



2021 PPAI PYRAMID

Supplier Star ▲ Client Programs
Marketing Programs
Supplier Decorate ▲ Technology

-GOLD & SILVER-

WINNERS SPOTLIGHT

Creative Excellence In The Promotional Products Industry

PPAI AWARDS &
RECOGNITION



Thank you to the 2021 PPAI
Pyramid Award sponsor



An Introduction To PPAI® Awards

The PPAI Pyramid award honors creative excellence in the promotional products industry. The Pyramid recognizes dependable suppliers, outstanding promotions, creative campaigns and exceptional craftsmanship.



2021 PPAI PYRAMID

An Introduction To PPAI Awards	2
Supplier Star /Award Of Merit.....	4
New PPAI Supplier Member	4
\$50,000-\$250,000	5
\$250,001-\$500,000	5
\$500,001-\$1,000,000	6
\$1,000,001-\$2,500,000	6
\$2,500,001-\$5,000,000	7
\$5,000,001-\$10,000,000	7
\$10,000,001-\$20,000,000	8
\$20,000,001-\$35,000,000	8
\$35,000,001-\$50,000,000	9
\$50,000,001-\$100,000,000	9
\$100,000,001+	10
Client Programs.....	11
Business to Business	11
Client Branding	12
Consumer	12-13
Distributor/Supplier Collaboration.....	13
Educational	14
Employee Incentive & Recognition	14-15
Internal Communication.....	15
Not For Profit	16
Political/Legislative	16-17
Social Responsibility	17
Tradeshow/Exhibit Traffic.....	18

Marketing Programs.....	19
Branding	19
Cause Advocacy Marketing	20
Digital Self Promotion Campaigns.....	20-21
Self Promotion Campaigns	21-23
Supplier Sales Support Materials.....	23-24
Supplier Decorate.....	25
Castings.....	25
Combination of Processes	25-26
Customized Non-Catalog Product \$1-25	26
Customized Non-Catalog Product \$101+.....	27
Dome	27
Embroidery I.....	28
Embroidery II	28-29
Etching/Engraving/Laser	29
Metal Striking	30
Print On Hard Surfaces	30
Print On Textiles	31
Special Applications.....	31-32
Special Processes	32
Supplier/Distributor Collaboration.....	33
Technology.....	34
eCommerce Website	34-35
Mobile Apps/Mobile Websites.....	35-36
Web Content/Functionality	37
Sponsors	38
Mark Your Calendar	38
Index.....	39

**PPAI AWARDS &
RECOGNITION**



PPAI Pyramid Award

Supplier Star

The PPAI Pyramid: Supplier Star recognizes suppliers who epitomize consistent excellence in service, decoration, problem resolution and product quality. This is the only Pyramid that is awarded based on distributor votes.

New PPAI Supplier Member



STAR

FlatBox® is the leading manufacturer and creator of the unique two-in-one lunch bag plus placemat. The patented, triple insulated, neoprene bags are machine washable lunch bags that easily unzip into placemats providing a clean and safe eating surface anywhere. With a strong focus on quality workmanship and impeccable craftsmanship, FlatBox products ship worldwide and have been featured on the *Today Show*, *Good Morning America* and *Home & Family*.



HidrateSpark



AWARD OF MERIT

Hidrate is the startup behind HidrateSpark®—the smart water bottle that automatically tracks your water intake, syncs to a personalized hydration app and glows to remind you to stay hydrated. Founded in 2015 during a weekend startup event and nurtured during a three-month accelerator program, HidrateSpark launched with a top 1% Kickstarter campaign. HidrateSpark has since grown into the leading brand in the smart water bottle category, powering research studies at the Mayo Clinic and Cleveland Clinic, and guided by its mission to be your partner in shaping healthy habits.

\$50,000-\$250,000



Fossa  Apparel



STAR

Fossa Apparel believes in making clothes that are not only comfortable but also affordable. Fossa's team works cohesively to provide premium quality apparel at affordable prices without compromising good looks, comfort and style.

Fossa Apparel is a family-owned, women-owned and minority-owned small business that firmly believes in its mission to bring innovative designs and carefully manufactured apparel to customers' hands and looks forward to continuing its mission for years to come.

pop!
promos
custom made simple™



AWARD OF MERIT

Pop! Promos is a rapid importer of Pantone-matched and full-color products made from scratch and delivered in 10-30 days, guaranteed. By manufacturing every order from scratch and a streamlined supply chain from raw materials to the customer's door, Pop! Promos allows companies to get products in their exact colors with unlimited customization.

\$250,001-\$500,000



MIDNITESNAX®
EXPERIENCE THE DIFFERENCE



AWARD OF MERIT

Midnite Snax is a leading candy, snack and gourmet food supplier, offering almost 3,000 products. It is the industry's leading popcorn manufacturer with over 75 flavors and the ability to create custom flavors. In addition, Midnite Snax manufactures chocolate bars, chocolate covered treats and cookies right in an SQF Level 2 certified factory. Every order is produced and packed fresh for your order and never sits on a shelf. Midnite Snax is well known for its unique and creative packaging and custom capabilities.


STAHL'S®



STAR

STAHL'S' is committed to consistently bringing you the tools you need to help your business grow and thrive. This includes an emphasis on offering innovative materials and equipment and the most comprehensive heat printing education you'll find anywhere. Stahls' products and services are designed to help you do more, get more creative and be more inspired.

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



AWARD OF MERIT

A+ Wine Designs creates amazing wine gifts and wooden box gift sets. Specializing in custom deep-etched or custom-labeled wine, liquor and olive oil products, A+ has earned 2019 PPAI Gold and Silver Pyramid Awards, as well as a 2019 *Counselor* Distributor Choice Award. For more than 20 years, A+ Wine Designs has been ESP's and SAGE's top-rated wine company in the industry. When you work with A+, you work with award-winning customer service, quality and design.



STAR

ReturnMe™ is the world's largest global recovery company with offices in three countries. With a recovery rate exceeding 80 percent, customers from around the world trust that ReturnMe's solutions are secure, convenient, confidential and rewarding. Helping corporate clients get their brand on their customer's most valuable items 24/7, 365 days a year, ReturnMe provides them a gift of peace of mind and security while building brand awareness and loyalty. Perfect for trade-show giveaways, these promotional keychains and luggage tags are a perfect blend of great design and unbeatable branding.

