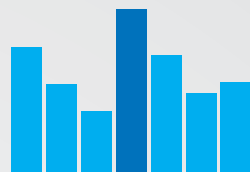


YOU CAN HEAT PRINT

THE TOP PROMOTIONAL PRODUCTS

Wearables are the highest promotional product used at

41%



50%

of people prefer to receive items that can be worn (t-shirts, caps, jackets)

46%

prefer a bag or briefcase as a promotional product

★ THE BENEFITS OF PROMOTIONAL PRODUCTS ★

88%

of people remember the advertiser on promotional products



73%

use a promotional product at least once a week

45%

use it at least once a day



55%

keep promotional products for more than a year

People keep promotional products because they are useful (75%) or attractive (20%)



Promotional products can **increase business** by about **30%** among current customers and **11%** with new customers.

16%

of businesses used a promotional product as a 'thank you' to purchases

Thank You

20%



Only 20% of people throw away a promotional product they don't want. Most either keep it or give it away.