

**Branding**  
MERCHANDISE

1-800-466-4428



*Winter 2023*

**STYLE GUIDE**







## Think Beyond

*the Holidays*

From the twinkling lights that grace the streets to the serene silence that accompanies a snowfall, Winter brings an opportunity to reflect the magic of this season through promotional apparel and accessories. Immerse yourself in a thoughtful selection of styles to equip your inventory with the perfect mix of the latest trends, functional pieces made for the elements, and accessories to mix and match for personalized style.

Build versatile looks that transcend the winter season, curate a collection of gifts for every person and every budget, and create your vision. Let the frosty embrace of Winter Style be your canvas, where each garment and accessory tells a story of seasonal wonder.

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### Welcome to a Winter Wonderland of Style

*For the* ultimate holiday gifting shop, inclusively curated with every budget and purpose in mind.

*For the* early adopters looking for opportunities to watch and try first.

*For the* influencers and pop-up shops, create unforgettable connections with promotional merch.

*For the* companies re-branding, find styles that represent the new brand better than ever before.

*For the* retail trend lovers, find premium brands, spot the dupes, and ride the nostalgia wave.

*For the* accessory aficionado, top off the look with best-selling and trending bags and headwear.

**Sound like a customer you know?** Be ready to brand the Winter with top trends for their needs.





# Gifting



1. BW6501 Boxercraft. 2. 320 Tultex. 3. A671S adidas. 4. SC100 SOCCO. 5. 8810 Burnside.  
6. 199793 Columbia. 7. 1038 DRI DUCK. 8. INDBKTSB Independent Trading Co.



# Gifts for Every *Budget*

- **Budget Friendly**

Explore our range of wallet-friendly gems that expand your brand's presence. Affordable solutions that resonate, leaving an enduring mark on your audience.

- **Mid-Range**

Elevate your brand with gifts that strike the perfect balance between quality and value. These products will leave a lasting impact and will be used time and time again.

- **Splurge**

These premium gifts offer an elevated experience. Make a statement that lingers and showcase retail brands with top-notch quality.



1. 191132 Columbia. SF000

Gildan. 812 BELLA+CANVAS.

2. PRM10TSB Independent Trading Co.

PRM11PNT Independent Trading Co.

3. N17186 Nautica. A522 adidas.





**SC100**  
**SOCCO**

USA-Made Striped Crew Socks



**P170**  
**Hanes**

Ecosmart® Hooded Sweatshirt



**1715**  
**Liberty Bags**

Neoprene 15" Laptop Sleeve



**5770**  
**Liberty Bags**

Tammy Waffle Weave Spa Bag



**SP04**  
**Sportsman**

Knit Scarf

## Budget-Friendly

Designed with both sentiment and savings in mind, budget-friendly gifts allow not only employers but all brands seeking affordable gifting options the ability to express their gratitude. Surveys indicate that the receipt of thoughtful gifts, such as swag from an employer, can elevate employees' perceptions of their workplace.

### *Gifts for:*

- ☒ Boutique Gifts or Giftshops
- ☒ Hybrid Workforce
- ☒ Recruitment & Onboarding
- ☒ Practical, Everyday Use