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



STAR

A wholesale print provider since 2001, Hadrus has been exclusively servicing the promotional products industry since 2010. Hadrus Vinyl Graphics' mission is to provide promotional products distributors unique ways to capture attention or communicate a message. The EZ STIK line of specialty graphics supports this vision by offering creative, yet practical, cost-effective products that deliver innovative and alternative marketing solutions.

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



AWARD OF MERIT

Based in Los Angeles, California, BagWorld is an A+ SAGE and 5 Star ASI promotional products family-owned supplier whose Number 1 priority is providing personal customer service, and quick and detailed communication through the order process. Part of the promotional products industry for more than 20 years, BagWorld features an extensive bag line which includes tote bags, backpacks, drawstrings, duffle bags and more. With a warehouse and decoration facility in California, a factory in China, and a second sales office in Cape Coral, Florida, BagWorld can meet your bag needs.



STAR

Toddy Gear is an innovative and fashion-forward tech accessories brand with one simple goal—to innovate. Its creative culture brings forward the development of unique products and decoration techniques, resulting in superior promotional products with unbeatable branding power. Currently, Toddy Gear has pivoted its expertise to focus on USA-made, full-color personal protective equipment (PPE). While developing and manufacturing products that help #stopthespread, Toddy Gear has also focused on work-from-home items, like the introduction of The Wedge™ Mobile Device Stand with built-in wireless charger and more.

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



AWARD OF MERIT

Headquartered in San Diego, California, Goldstar is a leading manufacturer and supplier of customized writing instruments servicing specialty advertising distributors across the United States and Canada. Clients recognize their focus on providing overall value by setting new standards in four-color process decoration, large imprint areas and U.S.A.-made products, as well as a range of additional services that make doing business easy. Their exclusive manufacturing and sales facilities in Tennessee, Mexico and Ireland keep Goldstar globally aware and locally competitive, giving them the strength and resources to lead the way.



STAR

Established in 1983, HandStands® offers a wide variety of unique promotional products, from phone, tablet and computer accessories to air fresheners, stress relief products and award-winning automotive accessories, it has now have expanded into electronics including Bluetooth speakers, power banks, wireless charging and much more. Handstands' mission is to manufacture and aggressively market innovative and quality-based products that distributors can't live without.

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



MAPLE RIDGE FARMS™
Your Most Trusted Food Gift Supplier™
Est. 1979



STAR

Founded in 1979, Maple Ridge Farms is the leading supplier of gourmet food gifts to the promotional products industry. Recognized for its outstanding quality and service, the line includes a complete variety of naturally-aged cheeses, premium chocolates, fresh-roasted nuts, made-from-scratch baked goods and smoked meats, all presented with innovative packaging.

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



**American
Ad Bag**



AWARD OF MERIT

Founded in 1992, American Ad Bag is the leading supplier of custom printed non-woven, paper, plastic, cotton and washable paper bags. It is now supplying black and custom-printed PPE face masks. Low minimums and fast turnaround times are made easier with shipping locations in Illinois and Arizona. American Ad Bag stands by its commitment to quality and safety, and is QCA Certified.



STAR

Starline is a Top 40 supplier in the promotional products industry specializing in quality, high-end gifts. They are home to the patented and award-winning TruColor™ digital decoration technique. With locations in Grand Island, New York and Vaughan, Ontario, Starline remains committed to seamlessly servicing the needs of its North American distributor base.

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



CAPAMERICA®



BRINGING QUALITY HEADWEAR TO THE WORLD



AWARD OF MERIT

Family owned and operated since 1985, Cap America provides quality headwear to the world. Focusing on providing superior customer service, Cap America offers an expansive variety of products by continuously adding innovative and retail-inspired styles to their line, like the CA Premium Line, featuring Flexfit® technology. Emphasizing quick turn times, competitive pricing and myriad free tools to make selling headwear easy, Cap America is your go-to headwear supplier.

 **GOLD BOND**
MORE THAN YOU EXPECT



STAR

Established in 1947, Gold Bond, Inc. has grown into a Top 40 supplier in the promotional products industry. Headquartered in Chattanooga, Tennessee, Gold Bond specializes in bringing brands to life through innovative promotional products and imprinting methods. Gold Bond strives provide customers more than they expect through world-class customer service, strategic partnerships and creative solutions. Whether it's golf accessories, drinkware, writing instruments, bags, tools or adding value to an event, Gold Bond is there to help with industry-certified experts, award-winning

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







STAR

Hub has stood for value, growth and integrity since Frank and Rita Fleming began selling pens door to door in 1954. Fast forward 65 years, and those values are felt by everyone who owns a Hub pen. Hub has grown to serve an ever-increasing market while maintaining the multi-million-dollar operation of today. With 250 million pens sold annually and 300 talented employees on board, Hub is proud to continue delivering the highest quality product to the promotional products industry.





AWARD OF MERIT

Showdown Displays is the global leader in lightweight, portable signs and displays. Sold only through authorized reseller distributors, Showdown makes it easy by offering no minimums, fast delivery and innovative solutions for any portable display opportunity. It offers endless branding opportunities, ranging from table coverings, outdoor tents and canopies to flags and sail signs, retractable banners and floor displays, including custom SEG frames.



AWARD OF MERIT

Leed's is a 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 maintaining award-winning service and cutting-edge decoration capabilities providing 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.



STAR

Family-owned since 1971, 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, industrial launderers and more. SanMar's broad brand portfolio includes such industry leaders as Nike, OGIO®, The North Face®, New Era®, Eddie Bauer® and Alternative®. Private label offerings, including Port Authority®, Red House®, Port & Company®, District®, Sport-Tek and CornerStone®, complete our high-quality private label offering. You can also find BELLA+CANVAS®, Anvil®, Gildan®, Jerzees®, Hanes® and much more from SanMar.



