

TRENDS REPORT

2024 Q1

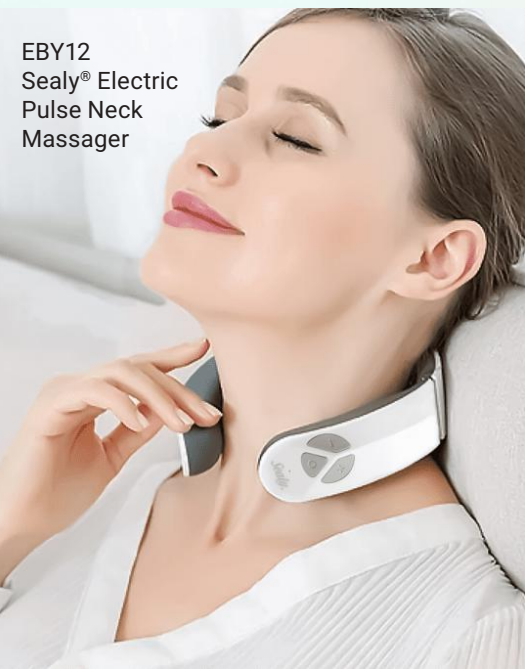
SELF CARE

EBY09
Sealy® Deep Tissue
Therapy Mini
Massager

As the new year comes into focus, consumers are seeking out luxury self-care gifts that leverage the latest in technology to achieve relaxation and renewal. Sealy is a household name associated with quality, trust, and great night's sleep. Who better to introduce a new line of high-end self-care and relaxation products to keep your brand name top of mind as an on-call problem solver?

New Year's resolutions re-energize our mindsets towards a cleaner and healthier lifestyle. A key part of keeping that momentum for new fitness goals is helping to prevent or soothe any new stresses on the body. These trending gifts help minor aches and pains and promote wellness.

EBY12
Sealy® Electric
Pulse Neck
Massager



Melt away stress with ease using the Sealy Mini Massage Gun. The simple-to-operate, ergonomic design makes it easy to relieve tension in any area of your body. Multiple massage heads offer different options when attacking your soreness. Perfect for those in both active and non-active lifestyles!

This multi-functioning body wrap is a versatile portable massager designed to target and combat shoulder, knee/leg and back pain. Gear up whenever necessary including pre-workout, post-workout, at home or while traveling, and any time you need that extra bit of help to relax those tight muscles.



EBY13
Sealy® Massage Belt



An electronic pulse massager uses Electrical Muscle Stimulation (EMS) technology. These types of massagers are designed to help soothe aches and pains, increase blood circulation, and loosen up stiff muscles. This massager offers 12 pulse nodes and 15 intensity levels to select the exact setting that provides the most relief.

According to the National Institute of Health, sleep is as important for good health as diet and exercise. Plus, good sleep improves your brain performance and mood. Not getting enough quality sleep regularly raises the risk of many diseases and disorders. These range from heart disease and stroke to obesity and dementia. Associate your brand with putting clients' well-being first by co-branding a soothing gift.



EBY15
Sealy® Night Light & White
Noise Sound Machine

Humidifier therapy adds moisture to the air to prevent dryness that can cause irritation in many parts of the body. They can also ease some of the symptoms caused by the flu or common cold.



EBY21
Sealy® Color Changing LED Humidifier

The sleep speaker sound machines provide comforting white noise accompanied by gorgeous mood lighting so that you can get a better night's sleep. It also offers a choice of 34 sleep sound modes, 3 brightness levels and 7 color mood lights.

HEALTHY HABITS

A new survey from Forbes Health found that the top resolutions for 2024 include improving fitness. Even the most well-intentioned goals in January can benefit from some outside motivation to keep the momentum strong. In addition to achieving personal goals, research has shown that prioritizing employee wellness leads to companies having lower healthcare costs, reduced absenteeism, and increased retention rates.



BG370
Urban Peak® Crossbody
Belt Bag /Fanny Pack



IH06
iHome® XT-82 True Wireless
Earbuds & Charger Case

Building a health habit requires the activity to become a seamless part of the recipient's routine. One way to assist in this goal is to provide a belt-bag for essentials to facilitate a quick exit out the door. Another is with a pair of quality, sweat-proof earbuds to harness the power of music as a movement motivator.