**Trend Alert!**  
Oversized is in! Go  
up a couple sizes in  
your sweatshirt for a  
cozier, oversized fit.



**SP500**  
**Sportsman**  
Pigment-Dyed Cap



**C710**  
**Carmel Towel Company**  
Chill Towel



**8711**  
**Alpine Fleece**  
Value Blanket



**3600**  
**Next Level Apparel**  
Unisex Cotton T-Shirt



**S800**  
**Q-Tees**  
Sustainable Canvas Bag



**973MR**  
**JERZEES**  
NuBlend® Sweatpants



**1005**  
**Rabbit Skins**  
Infant Premium  
Jersey Bib



YOUTH STYLE



**118518**  
**Columbia**  
Whirlibird™ Watch Cap



YOUTH STYLE



**3200T**  
**BELLA+CANVAS**  
Toddler Three-Quarter  
Sleeve Baseball Tee

**Product Featured:**  
191132 Columbia.  
SF000 Gildan. 812  
BELLA+CANVAS.  
8860R Liberty Bags.





**BW6501**

**Boxercraft**

Women's Flannel Shorts



**FOS900546**

**Oakley**

5L Travel Pouch



YOUTH STYLE



**PRM15YSB**

**Independent Trading Co.**

Youth Special Blend Raglan  
Hooded Sweatshirt



**A671S**

**adidas**

Sustainable Rope Cap



**GDH280**

**ComfortWash by Hanes**

Garment-Dyed Jersey Hooded  
Long Sleeve T-Shirt



**6014**

**Imperial**

The Montage Pom Knit

## Mid-Range

Opt for these mid-priced styles to decorate, brand, and transform into memorable gifts. Thoughtfully curated for versatile appeal and high impressions, they're designed with everyone in mind and to be enjoyed time and time again.

*Gifts for:*

- ☒ Family Matching
- ☒ Ultimate Personalization
- ☒ Comfy & Cozy
- ☒ Show of Appreciation







**Product Featured:**  
 SS4500 Independent Trading Co. 8888 Burnside. PRM3500  
 Independent Trading Co. CHP120 Champion. PRM10TSB  
 Independent Trading Co. PRM11PNT Independent Trading Co.



**W20172**  
**MV Sport**  
 Women's Jordan Angel  
 Fleece Hooded Sweatshirt



**3702**  
**DRI DUCK**  
 Packable Booney



**993MR**  
**JERZEES**  
 NuBlend® Full-Zip  
 Hooded Sweatshirt



\*Shop Youth  
 Companion 4810



**A557**  
**adidas**  
 Women's Blended  
 T-Shirt

**320**  
**Tultex**  
 Unisex Fleece  
 Hooded Sweatshirt



**8810**  
**Burnside**  
 Flannel Jogger



**INDBKTSB**  
**Independent Trading Co.**  
 Special Blend Blanket





**15600**

**Weatherproof**

32 Degrees Packable  
Down Jacket



**702**

**Paragon**

Kitty Hawk Performance  
Long Sleeve Fishing Shirt



**7349**

**DRI DUCK**

Mission Quarter-Zip  
Pullover



**8000**

**Burk's Bay**

Napa Leather  
Driving Jacket



**FOS901246**

**Oakley**

24L Gearbox  
5-Speed Backpack

## Splurge

Choose from renowned retail brands conveniently available at wholesale or to high quality, primed for personalization brands. Elevate your's and your client's brands by leveraging popular names, quality details in every stitch, and recognizable trends.

### *Gifts for:*

- ☒ Retail Brand Enthusiasts
- ☒ Clients & Partners
- ☒ Adventure Seekers
- ☒ Frequent Travelers





Nautica is the newest addition to our brand portfolio.



**173801**  
**Columbia**  
Pike Lake™ Vest



**1038**  
**DRI DUCK**  
46L Weekender Bag



**N17387**  
**Nautica**  
Women's Navigator Fleece Full-Zip Jacket



**K01**  
**Boxercraft**  
Women's Fleece  
Out Pullover



**A587**  
**adidas**  
Quarter-Zip Pullover



**199793**  
**Columbia**  
Women's Fireside™ FZ Jacket



**FWMCABIN**  
**Faribault Woolen Mills**  
USA-Made Cabin  
Wool Throw



**8889**  
**J. America**  
Quilted Jersey Shirt Jacket



**5326**  
**DRI DUCK**  
Kodiak Jacket

Product Featured:  
N17186 Nautica.  
A522 adidas.



# Emerging Markets



1. W23716 MV Sport. 2. PURE Atlantis Headwear. 3. 8884 J. America.  
4. 8861 J. America. 5. 195411 Columbia. 6. 2050 Sportsman. 7. FOS901243 Oakley.