PPAI Pyramid Award

Client Programs

The PPAI Pyramid for Client Programs showcases the effective use of promotional products by distributor members in client programs and campaigns. With a focus on client objective, target audience, execution and results, these Pyramid Award winners demonstrate unparalleled consultative success.

Business to Business



brandscene®

Designed to raise brand awareness and loyalty, the team at Uber Eats reached out to 200 participating restaurants with a cost-effective gift. Deliberately avoiding traditional print media, Uber Eats rewarded their partners with a cost-effective giftbag that included one of three customized tea towels, paired with decals and a smart wallet. These unique and quirky tea towels quickly became collectors' items.



brandscene®

Brandscene achieved all of XREF Global's goals providing identical branded material for employee recruitment events held around the globe. To ensure the products would be seen on everyone's desk and continue to remind attendees of the XREF brand, each venue was set with a branded pen, notebook, a drink bottle and tote bag. The program created a positive impact with event attendees and increased brand presence.



iCON
CREATIVE STRATEGIES

MobileTire.CA extended its brand identity by outfitting its crew with professional workwear that was on-trend, comfortable and durable. IICON Creative Strategies selected a full uniform including pants, shirts, vests, hats, parkas and knitted toques branded with the MobileTire.CA logo and red maple leaf. The uniform combined professional design elements while providing protection for the crew in varying outdoor elements. The introduction of the branded apparel instilled a new confidence in the professionalism and reliability of MobileTire.CA, increased brand recognition, and produced a 30-percent sales increase.



Promotional
Partners

To celebrate its 50th anniversary, the town of Apex, North Carolina, set a goal to reward brand enthusiasts with commemorative and useful products that would build good will. Promotional Partners Inc. selected products and created graphic designs to reinforce the brand using the town's trademarked phrase, "The Peak of Good Living." Through reliance on social media channels paired with the town's online store, the event captured hometown pride and visitor interest, resulting in \$5,000 in sales.



arid zone
where brands grow stronger

Bostik, a provider of adhesive technologies, and Officeworks, a supplier of office and stationary products, partnered to promote Officeworks as a Back to School destination and Bostik as a preferred product. Maintaining the Back to School theme, environmentally-friendly sandwich wrappers with kindness cards inserted were selected and brought to life by Arid Zone. The campaign engaged with over 8,000 endusers in 20 days and saw a 17-percent increase in sales.

Consumer Programs

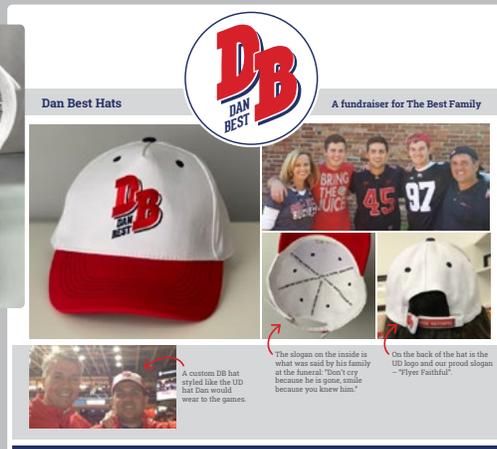


Funk Advertising Agency was tapped to promote the launch of a new business, Big Purple Alterations, Sewing & Repair, in a small rural town. A pen with a fabric-like texture was selected for its direct company tie-in along with a customized dual-purpose postcard to promote the business and thank clients. Combining direct mail, social media and cross-advertising with local businesses resulted in 206 alteration jobs within the first 10-months.

Distributor/Supplier Collaboration



Dan Best passed away unexpectedly at the age of 49, leaving behind his wife and three college-aged children. Gap Advertising worked closely with Pop! Promos to design a custom baseball hat that included a woven label featuring his initials, a quote from his eulogy and his college alma mater's logo. The hat was sold to his friends, colleagues, neighbors and fellow alumni. The proceeds from the sales were presented to his widow during the college move-in weekend for their youngest son.



Strict branding guidelines and a tight timeline were paired with creativity and integrity to celebrate the successful \$16 million liquidation of national retail brand, Charlotte Russe. Innovative Promotional Concepts and Zeit Co. elevated the shopping experience with a beautiful, dimensional shopping bag that featured a custom-designed Charlotte Russe pink dress setting this recognition apart from typical tombstones.

Educational



Shipt had lofty expectations for its first-ever Shipt Shopper Summit, and Concepts & Associates met the challenge head-on with this fully faceted program. Theme and logo development paired with social media, email and a custom website shared program details, encouraged shoppers to sign up and offered a goody bag with a special edition t-shirt, soft journal and pen for notetaking during the event. The success of the Summit achieved Shipt's goal of educating, sharing best practices and trade secrets, and brought a renewed energy and sense of community to the shopper base.



Cinnaire, a financial lending firm, challenged Jungle Jane Promotions to increase the productivity and motivation of its staff. Jungle Jane Promotions selected themed items that would entice employees to attend a series of lunch and learns focused on Cinnaire programs. Jungle Jane Promotions' addition of employee participation promotional pieces and drawings for VIP gifts generated a buzz among company team members. Attendance for the lunch sessions exceeded goals and saw an overall sales increase of 20 percent.



Employee Incentive & Recognition



Frontier Touring requested a long-lasting memento to thank a global pop sensation, her tour party and crew for the successful opening of the JoJo Siwa Australian tour. Brandscene's product selection of a luxury beach towel took into consideration the summer season and JoJo's love of color, and featured beautifully embroidered tour art. Brandscene delivered a beautiful gift to a diverse audience, coming in under budget all while recognizing the opening of a successful tour.



brandscene®

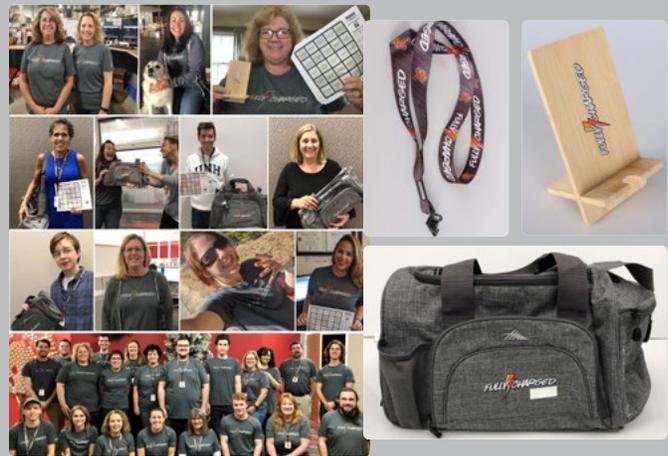
Great gift and brand exposure were the goals of Uber Eats and Brandscene when creating this recognition program. Beach towels fully sublimated as doughnuts and burgers with the UBER Eats logo were selected to encourage and thank the young on-trend Uber Eats Australia team members. The desirable gift, which in turn also gave fun brand exposure when used by staff, resulted in a win-win promotion.

