

PPAI PYRAMID AWARD

2019

Supplier Star
Client Programs
Marketing
Supplier Decorating
Technology



Once again in 2019 we celebrate PPAI Pyramid Award Winners. First presented in 1958, the PPAI Pyramid represents the pinnacle of achievement by Association members and honors the long-standing, collaborative partnerships between the PPAI family of members that differentiate successful promotions from the buying and selling of stuff.

PPAI PYRAMID AWARD

2019



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Supplier Star



New PPAI Supplier Member



The power of custom printed shipping boxes is in your hands. BoxUp defies the traditional packaging industry model with a standard offering of 25 custom printed shipping boxes, even at quantities as low as one. The combination of an easy-to-use, DIY graphic design tool and direct-to-digital printing without expensive dies and print plates makes high-quality custom printed boxes affordable. E-flute and B-flute corrugated cardboard boxes are digitally printed in CMYK with a UV cure in 10 days. BoxUp proudly manufactures its boxes in Indiana.



New PPAI Supplier Member



Ugly Sweater Company is a wholesale manufacturer and distributor of one-of-a-kind “ugly” Christmas sweaters. The product line includes a wide selection of sweaters, sweater-related accessories and serves hundreds of re-sellers globally. The company, which is family owned and operated, is dedicated to providing customers the highest quality and service.

The PPAI Pyramid: Supplier Star and Award of Merit are the most sought-after awards for supplier members. Suppliers who are voted by distributor members to earn this Pyramid epitomize consistent excellence in service, decoration, problem resolution and product quality day-in and day-out.

2019

LOS ALTOS TROPHY

\$50,000 -
\$250,000



Los Altos Trophy was started in 1958 and today is one of the largest family-owned and operated award companies in the United States. Operated by Mark Norton, the founder's grandson, the company has a commitment to the future of recognition and awards. Los Altos is your complete awards source from sports to corporate awards programs and from a single award to large programs that require fulfillment around the globe. Clients of any size, budget and timeframe can be supported with a complete awards program.

MIDNITESNAX®

EXPERIENCE THE DIFFERENCE

\$250,001 -
\$500,000



Midnite Snax is a leading candy, snack and gourmet food supplier, offering almost 3,000 products. An industry leader in popcorn manufacturing, customers can choose from more than 75 stock flavors or create their own custom flavors. Midnite Snax manufactures all chocolate bars, chocolate covered treats and cookies in an SQF Level 2 certified factory. Every order is produced and packed fresh; orders never sit on a shelf. Midnite Snax is also well known for unique, creative packaging and custom capabilities.

CHOCOLATE CHOCOLATE

A lasting impression you'll want to repeat

\$1,000,001 -
\$2,500,000



Chocolate Chocolate uses the finest quality 100 percent Belgian milk and dark chocolate for its products. Top quality cocoa beans from the Ivory Coast and Ghana are carefully roasted in Belgium using premium European ingredients and equipment. After shipment to the U.S., an extra measure of cocoa butter is added to contribute to the glossy appearance and smooth, luxurious "mouth feel". This superior chocolate, combined with incomparable details, engraving and committed customer service, makes CHOCOLATE CHOCOLATE a lasting impression you'll want to repeat.

GRAPHCO line

\$1,000,001 -
\$2,500,000



Established in 1997, Graphco line is well known for outstanding Five Star customer service. Offering free 24-hour rush service, free samples, low minimums, and the most competitive pricing in the industry, Graphco line prides itself on achieving and maintaining 5 Star and A+ industry ratings.

LEASHABLES® **OraLabs**® PROMOTIONAL PRODUCTS

\$2,500,001 -
\$5,000,000



OraLabs Promotional Products, located in Parker, Colorado operates out of a 200,000 sq. ft. FDA registered and audited facility. The product portfolio includes lip balm, hand sanitizer, lotion, sun care and breath care products including private label capabilities. OraLabs is becoming the go-to source by best-in-class promotional distributors, retailers and some of the largest consumer product brands in the world.

Toddy GEAR

\$2,500,001 -
\$5,000,000



Toddy Gear began in 2010 with one simple goal: to clean screens effectively and fashionably to enhance the world's gadgets. Smart Cloth, the first premium dual-sided microfiber cleaning cloth for removing dirt, grime, and fingerprints was born. In 2011, Toddy Gear expanded its reach to service the promotional marketplace with full-color, fully customizable microfiber products and continued to evolve with a wide variety of dual-purpose solutions. Continuing line expansions and introduction of new tech accessories has brought Toddy Gear to the forefront of innovation and quality in the promotional products industry.



\$5,000,001 -
\$10,000,000



Raining Rose, a full-service manufacturer of personal care products based in Iowa, is known as an industry leader in producing lip balms, sunscreens, hand sanitizers, and lotions. The vertically integrated manufacturing facility affords control of all processes from blending through to shipping. The Raining Rose facility is subject to third-party audits, is FDA registered and certified to manufacture USDA organic products and a Certified B Corporation having been recognized for meeting the highest standards of accountability, transparency, and social and environmental performance.



\$10,000,001 -
\$20,000,000



CPS/Keystone has been dedicated to serving promotional products distributors since 1992. With a line encompassing best-selling commodity category products, CPS has earned the business and partnership of distributors both large and small. CPS is the go-to supplier when "staying on budget without sacrificing service," is required.



\$10,000,001 -
\$20,000,000



Maple Ridge Farms is a most trusted and most awarded food gift supplier in the promotional products industry. For over 35 years, Maple Ridge Farms has specialized in corporate food-gifting programs, which are sold exclusively through distributors. Gifts consist of chocolate, candy, roasted nuts, gourmet cheese and sausage gifts, gift baskets and other specialty one-of-a-kind items not found anywhere else.



\$20,000,001 -
\$35,000,000



AAkron Line is a family-owned and operated supplier that entered the promotional products industry in 1967. The company operates with commitment to deliver the best quality, product innovation and exemplary service while maintaining high safety standards for all products. The AAkron product line includes more than 900 different items, with more than 350 domestically manufactured. The company proudly employs more than 250 people at plant locations in New York and Tennessee.



\$20,000,001 -
\$35,000,000



Crown's goal every day is to provide customers with an experience that exceeds their expectations. The Crown product line offers unique, innovative and exclusive designs in a wide variety of categories: drinkware, writing, tech, health and wellness, outdoor and so much more! Crown is a top-rated industry supplier that clients can count on.



\$35,000,001 -
\$50,000,000



Gold Bond was founded in 1947 and has grown from a small pencil company to a top supplier operating on two continents. The company's U.S. office is centrally located in Chattanooga, Tennessee. Gold Bond is large enough to handle demanding orders but small enough to be flexible in accommodating customer requests. The company's largest asset is the ability to adapt to the ever-changing needs of its partners. The Gold Bond tagline, "More Than You Expect", accurately represents the company's culture. Each team member strives to exceed customer expectations at every customer touchpoint each and every day.



\$35,000,001 -
\$50,000,000



Founded in 1989, SnugZ USA had its beginnings in a humble attic in Utah. The company has grown from five employees to more than 500 and is now recognized as an industry leader in the manufacturing of lanyards, health and beauty products and corporate gifts for the promotional products industry. SnugZ continues to be committed to providing an exceptional customer experience and producing high-quality products for its customers.



\$50,000,001 -
\$100,000,000



BAG MAKERS is a leading imprinted bag supplier that specializes in paper, plastic, non-woven, cotton/jute, and polyester bags. Known for providing quality imprints, safe products and award-winning service, BAG MAKERS partners exclusively with distributors to sell more than 95 million printed bags each year. With seven imprint methods, custom design capabilities, free artwork services, rush service and outstanding on-time shipping performance, BAG MAKERS delivers.



\$50,000,001 -
\$100,000,000



Hub has been offering quality writing instruments for over 60 years. Hub is the home of the Javalina, one of the most popular pens with promotional products distributors, as well as the MaxGlide family of hybrid ink pens and a broad offering of economically priced metal pens. Customer-focused services include free 24-hour rush service available for most products, top industry ratings for writing instruments and stellar customer service set Hub apart.



\$100,000,001+



Leed's, a member of the Polyconcept North America family, is the premier supplier of high-quality promotional products, with goods ranging from pens and drinkware to bags and mobile tech. With an in-house product development team and dozens of leading retail brands, Leed's continually introduces products with the look, feel and performance customers want, while award-winning service and cutting-edge decoration capabilities provide a seamless experience from start to finish. With global operations headquartered in New Kensington, Pennsylvania, Leed's has been synonymous with excellence for more than 20 years.