Encourage employees to bring a healthy lunch from home instead of ordering fast food. A lunch bag provides a daily reminder at home and can be personalized with the employee's name at no additional cost.

Water bottles can also be personalized with the employee's name at no additional charge by selecting laser engraving or TruColor decoration.



CB176
Urban Peak® Waterproof
Roxhill 12 Can Cooler

SL180PR
Urban Peak® 40oz Dual Top
Water Bottle

One of the many downfalls of fitness resolutions is a lack of celebrating milestones. Since healthy employees are shown to provide benefits to the employer, why not return the favor with wellness incentive gifts? These high-end favorites are sure to generate a lot of buzz around the office!



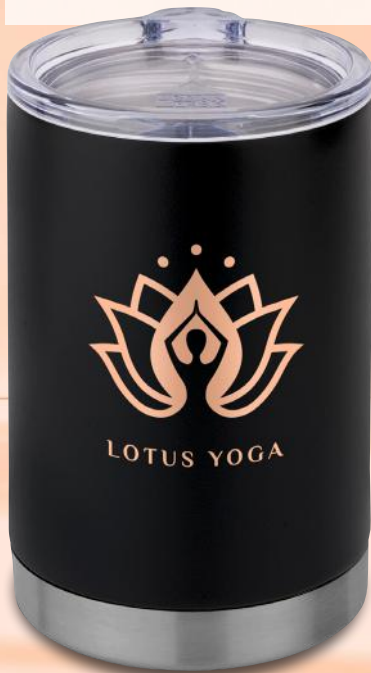
EBY10
Sealy®
Hot/Cold Massager Pro



EL209
Urban Peak® 20W TWS Party Barrel
wireless speaker

PANTONE COLOR OF THE YEAR

The Pantone® Color of the Year is a highly anticipated annual announcement. Previous years have featured popular hues including rich purples, bright contrasting colors, and dark deep blues. The featured color for 2024 is a light calming “Peach Fuzz” 13-1023. According to Pantone, the leading global color authority for manufacturers and decorators, “Peach Fuzz captures our desire to nurture ourselves and others. It’s a velvety gentle peach tone whose all-embracing spirit enriches mind, body, and soul.” Tackle the trend with a quality product that meets your clients’ needs along with full color decoration that can add the color to some – or all - of the product.



SL260PR
Urban Peak® 12 oz Bedrock
Trail Vacuum Can Cooler

Our new TRU.0 decoration method allows for full coverage print on our best-selling Urban Peak 20oz Tumbler. During Q1, this new decoration method is available FREE on the 20oz SL234PR tumbler.

SL234PR
20 oz Urban Peak® Trail
Vacuum Tumbler





SL257PR
13.5 oz Pace Trail
Vacuum Water
Bottle



SL164PR
16 oz Urban Peak®
Keystone Trail
Vacuum Tumbler



EL73
RoxBox™ Duet Bluetooth® Speaker



EL 176
Atune Bluetooth® Earbuds with
Charger Case

Whether you're looking for a full-coverage decoration or just a splash of peach color – these styles offer our award-winning TruColor imprint with FREE PMS matching to ensure Peach Fuzz 13-1023 is exactly correct!

If the spirit of peach fuzz enriches mind, body, and soul, then what better vehicle for that message than via music? Choose full color & full coverage on our EL85 or stick within the standard imprint area.

HOME SWEET HOME

Spring may be on the horizon, but the chill of winter weather is still holding strong. Gifts designed for home entertainment will brighten indoor activities while being utilized and enjoyed year-round. Plus, products intended for gathering friends means more eyes on your brand message. Themes including real estate, safety programs, sales incentives, wellness programs, and corporate appreciation gifts are all popular choices for the home this quarter.

A bottle of wine or a dinner out on the town are great incentive gifts, but they are over quickly, and there isn't a lasting reminder of the event. Giving quality items for cooking and entertaining allows for repeated reminders of a success.



WN45
Rechargeable
Cordless
Corkscrew



LHF02
Hampton Forge®
Epicure 15 Piece
Cutlery Block Set



BBQ4
24 Piece
Deluxe BBQ Set

Safety never takes a vacation! Focus on safety is as important in your home as it is in the workplace. Not only do safety-themed gifts look out for their users' well-being, but they also send a strong message that your brand does the same.