Internal Communication



Geiger®

A company-sponsored wellness program and the need to encourage employees to increase activity levels gave birth to the Fully Charged Bingo Challenge developed by Geiger. Bingo cards focusing on nine areas of wellness featured challenges for associates to achieve. Launching in July 2019, participating associates were pleased to receive their “Fully Charged” branded gear with individual milestones featured on social media. Overall participation in the wellness program exceeded the initial goal with nine percent of the participants completing all the challenges



Ideation

Intel and Insight requested a fun but useful “Work from Home” kit to boost morale, employee engagement and communication with their sales staff and support team. Ideation Promotions & Apparel created custom socks, t-shirts, BlueTooth headphones and posters that spoke to the life changes caused by the pandemic. Posts on social media registered increased engagement from recipients excited to receive their kits, in creating goodwill and morale.



NW Digital Works was challenged to create a welcome kit for Lanier Theological Library's new partnership program to continue to support the library and its expansion. Products were selected and branded for their relevance in studying at the library. Zippered totes contained power bank journals, refillable notebooks, pens, desk lamps and more. Each selected product featured the Lanier logo. Welcome kits were presented to welcome and thank new partners, and showcased new partnership opportunities and benefits.



Betty Allen Gynecologic Cancer Foundation approached OMG Branding Solutions to comfort and help newly diagnosed patients organize medical information throughout their cancer journey. OMG Branding Solutions created a binder system to store vital information, including a place for note-taking and tracking questions for doctors, along with additional products to relieve stress and provide comfort for patients. Approximately 350 Survival Resource Binders are currently in use, and doctors and nurses are thankful for the organizational aspect that keeps the patients' stress levels lower.

This program was created in memory of Karen Richards.



Wayne Dicky approached J & H Ad Solutions to assist with the communications, marketing and public relations for his candidacy to be the next sheriff of Brazos County. To achieve this objective, J & H Ad Solutions embarked on a 26-week campaign consisting of three phases combining the use of traditional broadcast media, print media, social media and digital advertising targeting registered Brazos County Republican voters between the ages of 25 and 65. The result was a victory in the Texas primary election.



Indoff

Kingfield Neighborhood Association's goal to increase voter turnout for the 2020 elections and educate citizens on changes to Minnesota's election process was achieved by Indoff. Strategic placement of reusable posters featuring the "We Are Kingfield" brand minimized waste and saved money. Educating and driving voters to the polls resulted in a 60.3-percent turnout rate of registered voters, which is more than double the typical national average.



Facebook's bi-annual Comma-Con event required the creation of a program that was eco-friendly. Silicon Valley Specialties delivered on this requirement with every gift being reusable and made from sustainable and recycled materials. Building on the eco-friendly theme, Silicon introduced a program for t-shirt recycling and added small touches like a notecard explaining the unique gift selection, recyclable raffia for hang tags, and biodegradable plates and utensils. Event attendees loved each of their gifts, raved about the eco-friendly theme, and the program resulted in over 950 t-shirts donated for recycling to Marine Layer.



Special Olympics Ohio invited Social Good Promotions to work with its community partner, the Cleveland Browns, to promote the first-ever NFL-sponsored Unified Sports Flag Football League. Social Good Promotions designed apparel, signage and gear that would showcase each brand while simultaneously promoting inclusion and the importance of youth sports. This effort doubled the number of teams in the 2020 flag football league, while increasing the positive perception of the Cleveland Browns based on their partnership with Special Olympics Ohio.



National Australia Bank wanted to maximize their participation at The Adviser Better Business Summit by generating new leads and reinforcing their position as a key lending partner for brokers. Honeycomb Agency delivered an outstanding experience for delegates by personalizing their choice of a journal or luggage tag. Visitors could choose the color of the foil and the initials to be embossed, allowing them to participate in the customization of the branded NAB merchandise. Integration of a custom landing page captured valuable data combined with a notification process to drive delegates back for gift collection resulting in a 155-percent increase in leads.



The Greatest Day Celebration commemorated the 40th anniversary of one of the greatest upsets in sports history--the USA's Olympic hockey team's triumph over the Soviet Union--aka Miracle on Ice. Seven Corners Print & Promo was approached to create custom Olympic commemorative medals, custom retro pom beanies and scarves, foam hockey pucks, American flags and autograph cards featuring the event logo. Hundreds of volunteers and thousands of attendees arrived early to get a medal or one of the giveaways. Approximately 7,500 attendees received the Greatest Day Celebration commemorative items and continue to reminisce about the celebration event.





PPAI Pyramid Award

Marketing Programs

The PPAI Pyramid Award for Marketing commends members for creative branding activities that deliver information about their own company's identity, products or services to customers and prospects.

Branding



A!A™

AIA's mission to re-establish its national sales meeting as the must-attend event resulted in a successful brand refresh. The theme and brand were created to represent the beauty of the event location. The style of the logo is professional, modern, simple and playful to represent business and social events. Organic colors, photography and imagery were used throughout the event setting the stage for future AIA events.



Hub™

A five-month project to reintroduce Hub, a name synonymous with pens and outstanding customer service, resulted in a modernized rebrand. Dropping "pen" from their name and creating a cursive logo was modern yet whimsical and is the natural choice for a handwriting tool supplier. A new website, pen mailer, corporate stationery, press release, social media pages and more saw an increase in customer sentiment and website traffic. The new look is modern, relatable and distinctly—Hub.