\$100,000,001+



Family-owned since 1971, Washington-based SanMar is an award-winning supplier of retail, private label and mill brands. SanMar supplies apparel and accessories to screen printers, embroiderers, promotional products distributors, athletic dealers and industrial launderers, whether to outfit Fortune 500 corporations, the bowling team, schools or any other number of end-user events. The broad brand portfolio includes such industry leaders as Nike, OGIO®, The North Face®, New Era®, Eddie Bauer® and Alternative® as well as private label offerings, including Port Authority®, America's number one private clothing label. Red House®, Port & Company®, District®, Sport-Tek and CornerStone® complete the high-quality private label offering. You can also find BELLA+CANVAS®, Anvil®, Gildan®, Jerzees®, Hanes®, Fruit of the Loom®, Red Kap®, Rabbit Skins™ and Russell Outdoors® at SanMar.

Client Programs

The PPAI Pyramid for Client Programs recognizes the outstanding, creative use of promotional products by distributor members in a variety of client programs and campaigns. With a critical focus on client objective, target audience, execution and ultimately results, the Pyramid Award winners demonstrate unparalleled consultative selling success.

2019

Business-to-Business Programs



2020 BRAND SOLUTIONS.

Better Brand Marketing

2020collection.com

A custom toy car erector set created for MTS Systems Corporation was sent to 2,500 pre-vetted, auto industry clients. Included in the set were: branded decals, assembly options for five vehicles, a sentimental marketing teaser, branded box and a protective mailer. A direct marketing campaign was conducted to help pique interest in the system, which grew into the millions.

Business-to-Business Programs



Always advertising
PROMOTION BY DESIGN

This business-to-business program was designed to generate new appointments and billable construction projects. The simple and fun promotional package addressed two main pain points, communicated the solution and promoted additional client services. The budget was modest, but the results were wildly successful, generating \$4.25 million in secured contracts.

Client Branding Programs



To increase buzz for the new opening of the Bell Museum, custom, creative promotional products were developed to tell their brand story. Snow globes, field guide notebooks, water bottles, totes and socks were developed to engage with the targeted audience. More than 5,000 guests visited before the museum's official opening.

Consumer Programs



Taco Bell was looking to advertise its new Taco Bell wedding package at its Las Vegas location. Unique wedding accessories from sauce garters to champagne glass sets were developed as part of the campaign. The merchandise was the topic of several news articles and the initial teaser video received more than 75,000 views. The online launch increased traffic to the site by 250 percent and increased sales by 300 percent.

Consumer Programs



To highlight a new milestone reached in 2017, the history of an iconic brand was paired with an iconic game that was informative and had a collector's appeal. Developed as a single item, it explained the brand's past, present and future. The custom-branded game generated internal and target audience excitement and broke the bank for profitability and success.

Distributor/Supplier Collaboration Programs



Competitive Edge partnered with R.S. Owens to create a dazzling one-of-a-kind award for a retiring executive. A unique “tribute” piece was needed to recognize the retiring CEO who had led the company to the #1 spot in its category, globally. This tribute was presented during an exclusive celebration that took place at the worldwide franchisee convention and was a big hit.

Diversity, Social Responsibility or Multicultural Programs



This campaign had a soup-to-nuts approach. Included in the messaging was a commitment to the environment, to the real estate industry as a whole, to a faith-based community, along with a compelling story about the stability and longevity of the brand to clients both past and present.

Educational Programs



The Red Bag tours at Texas Tech University Health Sciences Center was a new way to conduct educational tours for visiting high school students. The university used promotional products to better organize their efforts, to attract potential students and to reinforce the university name. The college saw significant increases to the number of students participating in campus tours.

Educational Programs



The Great Bike Ride across Iowa known as Ragbrai was used to introduce a bike safety program in which adult bikers and parents of young bikers were educated on safe bike riding practices. Targeted promotional items were used to reinforce the safe riding message. During the week long event, 750 to 1,000 riders stopped at the tent each day to learn about safe riding practices.

Employee Incentive & Recognition Programs



To incentivize Instacart customers to shop more often, a reward program was developed for repeat customers. The sleek shirts, hoodies, socks and hats developed for the program caught the attention of the shoppers. An integrated app was used as part of the distribution of rewards. The program increased shopper retention by 12 percent, while motivated shoppers were reaching their milestones 34 percent faster and were 1.5 times more likely to check rewards daily.

Employee Incentive & Recognition Programs



The Pyramid of Excellence program was created to improve the customer satisfaction commitment of customer facing technicians. With the ability to win multiple times, more than 3,000 rewards were distributed for exceeding expectations. With the newest product launch, the number of winners increased more than 318 percent.

Internal Communication Programs



The Ontario Veterinary College wanted to increase attendance at its strategy meeting by building awareness. For this campaign each invitation included unique and relevant products that conveyed a theme of inclusion and relatability. The invitation generated buzz within the college, drew much-desired attention and delivered a spectacular 1000 percent increase in attendance.

Internal Communication Programs



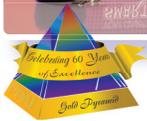
United Airlines needed a way to share its inclusiveness message for its leadership conference. This kit-packing event reached two goals: the development of a volunteer activity with leaders and athletes working together and the creation of more than 15,000 co-branded, sun-safety kits for use by athletes during summer events. Post-event survey results listed kit-packing as the favorite event.

Not-For-Profit Programs



This no-cost program for breast cancer survivors in Nebraska and Western Iowa started as a word-of-mouth initiative. Each kit included beneficial items that carried key messaging about much-needed local resources for patients. The power of the story was a win for this small nonprofit and a rewarding experience for the business-owners who backed the program.

Not-For-Profit Programs



AXIS
PROMOTIONS

BGCA wanted to create a line of branded products for girls ages 8-17 that would incentivize participation and engagement in the SMART Girls program. Retail-inspired products with vibrant designs were conceived using the tagline “YOU CAN’T STOP A SMART GIRL.” The branded products are a “badge of honor” for girls to earn and included custom journals, headbands, accessory pouches, bracelets and apparel.

Not-For-Profit Programs



HALO
branded solutions

Heartly House’s annual, Walk A Mile in Her Shoes, walk was opened up to include people of all genders and ages. With the goal of raising awareness for victims of abuse and domestic violence, all participants were asked to wear shoes symbolizing these victims. A new logo, branding and promotional products were needed and HALO delivered.

Not-For-Profit Programs



PROforma
Big Dog Branding

The Castle Rock Police Officers Association wanted to launch a campaign to raise funds for the Parrish family and other first responders following the tragic death of Castle Rock’s Deputy Zakari Parrish III. This fundraising campaign required logo development, messaging and critical product sourcing to reach the fundraising goal.

Sales Incentive Programs



Ideal Image was looking for a creative travel set to celebrate its rebranding and to announce the winners of a sales incentive trip. The company surprised the winners with a rolling, carry-on bag and travel package. The travel-ready kit included a light-activated voice recording with a “pack your bag” congratulatory message for winners.

Tradeshow/Exhibit Traffic Programs



The NADA Tradeshow campaign included two levels of outreach. First, the corporate team communicated the overall benefits of the invitation and motivated the distributors to invite the targeted dealerships. The second component required attendees to visit the booth with a custom chip. The two-pronged strategy resulted in the much-desired conversations with the right people and follow-up activities have provided quantifiable ROI for the program.

Tradeshow/Exhibit Traffic Programs



Promotional Marketing Association of Northern California

A “Go to Market” theme using fresh products, local resources, organic ideas and sweet results were fundamental to the program. Images of produce from Monterey were featured in pre-event marketing assets and throughout the show. Stunning graphics, including wood-grain signage and tasteful strawberries, were incorporated into the registration booth signage to fit the over reaching theme. The refreshed tradeshow brand was received with much enthusiasm and great feedback from distributor and supplier attendees.

Branding - Business Services



Branding - Distributor



The PPAI Pyramid Award for Marketing recognizes members for their creative, insightful and effective branding activities that convey information about their own company's identity, products or services to customers and prospects. Introduced in 2012, the PPAI Pyramid Award for Marketing highlights the best of the best in the industry's talented marketing efforts.

2019



The DistributorCentral 2018 rebranding effort offered an up-dated logo and fresh tech look while eliminating outdated and confusing imagery for a cleaner message and a more vibrant brand story.



The 2018 rebrand of Eleven Marketing was a complete overhaul of messaging, USP (unique selling proposition) and brand identity. After nearly a year, the rebrand was launched. Ultimately, the marketplace is the best indicator of success and clients provided positive feedback to the brand's look.

Branding - Suppliers

Distributor Catalog - 26 pages or More

Distributor Sales & Marketing Aids



Terry Town was focused on a re-branding that would communicate its commitment to innovation, quality and product variety. The original branding had been in place for more than 20 years and it was time to communicate in text and graphics how The Terry Town brand had evolved.