HW34
15" Silicone Oven Mitt



HW57
Infrared Cooking
Thermometer

One of the perks of gifting products for home entertainment is that the function of the piece doesn't need to be complex, but the design and materials can be elegant and expensive. This allows you to capture a wider audience with the same gift, which will be appreciated for its sophistication by even the most accomplished of culinary experts, while remaining inviting and accessible to chefs of all levels.



KS64
Grove Bamboo
Cutting Board



HW56
Rechargeable Salt or
Pepper Spice Grinder

EARTH CONSCIOUS CHOICES

The significance of sustainability and earth conscious choices continue to rise for promotional buyers and more exciting collections are becoming available. The very first question for a buyer to ask in terms of keeping product out of a landfill should be "Is this a quality item that the recipient will want to keep?" After that, the focus should turn to the product's materials and construction. There are exciting new ways to utilize both previously-used materials or post-production scrap materials that would have otherwise been discarded. The sleek new EarthTrendz™ collection tackles both challenges. The items provide both high style and function, while also utilizing more earth-friendly construction techniques.



The new EarthTrendz Whitewater collection of bags is crafted from recycled plastic bottles. The reclaimed bottles are processed into soft, yet durable, fabric.

CB182
EarthTrendz™ rPET
Whitewater 24 Can Cooler

BG377
EarthTrendz™ 26L rPET
Whitewater Laptop Backpack



BG378
EarthTrendz™ 44L
rPET Whitewater
Duffel





BG380
EarthTrendz™ Waterproof
10L Window Dry Bag

In a previous life, the plastic bottles used in these dry bags were designed to keep liquid inside. Now repurposed as two-tone Polyester in the new EarthTrendz waterproof dry bags, their job is to keep liquid out! The clear front pocket is water resistant and provides easy touch-screen accessibility for electronic devices.



CB183
EarthTrendz™ rPET
Zephyr 12 Can Cooler

The restaurant industry alone creates over 11 million tons of plastic waste every year — to say nothing of the toll that a daily take-out meal can have on a person's health (and wallet!) Encourage a healthier approach to lunch with an EarthTrendz cooler bag. Its recycled-material construction, combined with the encouragement to bring a lunch from home, provides a two-tiered approach to tackling plastic waste.

When wheat is harvested, it leaves behind a by-product called wheat straw that would normally be discarded. These new electronic items from EarthTrendz utilize a new bioplastic derived from wheat straw as part of their construction. Not only is there a reduction of non-recycled materials, but it creates a lighter-weight final product.



EL213
EarthTrendz™ Aira 3W
Bluetooth® Speaker

EL210
EarthTrendz™ Wheat Straw
& Bamboo Earbuds & Case



COMFORT FOR THE COLD



SL258PR
14 oz Urban Peak® Trek
Vacuum Camp Mug

Urban Peak is known for its superior insulation for hot and cold. The vacuum-insulated, Copper-lined deep draw liner in the Trek Vacuum Camp Mug maintains optimal drinking temperatures, while the push-on, sip-through lid prevents splashes and helps retain heat.

The winter blues may be setting in around mid-January, but every challenge is an opportunity for a solution! Apparel-based gifts like sweaters, coats and hats aren't the only answers for the cold. Instead, think hard goods that keep you active, in-the-know, and on-the-go with your daily routine!



The Power Tank by uni-ball® performs smoothly even in extreme temperatures and on wet surfaces, making this the perfect tool for the winter cold!

PSB
uni-ball® Power Tank
RT Pen



The Wave Trail Tumbler was created with a special lip groove on the front of the lid. The designer wanted an easy way to find the spout during his dark, cold commutes to work. That same designer invented the Persona collection with 15 color choices to add a pop of color to these high end insulated travel tumblers.

SV95PR
14 oz Persona® Wave Trail
Vacuum Tumbler

This extra-soft, oversized micro-mink sherpa blanket is the solution to any chilly day. Measuring in at 60" x 72", it's large enough to share!

PBF57
Oversize Micro-mink
Sherpa Blanket



A wireless charger is good, but a wireless charger plus a deluxe weather station is even better! Wake up ready to dress for the day's weather or keep an eye on changing conditions throughout the day.



DC36
Digital Weather
Station and
Wireless Charger