# Cutting Edge Opportunities

## • Influencers

Find an influencer that resonates with your brand and join hands with these modern-day storytellers to leverage their influence.

## • Pop-Up Shops

Whether you're popping up shop or your customers are, put great branding at center stage and draw visitors with these styles curated for pop-up shop success.

## • Re-Branding

Maybe it's a mere makeover or maybe it's an evolution of how a brand is perceived, either way thoughtfully chosen product is paramount to redefine the path forward.

1. **2050** Sportsman.  
**9384** Next Level Apparel.
2. **L08** Boxercraft. **5030**  
Next Level Apparel.
3. **N17928** Nautica.  
**202** Tultex.







**TR401**  
**American Apparel**  
Tri-Blend Track Tee



**OAD106R**  
**OAD**  
Midweight Recycled Gusseted Tote



**BW6103**  
**Boxercraft**  
Women's Stretch Lined Shorts



**7709**  
**Liberty Bags**  
16" Basic Backpack



**SC200**  
**SOCCO**  
USA-Made Solid Crew Socks



**9881**  
**Alternative**  
Eco-Fleece Dodgeball Pants

*Trend Alert!*  
Influencer fashion  
is on the rise.

## Influencers

Venture into the realm of digital voices that inspire and guide the masses – the realm of influencers. As these online trailblazers capture hearts and set trends, offering merch gives them a platform to provide their followers a tangible connection. Enrich their message with taglines, logos, and captivating graphics which are popular on influencer merch.

### Top Markets

- ☒ Lifestyle & Wellness
- ☒ Food & Beverage
- ☒ Beauty & Fashion
- ☒ Entertainment





**Product Featured:**  
2050 Sportsman. 9384 Next Level Apparel.



**3600**  
**Next Level Apparel**  
Unisex Cotton T-Shirt



**2050**  
**Sportsman**  
Bucket Cap



**SP400**  
**Sportsman**  
Tie-Dyed Dad Hat



**18500**  
**Gildan**  
Heavy Blend™ Hooded Sweatshirt



**200BW**  
**Dyenomite**  
Bleach Wash T-Shirt



**F260**  
**Hanes**  
Ultimate Cotton® Crewneck Sweatshirt





**BM6101**  
**Boxercraft**  
Riptide Shorts



**GB465**  
**The Game**  
Pigment-Dyed Cap



**8861**  
**J. America**  
Tie-Dyed Fleece  
Hooded Sweatshirt



**8884**  
**J. America**  
Tie-Dyed Fleece Joggers



**9861**  
**Liberty Bags**  
Allison Cotton  
Canvas Tote



**210**  
**Paragon**  
Long Islander Performance  
Long Sleeve T-Shirt

## Pop-Up Shops

Immerse yourself in the ever-changing, popular world of pop-up shops. From vibrant festivals to cozy neighborhood boutiques, these pop-up gems can be found in various nooks. Get started with promotional apparel and accessories to captivate pop-up spaces and forge a connection that lingers beyond temporary.

- ☒ Store Within a Store
- ☒ Seasonal Events
- ☒ Kiosks & Booths
- ☒ Marketing Events







**3600SW**  
**Next Level Apparel**  
Unisex Soft Wash T-Shirt



**1501**  
**BELLA+CANVAS**  
Women's Micro Rib  
Long Sleeve Baby Tee



YOUTH STYLE



**4412**  
**Rabbit Skins**  
Infant Long Legged  
Baby Rib Bodysuit



**6925**  
**LAT**  
Elevated Fleece Crewneck Sweatshirt



**W23716**  
**MV Sport**  
Women's Sueded Fleece  
Colorblocked Crop Hooded Sweatshirt



**PURE**  
**Atlantis Headwear**  
Sustainable Knit

Product Featured:  
MPS LEGACY,  
A586 adidas, L08  
Boxercraft, 5030 Next  
Level Apparel, 3719T  
BELLA+CANVAS, 3727T  
BELLA+CANVAS.