Cause Advocacy Marketing

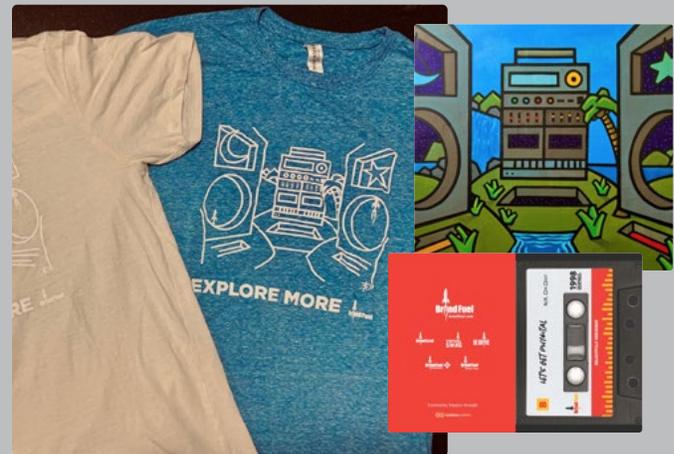


One of Stormtech's core values is to embrace the outdoors, our planet the people they share it with and future generations. The 1:1 Initiative created a long-term, give-back program to support nonprofits, donate overstock inventory, and allow industry distributors to partner and support local charities. The 1:1 Initiative supported and impacted thousands of students, kids and young adults from all walks of life with the donation of nearly 7,500 items to organizations across North America.

Digital Self Promotion Campaigns



Brand Fuel created an original campaign that showcased the power of the promo industry by combining physical branded products and digital interactivity. The Let's Get Phygital campaign was designed to thank clients for using the power of promotional products, custom art, charitable-giving options and the ability to provide feedback through its ShineBig digital platform. Clients responded to this unique program with their holiday appreciation photos and videos on the digital platform and nearly 50-percent responded by selecting charitable impacts.



Red Tomato created a memorable campaign using a combination of promotional products and strategic digital execution to showcase its creative muscle. Basing the campaign on a fictional airline, Tomato Air, they showcased products relevant to travel, including a personalized boarding pass with aviator glasses, eye masks and an amenity kit, to give potential customers a taste of what they would experience as clients. The campaign resulted in an 18- percent increase in sales, a stronger brand presence and an overall 13-percent return on investment.

Digital Self Promotion Campaigns



SPECTOR & CO.

Spector & Co's "Not So Burger" digital campaign showcases the branding solutions offered by promotional products. The unique combination of distinctively identifiable products, along with the presentation of the branded restaurant tray and paper bag, presents an entirely conceptualized promotion. This full-digital promotion compels the audience to take a second look--generating over 11,000 impressions and increasing distributor inquiries for additional creative conceptual support and customizable packaging options.



SPECTOR & CO.

Inspired by International Chocolate Day, Spector & Co. developed a campaign to showcase how creative application of branding solutions to promotional products can be leveraged to separate them in crowded marketing places. They surprised followers by posting realistic imitations of chocolate bars incorporating chocolate day hashtags on social media channels to increase visibility through their channels. The resulting posts generated over 1.7k impressions, a 30-percent increase over initial goals and an increase in distributor requests for additional creative support.



Self Promotion Campaigns



The commonsku Mystery Box was created to deliver a piece of the skumcommunity and event magic during an uncertain time. Partnering with an industry supplier, the mystery box included custom tote bags made from previous event banners and an uplifting card. Promotion through social media directing community members to a dedicated landing page resulted in drop-shipping 75 mystery boxes and messages of surprise and support. commonsku also proved that with careful thought and consideration, it is possible to create a great campaign using recycled materials.

Self Promotion Campaigns



To increase revenue, CREATIVE Promo Marketing Agency used a summer camp theme to kick off an open house for prospective clients to experience the company’s marketing and creative capabilities. A save-the-date video paired with hand-delivered invites culminated in a unique event featuring a case studies pavilion, games, prizes, a selfie station and a vendor showcase area. All attendees received a “Marketing Survival Kit” at the reimagined event, which saw increased attendance and resulted in a 28-percent increase in sales.



Ask Hillary's

This campaign was based on the realization that it is critical to stay top-of-mind with key stake holders to survey the 2020 business disruption. Hillary's LLC built a program to deliver meaningful and relevant communications while embracing the core values of the company. Using digital and direct mail combined with social media channels, Hillary's message of positive energy, being stronger together, staying connected and re-energizing yourself resulted in engagement with clients, prospects and industry partners, positive communication and feedback, and a revenue increase exceeding \$40,000.



OrderMyGear created a multi-faceted campaign to promote its technology platform to the industry, along with refreshed OMG branding to drive increased market awareness, promote online pop-up stores and thank clients for their continued partnership. Updated event materials, booth branding and giveaways were geared to engage clients and increase traffic to the OMG online store. The successful launch resulted in the distribution of 800 t-shirts, 74 pairs of custom OMG green shoes, a 36-percent increase in booth traffic, and increased overall client and partner engagement.

Self Promotion Campaigns



To celebrate its 10th anniversary, Origaudio created the “Ten Days of Origaudio” event to thank past and present customers, raise brand awareness and increase sales. The event began with a 10 question survey that was used to personalize some of the unique gifts provided over the course of the 10-day event. Over 1,000 people completed the survey with 6,000 engaging in the 10 days of stunts, gifts and events resulting in over 6,000 impressions and \$180,000 in sales directly attributed to the campaign.



Terry Town created the “Tis the Season to Spread Joy” campaign to thank both distributor and supplier partners. A focus on relationship-based gifting led to a holiday box full of printed and personalized accessories. A practical and unique solution to appreciation gifts translated into immediate sales results with a 12-percent increase in sales for neck pillows and an 87-percent increase in fur-lined throws.



Supplier Sales Support Materials



AZX utilized major trade shows for distribution of their “ex-STRAW-dinary” package of distributor sales materials. They developed sales support materials designed to spark a conversation on sustainability and showcase AZX’s differentiating factors. This new sales tool increased booth traffic, reduced individual sample requests, increased engagement and led to new orders increasing revenue.



