



***Branding***  
M E R C H A N D I S E

We  
Elevate  
Your  
Brand

# Marketing Profile

[www.brandingmerchandise.com](http://www.brandingmerchandise.com)

28255 SE Wally Rd., Boring, OR 97009 | 1-800-466-4428

# Our Company

## [WHO]

**Branding Merchandise, a B2B brand management company, has partnered with clients nationwide to deliver strategic branded merchandising programs & services for over 25 years.**

## [WHAT]

**Anything with your logo, anything that can be printed (or not) that is utilized for retail sale, marketing, sales, HR.**

**- Printed Merchandise examples:** Pens, Lanyards, Hats, Shirts, Coffee Mugs, Paper Items: Business Cards, Flyers, Brochures & More

**- Unprinted Merchandise Examples:** Bose Speakers, Maui Jim Sunglasses, Webber Grills

## [HOW]

**We provide your merchandise utilizing a 2-step agency hybrid process:**

**- Creative Agency:** In-House Creative, Dedicated Account Team, In-House Marketing & Government Compliance

**- Operations:** In-House Screen Printing, In-House Embroidery, In-House Warehouse & Distribution. China Office, U.S. Factories

## [SUPPORT]

**We can deliver traditional, non-traditional or a hybrid of merchandise programs & services for your business:**

- Print on Demand
- Websites: Retail or Wholesale
- Print on Demand Uniform
- Inventory Uniform
- Years of Service
- Retail Store Management
- Safety Program
- Event Merchandise

# Our Services

## [What We Offer]



### PROMOTIONAL MERCHANDISE & APPAREL

Over 700,000+ products & apparel to choose from including retail brand lines.



### CREATIVE SERVICES

We are creative; we love learning about what you want and then brainstorming how to structure the best solution.



### WAREHOUSE & DISTRIBUTION

With on-location warehousing we will provide you a fully integrated program that utilize storage, kitting, fulfillment and distribution to your various locations.



### GOVERNMENT COMPLIANCE

CPSIA trained and certified "Product Safety Aware" by PPAI. We lead the way in producing greener and environmentally safe products. Maintaining our safety education is paramount.



### IN-HOUSE PRODUCTION EMBROIDERY & SCREEN PRINTING

Our state-of-the-art equipment produces over 1,800 screen-printed imprint locations and 175 embroidered garments per hour.



### INCENTIVES AND AWARDS PROGRAMS

These programs are unique because the products specifically relay the message of "thank you" to your customers and employees.



### GLOBAL SOURCING

With an office located in China, we ensure your orders are produced in accordance with government regulations, meets quality standards and delivery time-line.



### E-COMMERCE STORES

We have a proven track record of building simple e-commerce to fully integrated stores.



### FRANCHISE UNIFORMS & MERCHANDISE

Extensive experience with programs for franchises including uniforms and merchandise while maintaining your brand.

# Your Branding Merchandise Partner

# Client [MINI CASE STUDIES]

## Knowledge Beginnings®



### Client: Knowledge Universe

**What:** Shirts and water bottles for their largest event/promotion of the year. The client wanted a vendor that provided the lowest price point, ensured compliance with CPSIA (Consumer Product Safety), controlled and produced the highest level of quality and would package, label, palletize and ship the product into their distribution center to allow for a seamless distribution to their 3,700 locations.

**How:** Manufactured over 60,000 custom molded water bottles & 179,000 T-shirts to a custom PMS dye color, cut and sew and then screen printed the T-shirts within our US facility.



### Client: Portland Timbers

**What:** Finding a way to reduce the expense of in arena servers losing their pens.

**How:** Conceptualized the use of a video pen that could be sold to advertisers and sponsors changing the expense into revenue, created designs and produced the pens, in our China facility, exceeding expectations in pricing, quality and delivery time. Also, utilized co-branding between the Portland Timbers and Branding Merchandise.



### Client: Portland Trail Blazers

**What:** Combine The Portland Trail Blazers and Subway brands. for a gift with purchase promotion.

**How:** Conceptualized the Subway Bag Promotion to tie in with a gift-with-purchase promotion between Subway and the Portland Trail Blazers. Provided 10 creative design concepts, revised as needed and then produced 94,500 bags, in our China facility, exceeding expectations in pricing, quality and delivery time.