The Geiger Star Performers Catalog offers customers one of the most complete cross sections of products available in the industry. Including more than 250 of the newest, trending products, the print run for this traditional printed catalog exceeds more than 20,000 copies despite the increasing popularity of electronic media.



This name badge sales kit was designed to demonstrate the differences in badge materials, printing methods, personalization methods and doming options available from Beacon. The sales kit delves even deeper with easy-to-understand badge release program information. The inclusive kit is a great tool to educate the end users too.

Distributor Sales & Marketing Aids



Global Promo created this “Open the Door to a World of Possibilities,” video aid to translate abstract ideas about the role and impact of video. Distributors can use the sample videos provided or customize the tool with targeted video. The interior of the folder includes a business card holder for distributor personalization.

Distributor Sales & Marketing Aids



The Pop! Promos sunnies catalog is a 32-page mini booklet that highlights detailed information about the range of sunglasses in the Pop! Line. Each section is broken down by product type and is populated with critical deep dive product detail. The creative publication showcases add-ons by style along with design examples and suggested sales applications.

Distributor Sales & Marketing Aids



The Pitch-in-a-Box sales kit features key products as a sales and marketing tool for distributors as well as factory sales teams. Product offerings are displayed with a custom foam backing and contain friendly labels and imprints for delivering a professional presentation. The box is completed with an insert outlining sales applications for each featured product.

Distributor Sales & Marketing Aids



A useful marketing aid was developed for distributors promoting the BrandShield and BrandPatch decorating options of the Spector & Co. Ashbury Bag Collection. This kit includes an “all-dressed” Ashbury backpack with swatch books of actual patches applied to material swatches from each collection and a step-by-step guide for creating customized patches.

Electronic Distributor Catalog



The 30-page Geiger branded Timeless & Trendy Holiday Gifts e-catalog is full of new products to help generate holiday gift ideas. This holiday gift collection is a conversation starter, idea generator and something that sets sales partners apart from their competition. It's the ultimate powerful presentation marrying product and ideas with eye-catching-text and rich graphics. Distribution through email and social media platforms expands its readership.

Electronic Distributor Catalog



The TRENDS e-catalog engages buyers and prospects with relevant, on-trend merchandise to boost brand initiatives. Seven retail-driven trends are defined and uniquely translated to branded products. The retail-inspired, e-catalog contains thoughtful content, quality images and a unique square shape. The TRENDS LookBook positions the distributor as a creative resource and an expert on trends.

End Buyer Sales & Marketing Aids



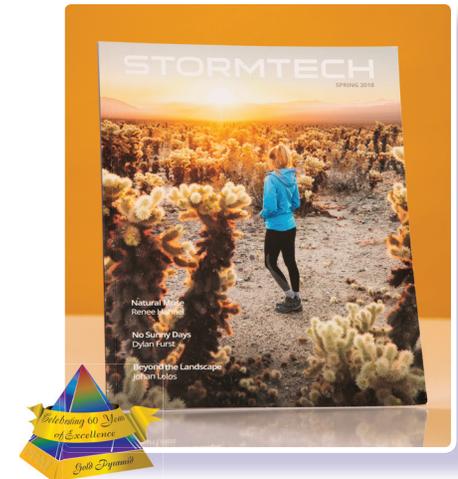
The 2018 Vertical Markets Guide from BIC Graphic is a resource for distributors to grow their sales in industries that are top purchasers of promotional products. The products showcased within each vertical market were selected using data-driven research. Bicgraphic.com also features a vertical markets page to complement the printed piece and showcases a curated selection of applicable items.

End Buyer Sales & Marketing Aids



This end-user focused publication includes eight in-depth, cross-market case studies allowing distributors to target their customers while providing thoughtful guidance and product assortments. These insightful case studies highlight common problems that end-users face within organizations and industries and are designed to help distributors uncover more selling opportunities.

End Buyer Sales & Marketing Aids



The Stormtech Magazine was created as a way of showcasing products and telling the brand story in a more editorial and reader-friendly style than a catalog. The magazine uses a creative mix of articles of interest that are relevant to the Stormtech brand but not exclusionary for the purpose of product sales.

Integrated Supplier Marketing I



The TravelChair print campaign highlights the effectiveness of a targeted marketing campaign for a specific product category to an industry that works in a vast variety of categories. The strategic marketing concept plays through all facets of the company face, presence and sales tactics and arms distributor partners with selling tools to share with their clients.

Integrated Supplier Marketing II



Gemline's style guide and website complement each other perfectly using a cohesive look and feel across both mediums. The rolling product launches, in conjunction with print pieces, have significantly driven web traffic. This new integrated strategy has allowed Gemline to be first to market with new, innovative products while offering even more online tools and resources for distributors.

Integrated Supplier Marketing II



The 2018-2019 Gift Collection catalog by SnugZ USA includes more than 30 new products and new gift ideas for all occasions and budgets. The tasteful publication showcases niche products perfect for gift giving, each ready to ship in time for the holiday season.

Integrated Supplier Marketing II



The new Ashbury Collection catalog features enhanced model images and lifestyle shots. Call-outs to key technical design features and the use of recognizable icons consistent with the layout of the full-line catalog and web pages, create a seamless introduction for this new collection.

Integrated Supplier Marketing III



In 2018, BAG MAKERS introduced a completely revamped product catalog that was strategically integrated with online content. The new catalog clearly presents product information, infuses fresh photography and copy and incorporates value-added resources including case studies. The print catalog is interconnected with many helpful online resources, including videos, customizable e-catalogs and flyers.

Integrated Supplier Marketing III



The 2018 Pro Towels catalog features separate brand sections but with a cohesive style that showcases the broad line in an organized and manageable format. The new format showcases the family of brands effectively and continues to provide ideas, companion products and additional resources. Using a combination of website and catalog, product selection, pricing and order placement is a breeze.

Integrated Supplier Marketing III



The Terry Town catalog includes a strategy to position the company as experts in their category while displaying the product line most efficiently. By providing distributors with multiple platforms to access company information, relationships are bolstered and overall product awareness is increased.

Integrated Supplier Marketing III



The integrated catalog by Towel Specialties includes stunning imagery, detailed product information and many references and website links that enhance both the sourcing and buying process for distributors.

Integrated Supplier Marketing IV



The 2018 BIC Graphic catalog collection includes the BIC Graphic, Triumph® and Good Value® Calendars by BIC Graphic and Jaffa®. This collection provides distributors with complete information on products, decoration methods, compliance standards and other general information about the items and services offered by BIC Graphic.

Integrated Supplier Marketing IV



Large, colorful product images, recognizable icons and a consistent layout identify key product points throughout the Spector and Co. catalog and provide a synergy with corresponding online content.

Integrated Supplier Marketing IV



The Duke Custom Cresting full-line catalog was printed and distributed across the United States and Canada in February, 2018. The launch of the Duke Custom Cresting brand has exceeded expectations and sales projections within its first year and is accredited to this successful catalog launch.

Integrated Supplier Marketing IV



Stormtech's 2018 Catalog features new navigation, creative direction and photography. Customers take a visual journey from cover to cover as they navigate through all product categories supported by stunning photography, creative graphic design and key product information. The customer also has multiple tools both online and offline to make an informative presentation and sale.

Self Promotion - Business Services



The skucamp gear was designed for the annual business boot-camp for promotional products entrepreneurs. The objective was to use products from the sponsors in such a unique and creative way that it would impress and inspire the promotional product's community that gathered at skucamp.

Self Promotion - Distributor



Axis Promotions set out to give its best customers a personalized gifting experience with a multi-step program that included selecting a charity for donation and customizing one of a dozen items for a final gift. The campaign, designed to show customers how much they're appreciated and to thank them for a great year of projects, received an overwhelming 85 percent redemption rate.

Self Promotion - Distributor



The "ugly sweater" self-promotion campaign featured an online contest, a social media plan and strategic emails. The ugly sweater competition was geared to engaging existing clients by inviting them to vote for their favorite ugly sweater from six options. The second component of the promotion was a campaign to build sales with existing clients. All clients who reached a sales volumes of \$1,000 before June 30 received a free sweater.

Self Promotion - Distributor



The lunch-themed prospecting kit included key messaging about how promotional marketing can build business relationships. The kit included items that a client might use at lunchtime: a tumbler, place-mat, cutlery and an energy bar, as well as a booklet with information about The Creative J and Geiger. The goal of gaining a customer prospect and ultimately a contract for a company store, was a success.

Self Promotion - Regional Association



Promotional Marketing Association of Northern California

A “Go to Market” theme using fresh products, local resources, organic ideas and sweet results were fundamental to the program. Images of produce from Monterey were featured in pre-event marketing assets and throughout the show. Stunning graphics, including wood-grain signage and tasteful strawberries were incorporated into registration booth signage to fit the overarching theme. The refreshed tradeshow brand was received with much enthusiasm and great feedback from distributor and supplier attendees.