FPS APPAREL

Utilizing multi-line sales reps for distribution, the new FPS Apparel Sample Kit includes top-selling products branded with recognizable logos. Designed as a “leave behind,” the sales kits promote the FPS brand, increasing awareness of top-selling apparel and educating distributors. The FPS sample kit program has resulted in a growth in sales and up to \$1,000,000 worth of custom apparel projects.





PPAI Pyramid Award

Supplier Decorate

The PPAI Pyramid Award for Supplier Decorating celebrates the outstanding craftsmanship, successful delivery and creative service of promotional products suppliers.

Castings



A full series of highly impressive cast ornaments was brought to life by Indiana Metal Craft. The engraver's art sets the scene for expert spin cast fine pewter ornaments. The clean relief, high definition of detail and the consistency of each part are excellent examples of the craft of fine pewter spin casting.



Combination of Processes



Opti Print and Fulfillment was challenged to create a distinctively unique catalog to attract baseball memorabilia buyers for Heritage Auction. The catalog was printed, cover bound scored and trimmed to size using an 11- color UV offset process. This approach gave a 3D affect to 50-year-old photo and reveals a hidden image as the catalog is moved side to side. This showstopper became a one-of-a-kind collectors' item.

Combination of Processes



Promo PSI used two processes on one bag to achieve the right look for their client. Heat transfer allowed for an exact PMS color match on the striping and combined with metallic silver foil stamping for the text, creates the illusion that the Lyndon logo pops off the bag.

Customized Non-Catalog Product I



Partnering with Proforma Albrecht & Co., BAG MAKERS produced custom retail-inspired bags for FAST Enterprises. This laminated non-woven tote is designed to be durable and strong, featuring a subtle tone-on-tone and mixed finish print with a repeating gloss lamination logo over a matte black lamination background. The interior showcases a contrasting colorful blue background with a white repeating logo.



Dietrich's Meats & Country Store custom laminated bag was designed by BAG MAKERS to be reusable and easily cleaned. It features four-color printing on all sides, a plastic bottom board, laminated handles and piping. The key design feature of this beautiful bag is the lamination applied to both the interior and exterior.

Customized Non-Catalog Product III



This unique award from Visions stands out both in size and appearance. The large hand-painted totem pole was created in wood using custom carving to create an authentic look. The smaller pieces were achieved by digitally printing and custom laser cutting acrylic overlays that were placed on standard AwardLab columns with raised fasteners to achieve the totem pole image adding dimension and creating a truly unique award.

Dome



Ads On Magnets created an easier way to replace and update beer tap handles. Wooden laser engraved tap handles were fitted with a steel plate on one side allowing for custom-designed domed magnets to feature the beer logo. This new design allows the client to save money and creates a giveaway when promoting new beers. The new domed beer tap magnets are a good mix of economical feasibility and functionality.



Embroidery I



Terry Town's microfiber robe features an exotic depiction of the Babylonian goddess of wine. Using tack-down and multiple thread colors to create texture allows for the viewer to distinguish various parts of the body, creating depth on a small footprint. The goddess is shown floating in the sea, armed with a wine glass in one hand and a bunch of grapes in the other. The detail of the logo that was able to be captured on the embroidery is quite extraordinary.



VANTAGE

Cinnaire, a financial lending firm, challenged Jungle Jane Promotions to increase the productivity and motivation of its staff. Jungle Jane Promotions selected themed items that would entice employees to attend a series of lunch and learns focused on Cinnaire programs. Jungle Jane Promotions' addition of employee participation promotional pieces and drawings for VIP gifts generated a buzz among company team members. Attendance for the lunch sessions exceeded goals and saw an overall sales increase of 20 percent.



Embroidery II



The University of California Santa Barbara swim team chose Terry Town's Grab-n-Go Travel Blanket as its item of choice to display school pride. The bag featured a 60,000 stitch count logo of the school mascot with impeccable detail. Color gradients and the use of multiple thread colors bring this menacing mascot to life, proving embroidery is still a sought-after decoration technique.

Embroidery II



VANTAGE

This high-energy logo uses fun embroidery techniques and expert digitizing to bring The Shredheadz characters to the main stage. Vantage Apparel's use of 90,000-plus stitches, including applique and metallic thread, plus the details, colors and textures combine to create show-stopping merchandise.

Etching/Engraving/Laser



A+ Wine Designs turned a paper wine label into a large format etched design. The bottle was sand-carved, sprayed with an ivory PMS-matched enamel paint, then using mocha enamel hand-painting with a unique capping technique to achieve a design with both sass and flair.



Using a reverse no-color etch to achieve a frosted, textured background on a decanter created an artistic design in the glass. A+ Wine Designs' decanter, paired with a rustic laser-engraved wood crate, achieved a unique and memorable retirement gift for the client.



To celebrate its 90th anniversary, Altec commissioned an heirloom-quality ornament to commemorate the celebration. Indiana Metal Craft's solid brass ornament incorporates a seasonal scene with a skillful mix of precise machining on the radiating lines, copy, cabin and machinery next to sculpted snow, trees and banner before being oxidized, hand buffed, clear coated and packed into a pouch for a beautiful presentation.



CounterPoint's Vynex SuperDuty Counter Mat is an eye-catching example of digital offset lithography. The custom art is printed on a PVC sheet with a digital offset lithography press and laminated with a durable vynex surface. The counter mat shows the stunning beauty of the Irish cream when first mixed with coffee and conveys the warm feeling consumers feel when enjoying a beverage.



Indiana Metal Craft fulfilled French Lick Casino's desire for commemorative ornaments to showcase its history with its creation of a full series of major-league designed ornaments. Impressively cast and finished with tightly registered digital print, this collectible series combines the best of pewter spin-casting with masterful relief-printing, presenting a hand-painted look.





GXP selected CounterPoint's OriginL Fabric surface counter mat to communicate the quality of their product. The artwork overlays specific digital detail over a photograph that displays an intricate, vibrantly-colored cityscape. With careful color correction and extraordinary dot gain control, the counter mat comes to life resulting in a clean, crisp full-color dye sublimation on a fabric surface.