**195411**  
**Columbia**

Sweater Weather™ Half-Zip



**A514**  
**adidas**

Ultimate Solid Polo



**AFX90UNZ**  
**Independent Trading Co.**

Lightweight Full-Zip  
Hooded Sweatshirt

*Bomber jackets  
are the perfect mix  
of sophistication  
and style.*



**7511**  
**BELLA+CANVAS**

Women's Sponge Fleece  
Classic Crewneck Pullover



**FOS901243**  
**Oakley**

22L Sport Backpack



**5318**  
**DRI DUCK**

Summit Soft Shell Puffer Vest

## Re-Branding

More than just a redesigned logo, a successful re-brand stirs emotions and drives new perspectives. It's just exciting! Let promotional merch do the talking by choosing products that seamlessly integrate with the updated persona and brand identity. As your customers' promotional merch expert, you can't go wrong with this selection of styles.

### *Re-Branding Opportunities:*

- ☒ Employee Uniforms
- ☒ Launch Events
- ☒ Customer Giveaways
- ☒ Corporate Gifting



**T18**  
**Q-Tees**

Budget Rally Towel





**Product Featured:**  
A12S adidas. N17928 Nautica.  
202 Tultex. 921452ODM Oakley.



**A589**  
**adidas**  
Women's Spacer Quarter-Zip Pullover



**Q800**  
**Q-Tees**  
Promotional Tote



**2001CVC**  
**American Apparel**  
Unisex CVC Tee



**A590**  
**adidas**  
Blend Polo



**2091**  
**Kastlfel**  
Ferris Dad Hat



**S95**  
**Boxercraft**  
Studio Jacket



# Retail Trends



1. S600 Champion. 2. 5773 Liberty Bags. 3. 1501KC YP Classics. 4. 8888 Burnside.  
5. A524 adidas. 6. A586 adidas. 7. 169800 Columbia. 8. FT007M Liberty Bags.



# Calling All

## Trendsetters!

- **Premium Brands**

*Elevate your brand, embrace luxury:* Retail brands you recognize offered at wholesale and ready to give customers a visibility boost like no other.

- **Dupes**

*Where style meets savings:* If premium products seem out of reach, dupes are your answer. Capture the essence of coveted brands and stay on-trend at a more inclusive price point.

- **'90s/'00s Nostalgia**

*Journey into iconic eras:* Step into a time capsule with collections inspired by the vibrant '90s and early 2000s. Stand out, spark conversations, and create lasting impacts through the magic of nostalgia.

- 1. 201265** Columbia. **\$149**  
Champion. **CHP120** Champion.  
**2. 223503** Holloway. **222599**  
Holloway. **SC200** SOCCO.  
**3. PRM1500TD** Independent  
Trading Co.







**141162**  
**Columbia**  
Hart Mountain™  
Half-Zip Sweatshirt



**A586**  
**adidas**  
Crewneck Sweatshirt



**A1000**  
**adidas**  
Women's Pocket Leggings



**A230**  
**adidas**  
Performance Polo



**T105**  
**Champion**  
Heritage Jersey T-Shirt

## Premium Brands

Did you know that over 80% of individuals keep promotional products for over a year? Buying premium brands ensures every piece is not only a great first impression but your favorite advertisement that simply never gets old. Premium brands are best suited for:

- ☒ Co-Branding Opportunities
- ☒ Retail Fashion Inspired
- ☒ Elevated Perceived Value
- ☒ Lasting Impressions



**Product Featured:**  
197592 Columbia, A588 adidas, A556 adidas, FOS901246  
Oakley, 146409 Columbia, 201265 Columbia, S149 Champion,  
CHP120 Champion.