Self Promotion - Supplier



The April Fool’s video, “The BUMper Sticker” features the Industry’s only ultra removable adhesive. The popular selling feature is important to end users that don’t want bumper stickers to over stay their welcome. Employees and family members were the stars of this video which was created to highlight great products in a fun and playful manner.

Self Promotion - Supplier



Pop! Promos provides tools, idea generating inspiration and creative solutions that position sales people as the “solutions” hero with its self-promotion. The fully-customized kit highlights creative solutions which are all packaged in an easy-to-use pouch. The full-color pouch includes dress socks, clubman sunglasses, sticky wallets and touchscreen gloves; some of the most popular, fun and cost-effective buyer solutions.

Self Promotion - Supplier



Trade show traffic and engagement grew with the use of Showdown’s ninja mascot, Dash. The company handed out mascot-shaped stress relievers along with sign-up cards that allowed attendees to enter for a chance to win an Amazon Echo. The campaign was a resounding success with a substantial increase in booth traffic, leads and engagement with active accounts.

Supplier Decorating

The PPAI Pyramid Award for Supplier Decorating recognizes suppliers for outstanding craftsmanship, creativity and service to distributors. Winning suppliers have a proven track record from producing quality product, delivery, creative service and overall decoration excellence.

2019

Castings

Combination of Processes



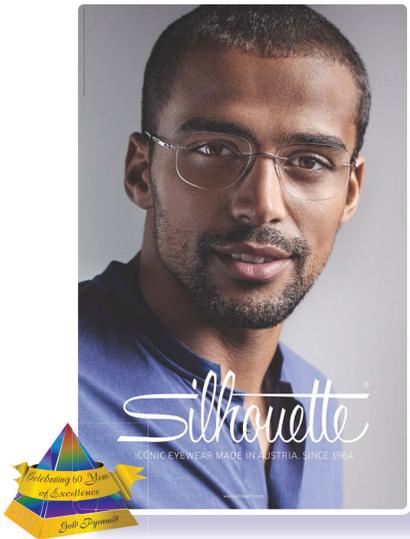
R.S. Owens

The re-design of the PPAI Pyramid utilizes a cast metal base with a truncated pyramid and a reversed shape pyramid outside. The interior features a reversed pyramid shape inside the casting to give depth and drama to the interior. The inner pyramid descends into the base similar to the Louvre design and is topped with a fabricated square to give space to glue the large pyramid optical crystal in place.



BAG MAKERS collaborated with Partners N Promotion to develop stunning promotional bags for BNSF (Burlington Northern Santa Fe) Railway. The Monet PET Non-Woven Totes showcased a large, edge-to-edge full-color sublimated imprint of BNSF locomotives in the foreground of an evening cityscape. The sublimated artwork was overlaid with an additional sparkle decoration process; the glossy sparkle dots added dimension to the lights in the artwork.

Combination of Processes



Gill Studios, Inc.

This 30" x 46" static window decal combines digital, large-format printing and screen printing to create an attractive advertising piece for Silhouette Eyewear. The digital process was critical in providing the incredible detail. The screen printed white background provides the fine detail and opacity needed for a stunning window graphic.

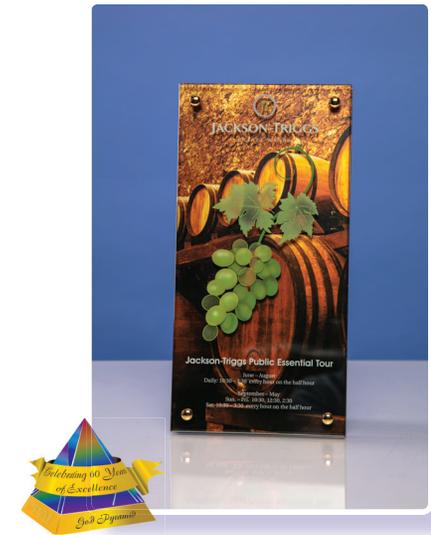
Combination of Processes



OptiGraphics

Using offset UV printing, UV water-resistant coating, UV screen printing, and an exclusive "water reveal" coating, memorable contest marketing was created using Moen fixtures and water in the "water reveal" contest.

Combination of Processes



ST REGIS GROUP

R.S. Owens

A detailed grapevine drawing, divided over both glass surfaces, was subjected to high pressure carbide sand etching and complex hand-coloring to enhance the depth of this stunning image. The photo background was sublimated onto a gold plate backing to add a warm patina while the logo and text on the front of the glass were digitally printed to preserve color brightness and fidelity.

Customized Non-Catalog Product (\$1 to \$25)



KTI promo

The Cartman character custom USB drive is one-of-a-kind. The precision quality of the mold makes even the smallest details stand out and delivers "spot on" character. When in use or just sitting out on a desk, this custom USB drive will definitely create buzz.

Customized Non-Catalog Product (\$1 to \$25)

Heritage Auction Marvel Lenticular Cover



 OptiGraphics

A complex manufacturing process included extensive pre-press time for 3D setup and multiple steps for this specialized perfect-bound cover. This full-wrap, lenticular cover is a collectible for Heritage Auctions.

Customized Non-Catalog Product (\$1 to \$25)

Women's World Banking Conference



 OptiGraphics

This custom paper cube carried strong messages for the Women's World of Banking Conference. Using UV offset presses, role coaters, exclusive stereo embossing machines, die cutters and hand assembly the dimensional cube celebrated this audience.

Customized Non-Catalog Product (\$26 to \$100)

Etched Ice Bucket



A+WINE DESIGNS

Concepted to enhance a current program using etched champagne bottles, a custom-etched ice bucket was the perfect pairing. The ice buckets were sand-carved to create the etch and fine detail was hand-painted to bring the design to life.

Customized Non-Catalog Product (\$26 to \$100)

Etched Moonshine



A+WINE DESIGNS

A Sea Island, Georgia conference was the backdrop for the unique, custom moonshine jars. The conference information was incorporated into the label-like etched design that was added to each jar. Detailed hand-painting completed the design.

Customized Non-Catalog Product (\$26 to \$100)



Gemline®

This custom project came with the challenge to design a feature-rich backpack and brand-critical graphic elements true to the NFL Super Bowl LII brand and sized large enough to hold additional giveaway items. The tasteful, custom NFL Super Bowl design was a big hit and resulted in an order of more than 7,500 units.

Customized Non-Catalog Product (\$101 and Up)



The Vbot four piece trophy collection included a series of micro, small, medium and large stand-alone trophies manufactured for the Video Awards. Multiple manufacturing processes were used to create this series of pewter robot trophies. The pieces are highly polished and plated using a 24-karat gold based electroplating technology to complete the stunning presentation.

Customized Non-Catalog Product (\$101 and Up)

Dreamcatcher



Prestige Glass

This piece combines custom-cut aluminum and glass with etching and digital printing to produce an indigenous dreamcatcher in contemporary materials. The star-fire glass circle is etched with hand-painted highlights and framed by digitally printed aluminum rings. The suspended, waterjet-cut aluminum feathers enclose matching glass shapes that are digitally printed as transparent color gradients.

Customized Non-Catalog Product (\$101 and Up)

Wood Tower



Prestige Glass

This custom wood tower commemorative was crafted for a commercial real estate association using a combination of white-washed maple with clear inset and laser engraving. This distinctive tower features a wraparound custom-cut skyline inset into the wood and was laser-engraved at various depths to create the multi-faceted skyline silhouette.

Customized Non-Catalog Product (\$101 and Up)



VISIONS / AWARD CRAFT
The Art of Recognition

This historical figure was captured in a desktop interpretation using 3D modeling and casting. Created to resemble the statue flanking the Soldier Field Stadium in Chicago, the model was hand-painted to mimic antique brass and anchored with life-like pillars; the sculpture makes an impressive statement.

Customized Retail-Branded Product



A+WINE DESIGNS

Custom soda bottles served up different flavors for this multi-faceted marketing pitch. The client's concept was to pair different soda flavors to different angles of their brand story. The selected flavors: root beer, vanilla, tangerine and cherry were selected to color-coordinate with the flavor and were produced using water-resistant labels for ice cooler presentation.

Dome



AT DESIGNS
EST 1976

An interactive 'spin' on the classic lapel pin was achieved using a reverse doming technique and actual spinning star. Customary dome pins use transparent material overlaid on top of graphics or copy. For this project, nine separate cavities were domed and a combination of matte and glossy materials provide added dimension.

Embroidery I



VANTAGE

Coming in under 6,000 stitches, this crazy creature may be small in size, but he's large in personality and expression. Carefully selected stitch direction, angle and length, and expert execution of the tiny running stitch outlines allow for the exquisite detail in the logo. A Tatami fill with satin details give a realistic look to the creature's face and arms.