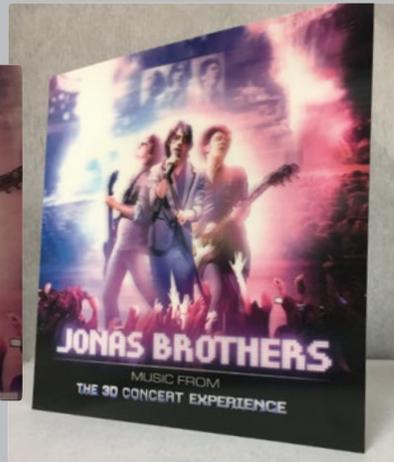


Digispec's original fabric mousepads showcase Pinkbox Doughnuts' delicious treats. Expert color correction paired with precise heat and pressure forces each dye particle to explode into the fabric resulting in a brilliant, full-color dye-sublimation. The mousepad creates a beautiful canvas filled with vibrant color and fine detail, bringing the Pinkbox image to life.



DIY Projects from Triumph® Calendars combines technology with a traditional calendar. Using the Pixaction 2.0 app, the end user can watch helpful DIY videos by simply scanning the code next to the beautiful coordinating imagery. These calendars are a unique and modern way to cement the relationship between a business and its customer.

Special Applications



Combining layers of images to create a unique LP cover for a limited release vinyl record pressing, Opti Print and Fulfillment brought the Jonas Brothers' 3D Concert Experience to life. It was printed on a 3D lens with an 11-color UV press and then adhesive was applied to the back with a release liner for placement on the album cover.

Special Processes



Claflin University's necktie, created by Buffalo Bay, showcases its panther mascot to the fullest advantage. Design elements include contrasting colors and alternating smooth and king twill weaves that add depth to the top of the tie. Combined with the logo placement at the bottom allows for a larger logo with more detail, keeping the smaller components of the panther's eye, teeth and whiskers visible.



The Allen Company's seven-color imprinted black mug is decorated using silk screening with seven screens for a PMS color match and a black disappearing ink applied separately. When adding hot liquid to the coffee mug, the DeanHouston+ hidden message is revealed creating a unique design.

Supplier/Distributor Collaboration



A+ Wine Designs client commissioned a Halloween-themed wine bottle with special packaging to celebrate the new EVIL television show. This magnificent bottle was sand-carved, painted with PMS-matched enamel paint and hand-painted with gold glitter. The final chilling touches included placement of the EVIL wine bottle and chocolate “eyeballs” in a white tuck box with orange crinkle paper, before being gift-wrapped in black paper with an orange, organza bow.



GORMAN FOY
PRINTING AND PROMOTIONS

The Opti Red Reveal was the perfect way to highlight the Extraordinary Sights theme of The PPAI Expo. Using a UV offset print on an 11-color press followed with the application of a red-reveal film, created an engaging, interactive lasting memory that is viewable using the supplied red-reveal glasses.





PPAI Pyramid Award

Technology

The PPAI Pyramid for Technology recognizes members who develop creative and effective websites and mobile apps. Each winning entry demonstrates the effective use of images, content relevance to the intended audience, ease of use and creative delivery.

eCommerce Website



DISTRIBUTOR



Geiger.com, a PCI-compliant e-commerce site, provides customers with a large and carefully vetted collection of over 10,000 products from Geiger-preferred vendors and with enhanced site speed. Built to match the customer thought process, the responsive design elements load and display on any device. New enhancements allow customers to track their order status, reference previous orders and create quotes.



Weather protection that's comfortable... And on Brand.

Introducing Our Fully-Customizable Rain Jacket.

- Add/Remove features such as:
 - Chest pockets
 - Collared hood
- Apply any of our 23 colors across:
 - 7 Fabric panels
 - 4 Zipper locations
- Add artwork to 8 different locations
- 5 different fit profiles
- 10 different size options (XXS-5XLL)

Premium Quality You Can Feel

We create with the best of materials, because what else would you use? Our jackets use Toray premium waterproof/breathable 2.5L 2-way stretch fabric and exceptional waterproof PWR zippers for a quality you can instantly feel.

No MOQs

Just name a quantity and we'll get started. We won't hamstring you with MOQs. If you only want 1 we won't.



SUPPLIER



Hexa|Custom's goal was to deliver fully-customized premium outerwear more efficiently and effectively than ever before. The platform allows distributors to fully customize every jacket order from any device, at any time. The production software platform integrates with modern manufacturing machinery and sewers. The result is a highly-automated, software-driven production line that helps to increase efficiency and minimize human error.

eCommerce Website



SUPPLIER



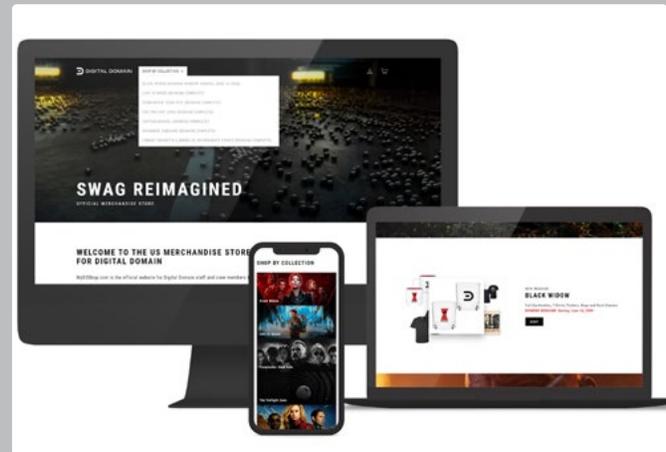
Featuring a sleek one column layout, the new BIC Graphic/ Koozie Group site has been redesigned to enhance the user experience. The transactional site was redesigned with customers in mind allowing for efficient account management, resources and tools to help build the brand and close more sales. Using the latest digital best practices, the site is intended to provide a best-in-class customer experience.



DISTRIBUTOR

MARTKET

Market Branding's creation of the MyD2Shop.com was a strategic solution to provide branded merchandise for the film industry. The site features dual web portals to allow team members across North America seamless access to inventory tracking and fulfillment of film memorabilia. Products ordered on the MyD2Shop.com can be drop or bulk shipped to their choice of studio location for pickup.