# Client [MINI CASE STUDIES]

## Kahala



### Client: Kahala - Taco Time

**What:** Establish an effective and efficient uniform program for nearly 400 TacoTime locations.

**How:** Learning the brand strategies and purchasing preferences of the franchisees, Branding Merchandise developed a 99% Print-On-Demand uniform program. The program allows the franchisee to place their orders through a branded online store-front, telephone, fax and email depending on their individual preference.



### Client: Wells Fargo, University of Oregon Ducks & Oregon State Beavers

**What:** Provide Wells Fargo with co-branded merchandise for both the University of Oregon and Oregon State University.

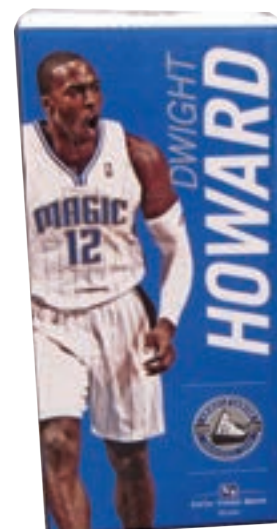
**How:** Learning the branding standards, successfully navigating new license agreements with both schools Wells Fargo selected the merchandise we produced the branded merchandise both state-side and in China. We also ensured their brands are accurately represented on the merchandise and that proper royalties are reported and paid.



### Client: NBA

**What:** Create merchandise to combine the NBA, Orlando Magic, Adidas, Fifth Third Bank and Dwight Howard into one item.

**How:** Conceptualized a Dwight Howard bobble head doll where Dwight Howard would be in full uniform, including Adidas armbands, standing behind the Fifth Third Bank billboard. Produced 5000, individually numbered bobble head dolls, in our China facility, exceeding expectations in pricing, quality and delivery time.



# Client [MINI CASE STUDIES]



## Client: NYPD

**What:** Tasked with maintaining the high standards of the N.Y.P.D. brand.

**How:** After the terror attacks of 9-11-2001, and as the official hat manufacturer, we were contacted by dozens of national retailers and infomercial companies wanting to purchase the official NYPD hats, with quantities in the millions. Although at the time the NYPD was not a trademarked design, we were asked to not sell to anyone other than directly to the police department. Without hesitation, our commitment to protect our client's brand is paramount and we only serve our client's needs, The N.Y.P.D.



## Client: Directors Mortgage & Portland Trail Blazers

**What:** As part of a promotional campaign, they requested a selection of sports inspired promotional items to hand out during events and promotions.

**How:** Items were chosen that were within budget and suitable for sporting events and travel while navigating NBA licensing. Our client also utilized our operations kitting & distribution process with a average 5 day ship time and warehousing capabilities.



## Client: KinderCare Education

**What:** Provide high-quality apparel for their annual uniform program, events, conferences. This included 1,600 locations with over 30,000 employees.

**How:** Working with the client, we chose apparel items that were appropriate for children (CPSIA approved) and staff while adhering to the client's branding and color themes. Items included polos, knit caps, jackets, aprons, smocks and t-shirts. Program services include an inventory and print-on-demand hybrid system of apparel products, webstore portal creation, CXML & w/optional punch out.



# Client [MINI CASE STUDIES]



## Client: Wells Fargo

**What:** Providing high-quality items for a corporate golf retreat. We carefully selected items that fit the event and their budget.

**How:** We chose items that were brand appropriate and fit the theme of the event. Leather business card holder, leather key-fob, wine glass, umbrella and golf kit were all part of the offering. Client also utilized our operations kitting & distribution process with a average 5 day ship time and warehousing capabilities.



## Client: Daimler Trucks North America

**What:** Daimler donates \$250,000/year to more than 30 Portland and Southwest Washington schools as part of its Education in Motion campaign, several programs that support and further STEM education and CTE.

**How:** As part of their awareness campaign, they requested a selection of STEM inspired promotional items to hand out during events and promotions. We chose items that were appropriate for children while adhering to the STEM theme. Rubik's cubes, flash lights, paracord bracelets, yo-yos, and robot cubes were created for the project.



## Client: Vestas

**What:** Vestas is the energy industry's global partner on sustainable energy solutions. They design, manufacture, install, and service wind turbines across the globe. Client needed items for a employee safety event in a outdoor park setting.

**How:** We chose items that were appropriate for an outdoor event in a park setting. Kites, drawstring bags, pens, sunscreen and first aid kits were created for the event and used in a Vestas Branded Goodie Bag. All items came in under budget at less than \$5/piece.





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