$13 Min Qty 72*





# Be Outstanding Collection

This summer, we're planning on exploring Manitoba and that means we need a summer adventure kit! (*drumroll please*)

Presenting to you... The "Be Outstanding" collection! We feature three items that we love.

- 1) A comfy unisex crewneck tee that's ethically made in Canada with a subtle imprint
- 2) A handy dandy sublimated beach towel for drying off or lying on the beach
- 3) And a practical 20L dry bag with a custom brand patch that keeps our possessions dry and safe

All these complement The Fifth, our custom labeled beer created in honour of our fifth birthday (which is also the perfect refreshment for a hot summer day).

Want to learn more about how you can create your own custom package? Reach out to us and we'll help you design a unique brand experience.

Pictured below: Tanya drinking The Fifth, wearing the Be Outstanding shirt and the 20L Call of the Wild dry bag.



## LAZY BEAR CHAIR

Supreme comfort with ample space to kick back and relax. Perfect for a relaxing time by the fire, if it hasn't been stolen by your furry bestie! Fully padded seating including a convenient insulated drink holder. Rated for 350lbs.

Size: 34" x 34" x 27"

- Durable 600D polyester
- Insulated beverage holder
- Sturdy 3/4" black tube frame
- Carry bag included
- Stabilizer feet
- Padded arm rests
- Comes in Heather Grey, Red/Black Plaid and Sierra

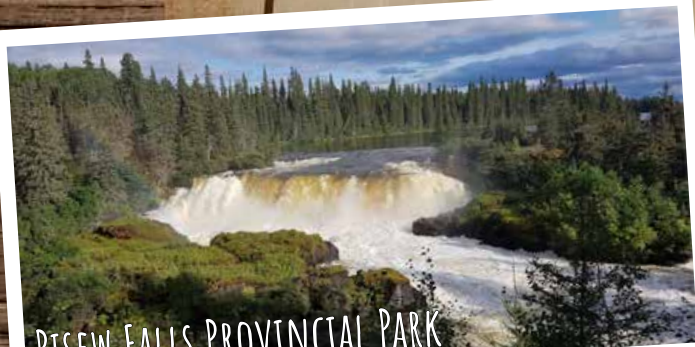
\$115 Min Qty 6





# Time to put on your exploring cap

Manitoba is filled with hidden spots waiting to be explored. How many of these places have you been to?



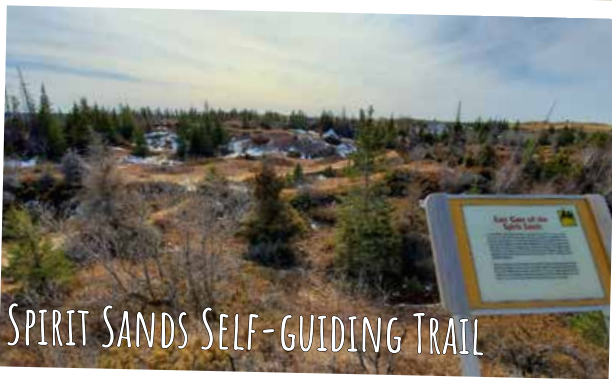
PISEW FALLS PROVINCIAL PARK

A naturalist's paradise, the spectacular Kwasitchewan Falls is Manitoba's highest waterfall. The name, "Pisew", is translated from the local Cree language meaning "lynx".



GULL HARBOUR LIGHTHOUSE, HECLA

Located within some of the most scenic waters of Lake Winnipeg, Gull Harbour Lighthouse is the only heritage lighthouse in Manitoba. Did you know it was first built in 1898?



SPIRIT SANDS SELF-GUIDING TRAIL

Called "Manitoba's Desert" by some (by definition, it is not a true desert!), this trail guides you along the massive dunes that were deposited at an ancient river delta of glacial Lake Agassiz.