Embroidery II



VANTAGE

This festive, full front logo from Vantage Apparel uses expert digitizing and embroidery techniques, including artistic motif and textured fills, decorative stitches and creative color work to set the stage for the PBR World Finals. With more than 38,000 stitches and nine different threads including two colors for special effects, the spirit and beauty can be enjoyed long after the event comes to an end.

Etching/Engraving/Laser



A+WINE DESIGNS

For this custom-etched wine bottle the traditional Stokes Ghost Petite Sirah label was brought to life in exquisite detail. A photo conversion technique was used to modify the traditional print to this dimensional etch. Each bottle was sand-carved, etched and embellished with hand painted detail to deliver the "work of art."

Etching/Engraving/Laser



Prestige Glass

This stock catalog piece, made from fitted Botticino marble, black granite and star-fire glass, demonstrates the enduring qualities of classic high pressure etching techniques. By dividing the owl artwork into enclosed anatomical areas, each part was uniquely etched with depth from carving to light misting, to provide a 3D quality on the flat surface glass.

Large Format Printing



Gill Studios, Inc.

A 30" x 84" custom banner digitally printed on a 13-ounce vinyl offered a vibrant delivery of this panoramic photograph. The bridge and skyline were produced using strategic ink coverage and saturation to maintain the visual integrity of this printed piece.

Mascot/Character or Persona Product



OptiGraphics

Using laser cutting, a styrofoam substrate, hand painting and assembly, OptiGraphics created a larger-than-life Android for use at consumer shows worldwide.

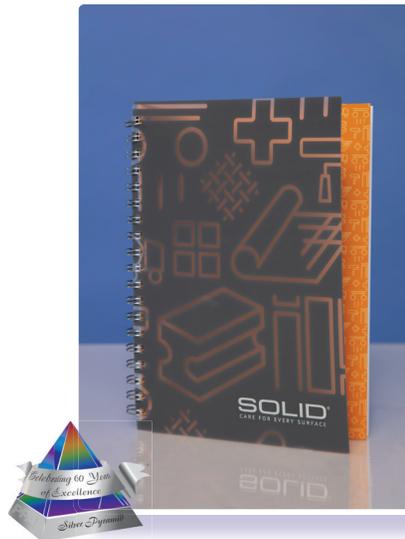
Multi-Color Print on Hard Surfaces



INKCUPS

The Helix[®], a direct-to-object cylindrical digital inkjet printer seamlessly prints photographic-quality images and graphics on drinkware, straight and tapered items and more. New personalized images and messages on candle holders, revolutionary mirror print capabilities and hidden messages are just a few of the new options.

Multi-Color Print on Hard Surfaces



JOURNALBOOKS

This translucent polypropylene journal cover was developed using a white screenprint on the front, and gray screenprint inside front cover with full-bleed and coverage. A full-color, digitally-printed insert under the cover brings added visibility and branding to the multi-layer graphics.

Multi-Color Print on Hard Surfaces



OptiGraphics

Using offset UV printing of clear PETG, foil lamination, screen printing of high-profile coating and hand assembly, this OPTIchrome Pole Topper point-of-purchase display found a home in more than 1,500 locations. The stunning marketing message resulted in sold-out product and increased manufacturing to meet the sales demand.

Multi-Color Print on Hard Surfaces



Prestige Glass

The stock catalog design came to life with digital print on both glass surfaces using a combination of full-color transparencies over a gray semi-transparent copy. This process preserves the brilliancy of colors while generating images with a lively and organic visual impact. To suggest sunlight, a final transparent printing added a warm yellow tint to the back surface.

Multi-Color Print on Textiles

Pitzer College Scarf



Buffalo Bay's 100% silk, digital print 10" x 60" scarf was created in association with promotional products distributor, Chameleon Creative Group as part of a promotional program with Pitzer College. The scarf features a black-and-white, liner art interpretation of the campus. Dramatic map colorings and the long, oblong scarf design added additional challenges for this special project.

Multi-Color Print on Textiles

San Pedro Creek Culture Park - Scarf



This 30" x 30" custom polyester print scarf was developed for the San Pedro Creek Culture Park in association with promotional products distributor, The CE Group. The stunning scarf, used for their grand opening event, was produced using sheer polyester chiffon. This fabric choice gave the project a light, modern twist and allowed for maximum color bleed-through to the back of the scarf.

Multi-Color Print on Textiles

San Pedro Creek Culture Park -
Bow Tie



Buffalo Bay's 100% polyester printed bow tie for the San Pedro Creek Culture Park was produced using an artist's original artwork. The scale and detail in this interpretation was critical to deliver the vision for the small bow tie surface.

Multi-Color Print on Textiles



This custom 300D polyester beach bag demonstrates decorating mastery in this sublimation process. The original art included fine details, vibrant tone variations and edge-to-edge decoration which were replicated to perfection.

Multi-Color Print on Textiles



With Terry Town's Subli-Plush line, distributors now have more options than ever before when it comes to edge-to-edge printed beach towels. The addition of the colored, cotton loops on the reverse side transforms an award-winning beach towel into a powerhouse promotional product.

Multi-Process Decoration on Textiles



in your face apparel

A classic hoodie style goes to the next level with this unique combination of embellishments. Embroidered and appliquéd logo along with a custom dyed draw cord provide a stand out look. The zipper pull is completely custom and is the shape of a Patron bottle to provide even more brand detail.

Multi-Process Decoration on Textiles



The trendy "On The Road" beach bag is a combination of stimulating decoration and high-end materials and construction. The unique combination includes a digital, four-color process decoration, 300D polyester substrate, debossed logo, woven labels, striped pattern and oversized grommets to deliver a premium quality bag at an affordable price.

New Product Development (\$1 to \$25)



Medal Morphers is a series of fully-customizable recognition products that solve fundamental problems around the usability of medals. Their development came from a key insight: no one wears their medals twice. Medal Morphers arrive as a medallion and transform into a trophy using the unique frame and insert system. They include a beautiful sublimated ribbon that is easily detachable for future display.

New Product Development (\$1 to \$25)

Izzy Tote



BAG MAKERS' Izzy Cotton/Jute Tote features a natural-colored jute exterior, durable 10-oz. cotton front pocket and easy-to-clean laminated interior. With the introduction of the Fair Trade certified Izzy tote, customers can enjoy buying confidence.

New Product Development (\$1 to \$25)

Renoir Tote



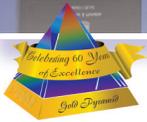
The Renoir PET Non-Woven Tote is constructed using 80 GSM PET non-woven material and features white front and back panels, accented by black gussets, piping and handles. With the Renoir, BAG MAKERS was able to introduce sublimation printing for enhanced colors, crisp detail and edge-to-edge printing easily enhanced with ColorVista sublimation and Sparkle imprint processes for a dimensional look.

New Product Development (\$1 to \$25)



The Hartwell Vacuum Tumblers have a matte black stainless steel outer and stainless steel inner with copper lining to keep beverages hot or cold for hours. The sleek design has an innovative screw on lid with leak-proof slider opening. The laser-engraved KOOZIE® logo detail along the bottom edge of the tumbler aligns perfectly with the imprint for a fully polished look.

New Product Development (\$1 to \$25)



The portable wine glass is constructed in heavy-duty acrylic with patented magnetic stem and durable carrying case for easy travel. Each glass offers full-color direct, ink-jet decoration process to build a strong brand. It's perfect for beverages on the go.

New Product Development (\$1 to \$25)



Three colors and six fabrics were chosen to build the OneTouch Collection by Outdoor Cap. OneTouch by Outdoor Cap's unique construction is up to 50 percent lighter than traditional caps. Each cap has a OneTouch embossed button, seam tape and sticker for brand recognition. Look for additional OneTouch caps and styles in 2019.

New Product Development (\$1 to \$25)



The lightweight, image texting gloves by Suntex offer full-color dye sublimation print for a strong brand combined with relevant and useful function. The gloves have a photographic duplication, gradients and half-tones with no color limitations. The design includes two finger activation (first finger and thumb). This product is great for brand awareness in outdoor settings.

New Product Development (\$26 to \$100)



New Product Development (\$26 to \$100) Classic Revival Duffle



New Product Development (\$26 to \$100) Classic Revival Tote



The CloudStick by Powerstick is a wireless storage device that backs up files for easy streaming, viewing and sharing. Two key components in the product design are size and wireless connectivity for file transfer and easy charging. Up to seven devices can connect at once and new technologies offer fast wireless speed.