**FOS900831**  
**Oakley**  
Team Issue Bucket Hat



**S600**  
**Champion**  
Powerblend® Crewneck Sweatshirt



**FOA402997**  
**Oakley**  
Team Issue Podium  
Quarter-Zip Pullover



**A524**  
**adidas**  
Hooded Full-Zip Windbreaker



**FOS901244**  
**Oakley**  
28L Sport Backpack



**169800**  
**Columbia**  
Powder Lite™ Jacket



**N17174**  
**Nautica**  
Windward Anorak Hooded  
Quarter-Zip Jacket



**146409**  
**Columbia**  
Watch Cap



**A627S**  
**adidas**  
Sustainable Trucker Cap





**1501KC**  
**YP Classics**  
Cuffed Knit Beanie



**3953**  
**BELLA+CANVAS**  
Women's Sponge Fleece Half-Zip Pullover



**BW6301**  
**Boxercraft**  
Women's Luna Leggings



**8703**  
**Burnside**  
Elemental Puffer Vest



**BW8102**  
**Boxercraft**  
Women's Quilted Market Jacket



**223504**  
**Holloway**  
Eco Revive™ Ventura  
Soft Knit Shorts

## Dupes

Can you spot the dupe? These reiterations of well-known, well-loved products offer a cost-effective way to stay on-trend with promotional apparel and accessories. Where style meets savings and trends become accessible to all – this opportunity is not one to just watch. Stay cutting edge with this collection of dupes.

***Trend Alert!**  
Social Media  
made knock-offs  
cool again.*

**Product Featured:**  
REMPA LEGACY. 223503  
Holloway. 222599  
Holloway. SC200 SOCCO.



**5773**  
**Liberty Bags**  
That's So '90s  
Fanny Pack



**BM5502**  
**Boxercraft**  
Stretch Woven Vest



**3901**  
**Burnside**  
Sweater Knit Jacket



**8890**  
**J. America**  
Quilted Snap Pullover



**REMPA**  
**LEGACY**  
Reclaim Mid-Pro Adjustable Cap



**8888**  
**Burnside**  
Perfect Jogger





**A134M**  
**Liberty Bags**  
Metallic Large Tote



**1010**  
**BELLA+CANVAS**  
Women's Micro Rib Baby Tee



**2000**  
**Colortone**  
Tie-Dyed Long Sleeve T-Shirt



**1566**  
**Comfort Colors**  
Garment-Dyed Sweatshirt

## '90s/'00s Nostalgia

Retro-inspired product can help you stand out from the crowd and have a unique power to connect across generations, which is important in today's 5-generation workforce. With every personalized retro corporate gift, you're not just giving an item; you're sharing happiness, memories, and a piece of your brand's legacy.



**Product Featured:**  
3739 BELLA+CANVAS. 1012 BELLA+CANVAS. 112FP Richardson.  
245 Tultex. PRM1500TD Independent Trading Co.



**GEO**  
**Atlantis Headwear**  
Sustainable Bucket Hat



**FT007M**  
**Liberty Bags**  
Metallic Neoprene Can Holder



**640LM**  
**Dyenomite**  
LaMer Over-Dyed Crinkle Tie-Dyed T-Shirt



**1304**  
**American Apparel**  
Unisex Heavyweight Cotton Long Sleeve Tee



**VC700**  
**Valucap**  
Foam Mesh-Back Trucker Cap



**9500**  
**Colortone**  
Tie-Dyed Drawstring Backpack



**1201**  
**BELLA+CANVAS**  
Women's Micro Rib Raglan Baby Tee



**3610**  
**Augusta Sportswear**  
Satin Baseball Jacket Striped Trim



# Top Off the Look



1. 143R Richardson. 2. 6245EC YP Classics. 3. 110F Flexfit. 4. 191125 Columbia. 5. Q1300 Q-Tees. 6. JOSIE Infinity Her. 7. RKF12 CAP AMERICA. 8. TKN24 CAP AMERICA. 9. 1410 DRI DUCK. 10. OAD019 OAD. 11. FOS901245 Oakley.



# All About Accessories

## • Bags

Whether intended as a corporate gift or a promotional winter giveaway, we have a collection of core and fashion brands that feature versatile and functional design elements.

## • Hats & Beanies

Elevate your collection with headwear that adds a touch of style and warmth. From classic designs to trendy items, we have all the Winter must haves.