BOIS-DES-ESPRITS

The "Woods Where the Spirits Dwell" is one of the largest pristine urban forests in Canada, with unique tree carvings and 5 different ecosystems within it. How many spirits can you spot?



# Great Bags

Did you know that **73% of consumers own promotional bags**? These bags are kept an average of **11 months**, with 50% of the recipients more likely to do business with the advertiser that gave them the bag.



## UNDER ARMOUR UNISEX UNDENIABLE SMALL DUFFLE

- 100% polyester, UA Storm® technology delivers an element-battling, highly water-resistant finish
- Tough, abrasion-resistant bottom and side panels
- Large front zippered organization pockets
- Adjustable shoulder strap with padded top grab handle
- Large vented pocket for laundry or shoes and internal slip pockets for organization

*\$45 Min Qty 10*



## TRI-COLOUR COTTON TOTE

- 14" W x 14.5" H x 3.5" D
- 12 oz. Cotton
- Cross-stitched webbed handles
- Great tote for daily use
- Cotemporary colour block design
- Reusable, lightweight go-everywhere bag keeps you ready to shop responsibly

*\$7 Min Qty 40*

## GEORGINA LUNCH BAG

- 300D Heathered Polyester
- 3mm Foam grey PEVA liner
- Double zippered three sided opening to main compartment
- Quick access flap to main compartment with hook and loop fastener
- Pack your lunch and snacks in this durable cooler
- Adjustable/non-detachable shoulder strap
- Front open slash pocket
- Two side elasticized mesh pockets
- Holds up to 12 cans

*\$17 Min Qty 25*





## BEAST GEAR COOLER BACKPACK

Cold beverage anyone? Heat sealed PEVA lining provides a waterproof main compartment with the capacity to carry 28 cans or 5 bottles of wine.

The extra padded back panel and shoulder straps will ease the strain when carrying your refreshments to your next sporting or festival event.

- Insulated main compartment keeps food and drinks cold for up to 24 hours
- Top compartment with mesh closure for storing sandwiches and light snacks
- Double coated & textured 300D polyester
- Removable beer bottle opener with removable strap

\$44 Min Qty 25



## SAVANNAH CHARGE LAPTOP BRIEF

- Polyester 150D lining with top zippered closure
- Padded area to hold your laptop (up to 17.3")
- Various organizer pockets inside main compartment
- Two webbed carry handles with snap button closure
- Removable adjustable/detachable shoulder strap
- Two vertical zippered pockets on the front
- Back slash pocket with hook and loop fastener
- Black webbed band to slip on your roller bag
- Your power bank can safely be stored inside the bag (sold separately) and used to charge your device
- Built-in external USB power outlet with charging cable

\$40 Min Qty 12



## HERSCHEL SETTLEMENT 15" COMPUTER BACKPACK

Crafted from a durable polyester fabric, the quality construction of the Herschel Settlement™ backpack is made to last through every adventure you take it on.

This iconic vintage style is modernized through thoughtful design features, such as tech-safe storage and exposed zippers with pebbled zipper pulls.

Spacious, versatile and tech-friendly, the Settlement is suited for both your everyday commutes and your airplane carry-ons.

- 15" laptop sleeve with signature striped liner

\$120 Min Qty 28



# Safety First



## TOUGH DUCK 5-POINT TEARAWAY SAFETY VEST

The standard work vest is the most common piece on a job site and one of our best sellers. Practical and safe, this vest contains a lanyard piece at the back in case you need to get clipped in.

- 100% birdseye mesh
- Reflective material with 4" contrast backing
- Safety harness opening
- Two lower patch pockets
- Dual microphone loops

\$19.99 Min Qty 12



## CARHARTT® SIGNATURE STANDARD TOOL BELT

The Signature Standard Tool Belt has a high standard of quality. The tool belt features 6 compartments, a hammer loop, and 2 side pockets and loops. This makes every tool you're carrying easily accessible. The Carhartt® Standard Tool Belt is not what most would consider your standard tool belt.