The New Classic Revival Collection was designed to provide business travelers with more stylish and functional options than alternative bags on the market. After careful review, the Classic Revival Duffle is a hybrid design blending fashion and function to provide a bag that is better suited for the busy business traveler but works well for daily use too.



True to the new Classic Revival Collection, the Revival Tote offers business travelers with a more stylish option than the functional business bags on the market. After careful review, this tote is a hybrid design blending form, function and style in one solution.

New Product
Development (\$26 to \$100)
Call of the Wild Duffle



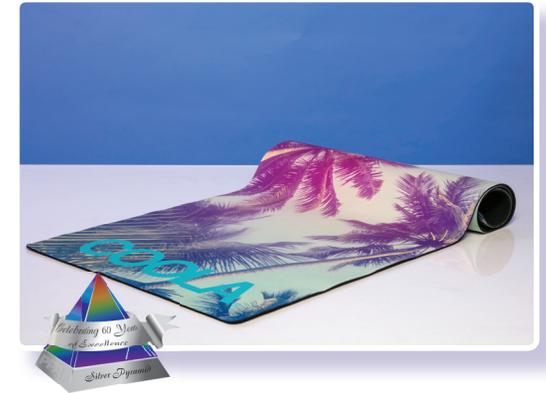
The Call of the Wild Duffle was designed to support an outdoor adventure with an urban styling that is perfect for daily use, at the gym or for travel. The Call of The Wild Duffle offers several easy storage locations and clip-on features that will make outdoor adventures a breeze.

New Product
Development (\$26 to \$100)
Keeping Your Bottom Clean Since 2018



A water-repellent picnic blanket has completely revolutionized the picnic-going experience. With a water-repellent Oxford lining, this blanket can keep your entire picnic nice and dry. Edge-to-edge sublimation print allows for crystal clear images and maximum brand exposure.

New Product
Development (\$26 to \$100)
Don't Sweat It



The two-in-one yoga mat has an ultra-soft, sweat-absorbing, microfiber polyester face designed to increase your grip as you sweat more. Featuring a high-quality, anti-slip, natural rubber backing, the mat is perfect for pilates, yoga and general exercise. It's the perfect vehicle to showcase your brand.

New Product Development (\$101 and Up)



Gemline®

The innovative Samsonite Corporate Warrior Garment Duffel was designed with a large U-shaped opening for the main compartment with a structured front panel that folds away in garment bag mode; bag will lay fully flat when unzipped. An integrated hanging hook connects multiple bags together for even more ease for the busy traveler.

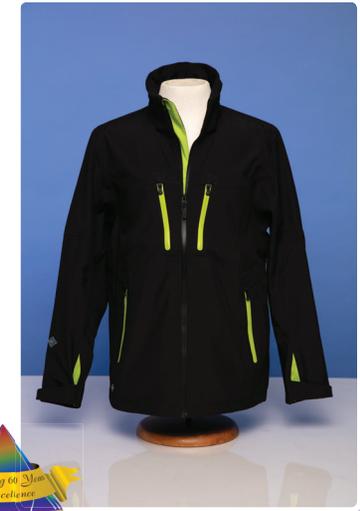
New Product Development (\$101 and Up)



R.S. Owens

Integrated video housed in these unique 3D printed cityscape awards add a unique twist to an already stunning design. The bottom mounted projector presents the recipients' achievement in a digital video and the projector is programmed to stop running when set down and start again after the viewer picks it up. Custom packaging completes this unique gift.

New Product Development (\$101 and Up)



STORMTECH
PERFORMANCE

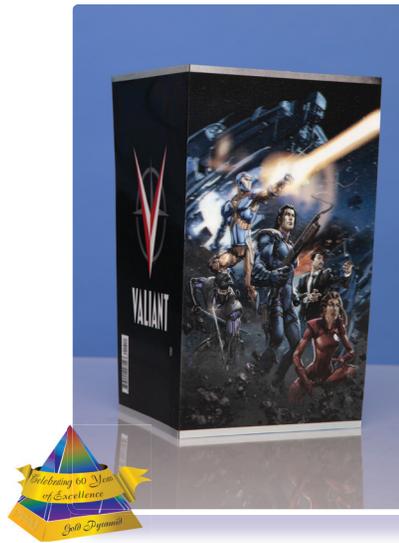
The XB-3 Patrol Shell is tried and tested in the toughest conditions. Engineered by Stormtech's design team, variable weather and versatility deliver for your next adventure. This highly technical and functional softshell jacket is a proven performer in the outdoors.

PVC Product



This PVC bag with a UV printing displays a “wet look”. A high gloss PVC material was used for the construction with graphics in reverse to create the clear glossy “under-water” layer. The result was a bag with vibrant colors and a high contrast that delivered.

Special Application



Using the proprietary OPTIpan lenticular 3D process, these book covers included a scannable bar code. The addition of the bar code offers an integrated experience with the Valiant website.

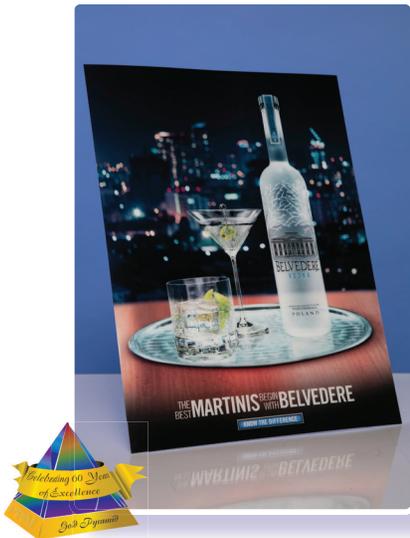
Special Processes



For this offset-printed, double-faced static window decal, spot-on registration had to be perfect to maintain the photographic quality of the background image, while still maintaining the proper solid colors for this popular brand logo. The client application required two-sided graphic integrity; the Gill team delivered.

Special Processes

Belvedere OPTIChrome Poster



A stunning Belvedere graphic really pops using a combination of UV offset printing on clear PETG, silver foil laminate and high-profile, UV coating with etch and embossing. The premium brand graphic found a prominent home in the targeted club settings.

Special Processes

Biometric Patient Identification
Direct-mail



This direct-mail marketing piece used a combination of processes to interpret life-like color and detail. The unique visual graphics were a hit for driving desired tradeshow booth traffic.

Sublimation

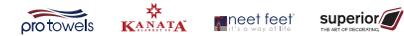


Printing four-color process bags is not a new process but when dealing with licensed, full-color illustrations for the art, impeccable reproductions are a must. Alignment of fabric, precise art development and meticulous manufacturing standards needed to be well executed. The final sublimation decoration resulted in clear precise print and captured the essence of the sweet dog graphic.

Sublimation



the **pro towels** family

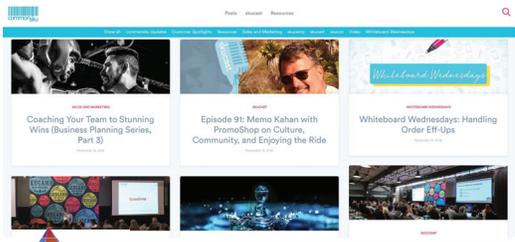


The Terrapin Beer Company wanted a promotional beach towel for its swag store. The artwork replicated on the Vision Beach Towel captures an authentic look and feel of its Pale Ale brand. The 35" x 60" beach towel offers similar proportions to the beer brand and the vibrant color comes to life on this plush towel.

Technology

Blogs/Podcasts/Digital News - Business Services

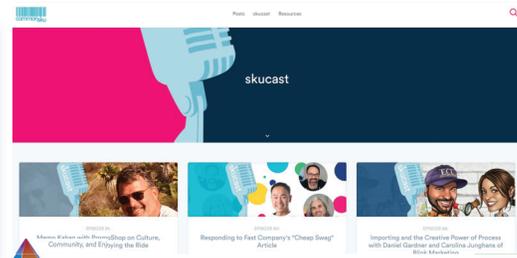
commusku blog



The commusku community site is a blog built to inform and inspire the entire promotional products community. The blog features articles, videos and podcast episodes that encompass all aspects of running a business, from start-ups, to finance, sales and marketing, managing a team, hiring and more.

Blogs/Podcasts/Digital News - Business Services

skucast



skucast shines a light on some of the best work of the promotional products industry, featuring maverick personalities and deep-dive conversations that discuss what's really involved in running a modern promotional products business.

The PPAI Pyramid for Technology recognizes members who have developed creative and effective websites, mobile apps, video content, social media campaigns and blogs.

Each winning entry demonstrates the effective use of images, content relevance to the intended audience, ease of use and creative delivery.