1. **N17176** Nautica. **3600** Next Level Apparel. **1048** DRI DUCK.  
2. **GB568** The Game. **8200** Burnside. **IC47MR** Fruit of the Loom.  
3. **6015** Imperial. **N17946** Nautica. **3953** BELLA+CANVAS.







**Q1300  
Q-Tees**  
19L Zippered Tote



**5772  
Liberty Bags**  
Clear Fanny Pack



**FOS901245  
Oakley**  
29L Gearbox  
Overdrive Backpack



**921443ODM  
Oakley**  
50L Street Duffel Bag



**TD800  
Q-Tees**  
Tie-Dyed Canvas Bag



**OAD101R  
OAD**  
Economical Recycled Sport Pack



**1036  
DRI DUCK**  
16L Messenger Bag

Commuter bags  
make an ideal  
corporate gift,  
serving both  
during office hours  
and beyond.

## Bags

### Top Picks:

- ✓ **Tote Bags:** The ideal budget-friendly essential for swag bags, retail purchases, and giveaways.
- ✓ **Backpacks:** A versatile hands-free option that balances fashion with practicality, ideal for daily use or outdoor adventures.
- ✓ **Cinch Bags:** From gym essentials to everyday items, cinch bags offer a compact option for giveaways and events.
- ✓ **Duffel Bags:** Spacious and durable companions for travel and active lifestyles, the perfect gift for employee appreciation.

**Product Featured:**  
N17176 Nautica.  
1048 DRI DUCK.



**1410**  
**DRI DUCK**  
Roll Top Backpack



**OAD019**  
**OAD**  
Insulated Neoprene  
Single Wine Tote



**8802**  
**Liberty Bags**  
Recycled Zipper Tote



**FOS901243**  
**Oakley**  
22L Sport Backpack



**Q4400**  
**Q-Tees**  
11L Canvas Tote with  
Contrast-Color Handles



**FOS901101**  
**Oakley**  
22L Dry Bag



**A678S**  
**adidas**  
Sustainable Gym Sack



**INDDUFBAG**  
**Independent Trading Co.**  
29L Day Tripper  
Duffel Bag





**OFA  
LEGACY**  
Old Favorite Trucker Cap



**TKN24  
CAP AMERICA**  
USA-Made 12" Cuffed Beanie



**191125  
Columbia**  
City Trek™ Heavyweight Beanie



**143R  
Richardson**  
Chunky Cable with  
Cuff & Pom Beanie



**6245EC  
YP Classics**  
EcoWash™ Dad Hat

## Hats & Beanies

### Top Picks:

- ✓ **Beanies:** A timeless winter necessity and an excellent cost-effective avenue for branding.
- ✓ **Structured & Unstructured Hats:** The ideal decorated add-on to any sample kit or employee gift box.
- ✓ **Truckers:** The perfect retro snapback hat for an adjustable fit that never goes out of style.
- ✓ **Bucket Caps & Boonies:** Versatile options that offer sun protection and a fashion-forward edge.







**6020**  
**Imperial**  
The Mogul Knit



**SP08**  
**Sportsman**  
8" Knit Beanie



**112**  
**Richardson**  
Snapback Trucker Cap



**i1002**  
**CAP AMERICA**  
Relaxed Golf Dad Hat



**110F**  
**Flexfit**  
110® Snapback Cap



**3523**  
**DRI DUCK**  
Coleman Beanie



**144709**  
**Columbia**  
Bora Bora™ Booney



**RKF12**  
**CAP AMERICA**  
USA-Made Snowflake Beanie



**6110NU**  
**Flexfit**  
NU® Adjustable Cap



**L338**  
**Imperial**  
The Hinsen Performance  
Ponytail Cap

*Product Featured:*  
GB568 The Game.  
8200 Burnside.  
IC47MR Fruit of the  
Loom. 6015 Imperial.  
N17946 Nautica. 3953  
BELLA+CANVAS.