- 1200D poly with Rain Defender™ durable water repel

\$90 Min Qty 12



## WHISTLER™ RATCHET VENTED HARD HAT



- Meets ANSI/ISEA Z89.1 Type 1 requirements
- Fulfills Class C electrical rating
- Vented for maximum air flow
- Lightweight shell made with UV stabilized High Density Polyethylene (HDPE) reduces worker fatigue
- 4-Point quick release suspension with strong textile straps and crown comfort pad provides a comfortable and secure fit
- SURE LOCK wheel adjustment system for one hand size adjustments

\$27.99 Min Qty 18





## TOUGH DUCK S/S SAFETY T-SHIRT WITH POCKET

Wick away sweat while being compliant on the job site in this short sleeve micro mesh t-shirt.

- 100% polyester micro mesh with wicking treatment
- Reflective material with 4" contrast backing
- Chest pocket
- Comes in black, fluorescent orange or fluorescent green

\$19.99 Min Qty 12



## ZIRCON-MEN'S HI VIS REVERSIBLE JACKET

- 100% Cotton canvas reversible jacket with water repellent finish
- 100% Polyester diamond quilt lining
- 4" Band with reflective and contrasting 3M tape in WSIB configuration
- YKK front zipper closure

\$110 Min Qty 10







# 8 Basic Decoration Techniques You Need To Know

When it comes to decorating your branded apparel, there are tons of decoration techniques available! We've narrowed down some of our favourites to share with you.



## FLAT EMBROIDERY

One of the most popular ways to decorate, embroidery is great because we can ensure the thread matches your PMS colors! It's durable, looks great, and adds a professional feel to your product.



## PUFF EMBROIDERY

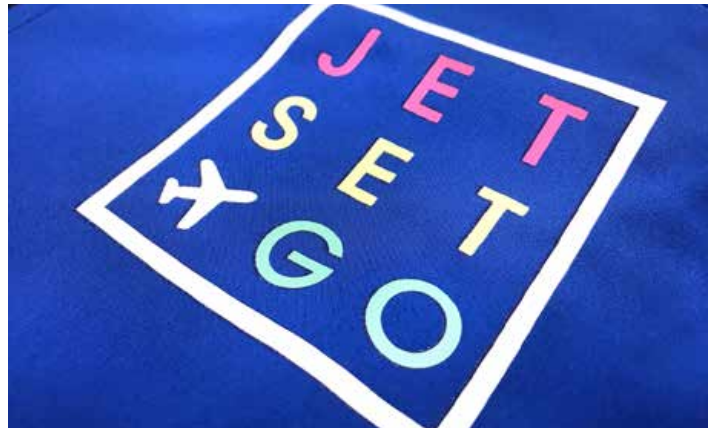
Also known as 3D embroidery, this technique inserts foam under each stitch, creating a 3D look and feel that looks amazing! Best used for simple designs that really pop out, like our logo icon pictured above.





## SCREEN PRINTING

A popular decoration technique, screen printing got its name because it literally pushes the ink through screens! It's also cost effective in large quantities, and conveys a more relaxed feel on your products.



## HEAT TRANSFER

Unlike screen printing which has a limit on the number of colours (typically 4), heat transfer can produce unlimited colours and fine details, which makes it a great decoration option for your apparel!



## DYE SUBLIMATION

One of the most popular methods, dye sublimation offers unlimited possibilities for your branded apparel with full color, high resolution prints that will never fade. Perfect for sports or retail apparel.



## CUSTOM PATCHES

A great way to add some texture and durability to your next project, custom patches come in all types of materials and methods of construction. Popular styles include leather and embroidered patches.



## APPLIQUE

A good alternative to embroidery, appliqué involves stitching smaller pieces to create your design. It's perfect for bold designs when you want your branded apparel to stand out from a distance!