2019

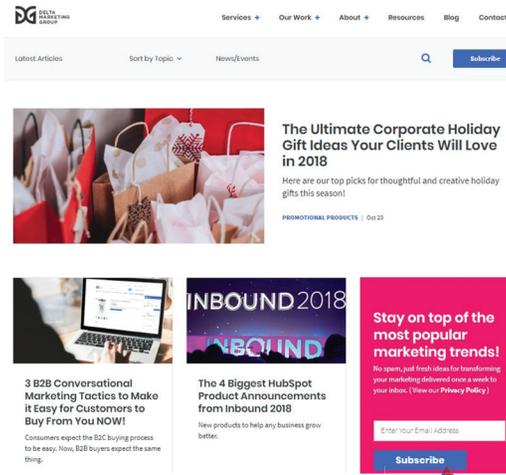
Blogs/Podcasts/Digital News - Business Services



PromoCorner
Market Your Identity

The "unScripted" podcast is designed to entertain and inform through riveting discussions about current promotional products events and topics. Published on Friday mornings, the podcast is designed to help promotional products professionals wind down their work week.

Blogs/Podcasts/Digital News - Distributor



DMG DELTA MARKETING GROUP

The Delta Marketing Group promotional products blog is an educational and inspiring resource for anyone seeking to elevate their promotional products strategies. With thousands of weekly visits, the DMG blog provides actionable ideas to help readers think outside the box, practice strategy over tactics and use promotional items to grow their businesses.

Blogs/Podcasts/Digital News - Distributor



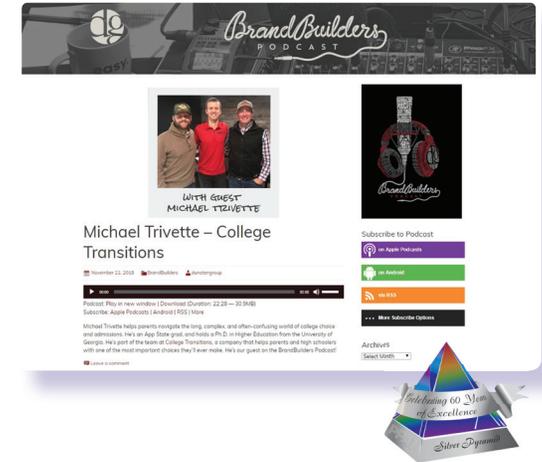
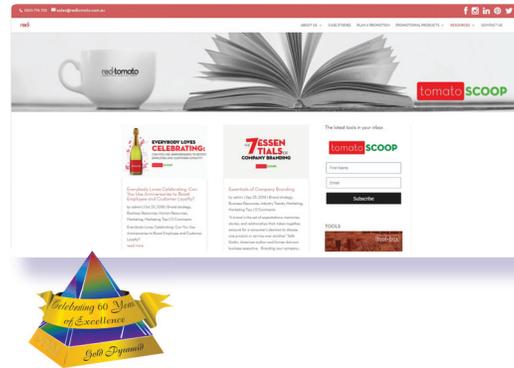
HALO
branded solutions

More than 20 creative pieces were published to promote HALO as a thought leader in the recognition and incentives industry. Several of the pieces received national attention and led to appearances on major podcasts and human resources publications. These pieces created traction to establish HALO's membership in the Forbes Communication Council.

Blogs/Podcasts/Digital News - Distributor

Blogs/Podcasts/Digital News - Distributor

Blogs/Podcasts/Digital News - Distributor



The Perfect Imprints blog is the driving force behind the success of the company's online sales. Its sales volume is directly attributed to regular blog posts that educates customers and helps them easily find the products they need. The goal of the blog posts is to fulfill the company mission of simplifying the shopping and making the ordering process easier.

Each article that is developed for Red Tomato's blog is with the intention to help clients achieve their goals and earn return on investment from their marketing spend. Red Tomato Productions aims to educate and spread the love of how a strategic promotional merchandising program can help achieve goals and to position their company as a great partner for brand growth.

Brand stories go much deeper than their mission statement and marketing. The BrandBuilders Podcast's 20-minute episodes are their forum to share stories of success, struggles, inspiration and emotion that come from being a part of something much bigger than themselves.

Blogs/Podcasts/Digital News - Supplier



The Maple Ridge Farms blog is intended to help bridge the gap between Maple Ridge Farms, distributors who sell food gifts successfully, distributors who have sold food gifts but want to sell more and distributors who have never sold food gifts, but would like to learn tips, ideas and about other resources for success.

Blogs/Podcasts/Digital News - Supplier



The purpose of this company blog is to serve as an informative tool that educates distributors about the company's capabilities and its ability to offer personalized ideas and solutions to ensure promotional success.

Blogs/Podcasts/Digital News - Supplier



The Transfer Express Blog is an active, vibrant blog that is both aesthetically pleasing and educational. With new content being generating four to five times weekly, more than 280,000 people have been taught how to start or grow the custom apparel offering for their businesses. The blog contains a free, online course and other tools, such as the Transfer Selector Tool as well as video demonstrations.

e-Commerce Website - Distributor



HALO
branded solutions

PromoCloseouts.com is an e-commerce website that focuses on discounted closeout products. The site offers a selection of best sellers available year-round at reduced prices. With the option of Live Chat and phone help available on every page, PromoCloseouts.com lets users shop at their own pace while offering guidance, when needed.

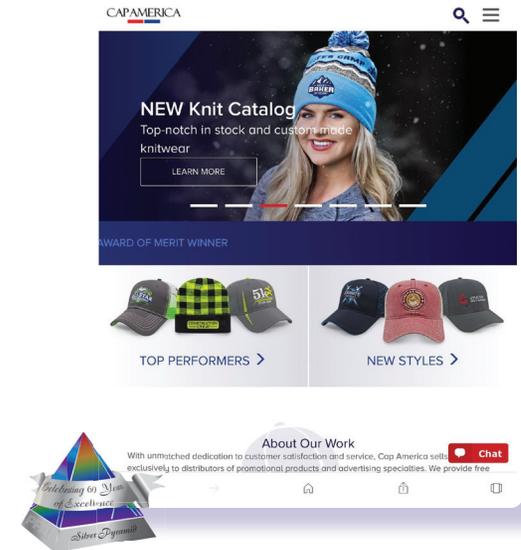
e-Commerce Website - Distributor



PINNACLE
PROMOTIONS

PinnaclePromotions.com provides unique ideas and trend-setting new products alongside thousands of industry standards. With the 2018 update, product search is simplified. Solution-based landing pages, customized IdeaKits, sample requests, visually-filtered product selection and live price-quoting allows customers to shop the way that works for them.

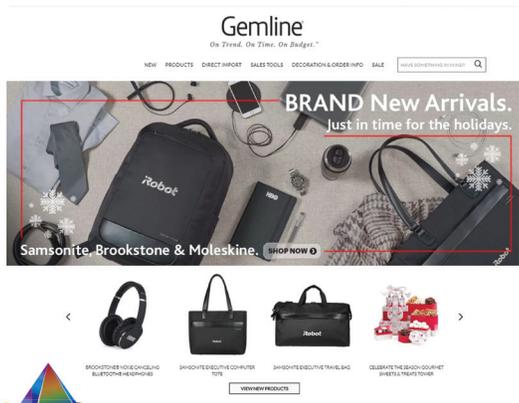
Mobile Apps/Mobile Websites - Supplier



CAPAMERICA
BRINGING QUALITY HEADWEAR TO THE WORLD

The new Cap America website was designed to allow customers a seamless transition between devices. The website is scalable and therefore accessible and fully functional through mobile phones, tablets, laptops, or desktops.

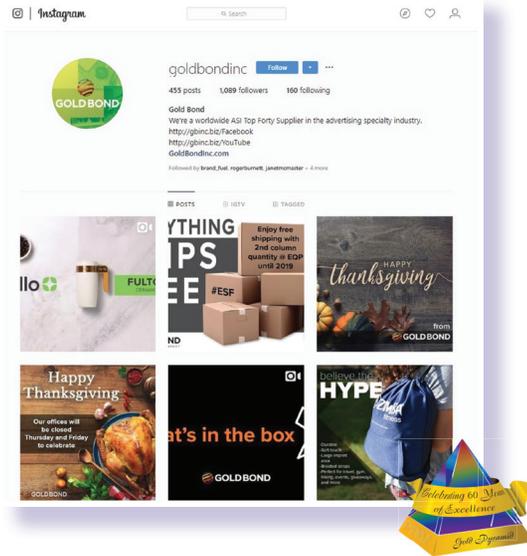
Mobile Apps/Mobile Websites - Supplier



Gemline®

Gemline continuously updates its mobile website, providing customers with a quality shopping experience while meeting the users wherever they may be. Customers can enjoy advanced filtering, a new collection feature, a shopping cart for sample ordering and improved product pages. The responsive web design provides an optimal viewing and navigation experience across a wide range of devices.