## CUSTOM WOVEN LABELS

These add a retail look to your apparel or product, while clearly personalising each piece with your unforgettable brand. Place it on the neck of the shirt, hem of the sleeve, or on the bottom hem.



# Understanding Decoration Terms

Have you ever been confused about what "vector art" or "inboard decoration" means? We've prepared a handy primer so you'll be crystal clear!

## STEP 1:

HOLD THE MUG IN YOUR RIGHT HAND!

### OUTBOARD SIDE

THE SIDE FACING OUTWARDS



### INBOARD SIDE

THE SIDE FACING YOU

When it comes to mugs, there are 2 sides you can decorate on. **Remember to hold the mug in your right hand first** to determine which side is which!

## Right Sleeve

If you already have decoration in the center front but still need to add your company logo, this is where it can go. Great for personalizing with your department or favourite logo.

## Bottom Right

The most common kind of decoration here is usually a woven label or patch that's sewn onto the hem of the apparel. Perfect for adding a little je ne sais quoi to your item!

Your artwork here

## Left Front Chest

Great for embroidering or screen printing your logo. If you're going for a polished look, we'd recommend embroidery.

## Center Front

Do you have artwork or logo that you want to showcase? This spot is perfect for screen printing a large design. Digital printing and heat transfer decorations are also common in this location.



**Vector images** (pictured left) are shapes and paths based on mathematical formulas. They can be scaled to any size without losing quality, so your logo will look great no matter what size it is. The common file formats are **.ai, .eps, .psd, .svg, .cdr, and .pdf.**



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## Raster images

(pictured right) consist of tiny squares known as pixels. It's great for artistic work, but not when it comes to decorating your logo.

Their common file formats are **.jpg, .png, .psd, .gif, .bmp** and sometimes **.pdf.**



Did you know **promo t-shirts** are kept an **average of 14 months**, generating **over 3,400 impressions**? If a good shirt costs **\$15**, then your **cost per impression** is only

**4/10 cents!**





# SAY HI TO US



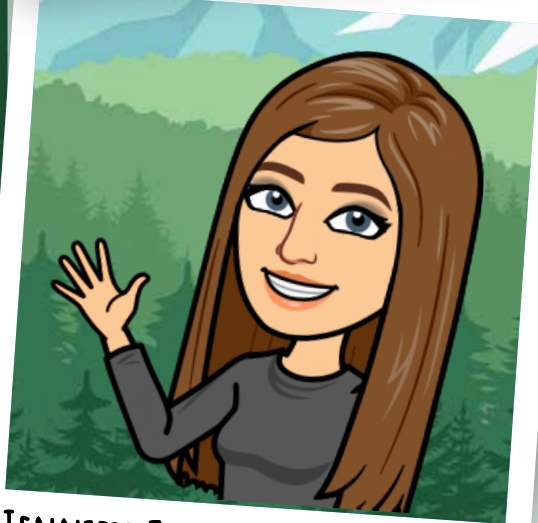
**CAMERON CRAIG**

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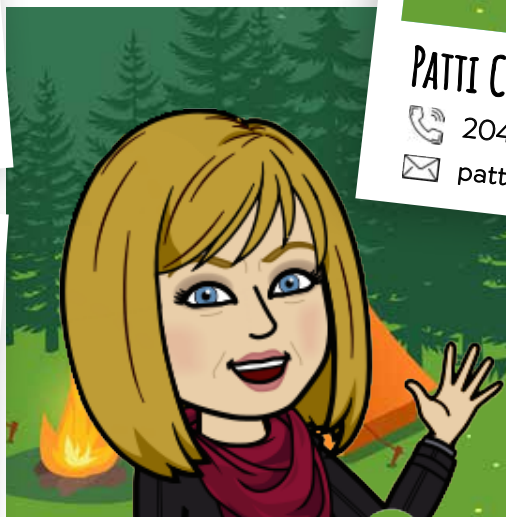
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