Social Media - Supplier



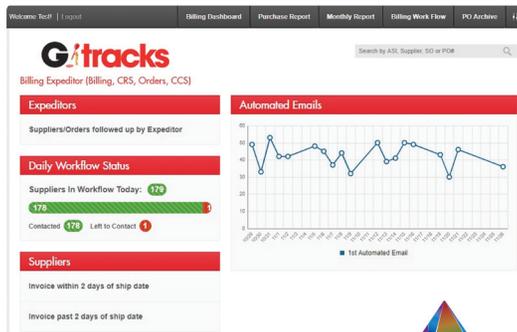
Since July of 2017, Gold Bond has grown from 60 followers to over 800 followers on Instagram. The team at Gold Bond strategized to post on Instagram at least once a day with a focus on product and company culture. In 2018, Gold Bond's Instagram account reached 10,000 followers and generated over 60,000 impressions.

Social Media - Supplier



The goal of the campaign was to highlight SnugZ USA's lanyards in a way that was witty and unusual. The company documented the ways people used their lanyards and created five videos featuring interesting characters. Posts were scheduled weekly to provide engaging content on a consistent basis, while focusing on balance between product-based and personal messages to create maximum ROI.

Special Interest Websites



GTRACKS is a website that bridges the gap between phone-based follow-up and direct electronic integration, such as PromoStandards. Automated emails are sent to suppliers requesting they update their company information. It creates efficiency by expediting the follow-up process. From artwork to final ship date, this website allows full transparency and real-time communication of the order status.

Video Content - Business Services



DistributorCentral has been recognized by PPAI for our collaborative work with industry peers on industry APIs and integrations. We can integrate your PromoStandards webservices with our product research tools and websites, or even host your inventory webservice on your behalf and make it available to every distributor and service provider in the industry.



DistributorCentral's Integrations video is intended to educate the industry on PromoStandards, the history and need for PromoStandards, and how DistributorCentral supports the PromoStandards initiatives and other integrations with suppliers, distributors and other service providers.

Video Content - Distributor



This video is a love letter to the logo: the lifeblood of Pinnacle Promotions, of every company, and of the industry. With an agency-like understanding and appreciation of logos, this video is Pinnacle's way of expressing its logo-love while suggesting that your logo should be here, and here, and here (on a shirt, on a pen, on a mug), but also here with us—with Pinnacle.

Video Content - Supplier

Video Content - Supplier

Video Content - Supplier



Gemline®

In 2018, Gemline launched its new Creative Clips Videos which were designed to provide creative insights on product design inspiration from its in-house designers, incorporating social trends and demographics that speak to each product relevance. Creative clips videos offer a sneak-peek into the design and build process at Gemline and showcase the inspiration behind newly-launched products.



This video was produced to showcase product features, selling applications and to position the product for every summer promotion. The video has a mixture of lifestyle images, summertime music and video footage of the product being used at the beach. At the very end of the video, there is a strong call-to-action as well as powerful Pro Towels branding.



This video provided an inside look into the lifestyle of a veteran, a photographer and an ultra runner's life showcasing the everyday use of sunscreen. The video contained stunning visuals, upbeat sound and an engaging script and closing with a cause-based donation to a nonprofit committed to serving veterans.

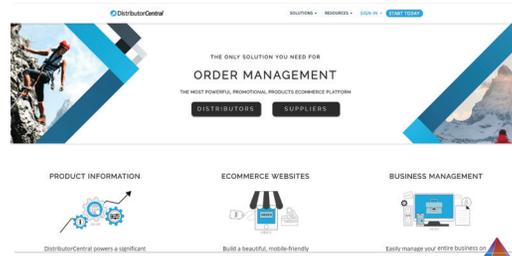
Web Content/ Functionality - Business Services



BRIGHTStores 

The BrightStores website targets distributors in the promotional products industry about the growing demand for industry-specific e-commerce solutions. The site offers explainer videos, weekly live demos, monthly webinars, sharable social content, downloadable sales tools, and a blog for educational purposes. The goal of BrightStores.com is to educate and empower the distributor to effectively offer an online store solution to fit clients' needs and budgets.

Web Content/ Functionality - Business Services



 **Distributor
Central**

Launched in October 2017, DistributorCentral's new website was built on its own mobile-responsive website platform. The new website showcases the flexibility of the website builder with special emphasis on website customization.

Web Content/ Functionality - Distributor



 **THE PROMO KNOW-HOW PEOPLE™**
ePromos®

One of the first distributors to enter the online arena over 30 years ago, Motivators continues to value the importance of technology and has focused on improving its offerings as the space evolves. The most notable update this year was the creation of the motivators.com search tool. Built in-house, using Elasticsearch technology, this project improved the search logic on the site, allowing for categories, subcategories, products, brands and ideas to be included in the search functionality.

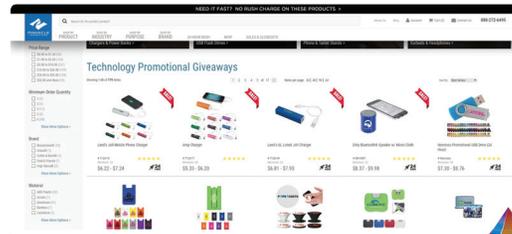
Web Content/ Functionality - Distributor



HALO
branded solutions

With account executives customization engaged, existing clients and prospects are able to contact their account executive directly without going through the HALO corporate office. Any time a prospect fills out a form on HALO.com, it auto populates with their assigned AE's name, ensuring each and every request on HALO.com is quickly sent to the assigned AE.

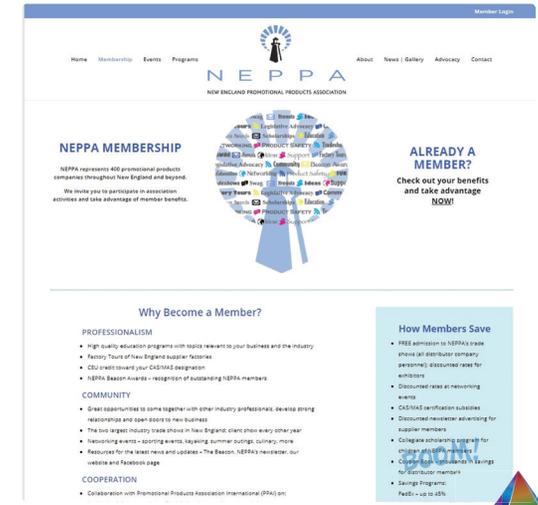
Web Content/ Functionality - Distributor



PINNACLE
PROMOTIONS

As part of the 2018 update to PinnaclePromotions.com, enhanced product pages include the ability to shop by quantity or by budget. Updating the quantity slider, quantity box or the price box will trigger a live-update for other elements. By adding interactive elements and live-updating information features to the website, Pinnacle Promotions has greatly improved the website shopping experience for its customers.

Web Content/ Functionality - Regional Association



NEPPA
NEW ENGLAND PROMOTIONAL PRODUCTS ASSOCIATION

Launched in November 2017, NEPPA's newly designed and constructed website is a portal for its members to interact with its regional association and other members. The website also serves as a recruiting tool for prospective members by demonstrating the breadth and depth of support its regional association offers to members.

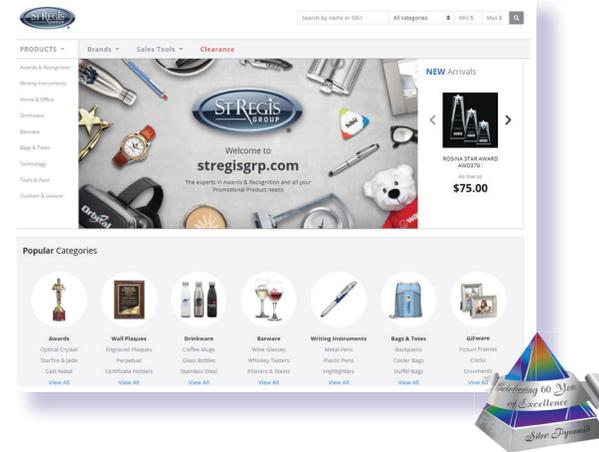
Web Content/ Functionality - Supplier



Gemline®

Customers can enjoy new tools and features, including advanced filtering, a new collection feature, a shopping cart for sample ordering and improved product pages that offer quick and easy access to product details and images. The responsive web design provides an optimal viewing and navigation experience across a wide range of devices. The new site design features a retail-inspired, customer-friendly layout.

Web Content/ Functionality - Supplier



The recent website launch combined the product selection of every brand under the St Regis Group of Companies. This provides its customers with a unified sourcing guide to find product information. The new website features many quality-of-life adjustments, creating an easier-to-use browsing experience.

PPAI PYRAMID AWARD

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