Mobile Apps/Mobile Websites

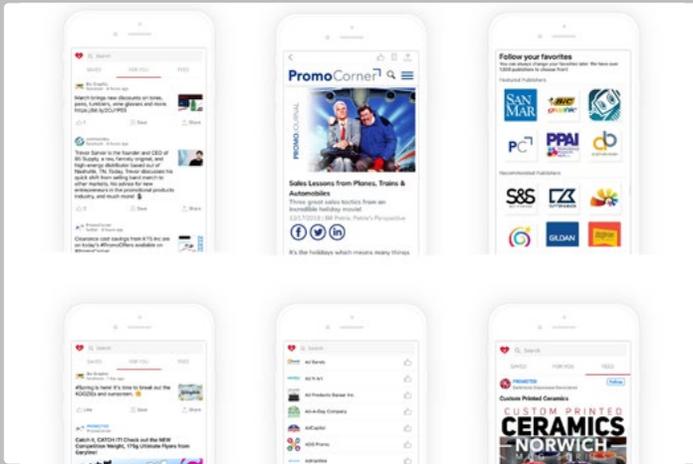


SUPPLIER



Gemline.com features a clean, retail-inspired and customer-friendly layout with product pages optimized for mobile viewing, large images and fonts offering better product visibility. The mobile site features full product descriptions, detailed decoration information and alternate product images allowing the customer to see every angle of the item being viewed, ensuring customers a quality shopping experience wherever they might be.

Mobile Apps/Mobile Websites

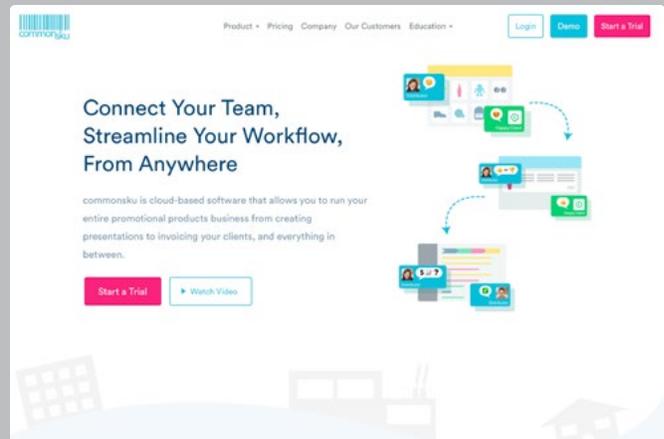


Created for promotional products professionals, PromoPulse allows users to quickly and easily find ideas, inspiration and information from suppliers, service providers, associations and thought leaders. Users can personalize their content and their viewing preference via the app, daily email or web feed.

Web Content/Functionality



commonsku.com serves as the first point of contact for prospects and customers with the commonsku brand. The content incorporates visuals that reinforce the commonsku brand and message, blog resources, PromoStandards, event links and community-based networking. Prospects are able to watch videos and explore specific features and platform benefits.



The Corporate Specialties blog features a robust collection of editorial-quality articles that illustrate the company's concierge approach. Informative content spotlights trends and comprehensive marketing plans intended to differentiate Corporate Specialties from the competition. The layout and ease of navigation guides clients while assisting them in making informed purchasing decisions.



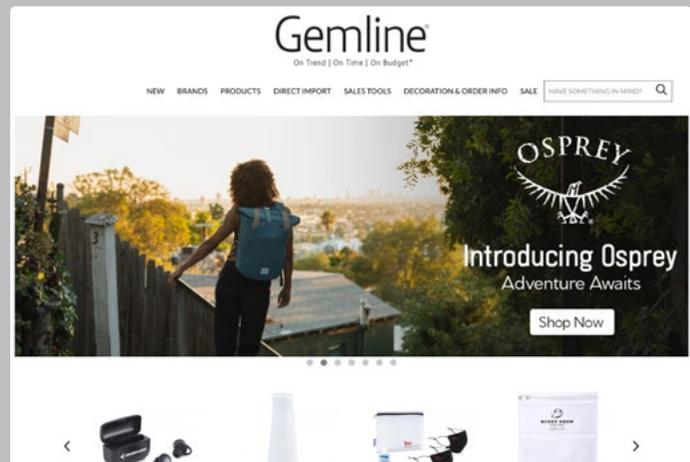
Introducing the New GoldBondInc.com!



The new Gold Bond website incorporates new product ideas, social media information and updated search functionality along with branded and unbranded marketing tools for easy download. Tools like freight estimation, virtual samples, template downloads, inventory and order tracking round out the new design. The new content and functionality have increased engagement and the overall user experience.



Gemline.com features a clean, retail-inspired and customer-friendly layout. Large images for better product visibility, pricing and product descriptions, detailed decoration information and alternate product images allow the customer to see every angle of the item they are viewing. Innovative online sales tools provide users with the ability to share content, deliver customized selling solutions, check inventory, order a sample and create curated marketing collateral.



RATIONALIZING YOUR WAY OUT OF RESPONSIBLE SOURCING

by Lisa Horn | Jun 17, 2019 | Blog, Distributor Advocacy & Certification, Supplier Accreditation



The Quality Certification Alliance (QCA) blog publishes educational content targeted to suppliers, distributors and endbuyers. The blog offers intuitive navigation and high-quality photography to enhance reader engagement. Each post is categorized with a link that connects to additional content and is intended to provide clarity and access to compliance resources.

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Index

A+ Wine Designs	6, 29, 33	Leed's	10
Ads On Magnets	27	Maple Ridge Farms	8
AIA Corporation	19	Market Branding	35
American Ad Bag	8	Midnite Snax	5
Arid Zone	12	NW Digital Works	16
AZX Sport	23	OMG Branding Solutions	16
BAG MAKERS, Inc.	26	Opti Print and Fulfillment	25, 32, 33
BagWorld	7	OrderMyGear	22
Brand Fuel	20	Origaudio	23
Brandscene	11, 14, 15	Pop! Promos	5, 13
BrandVia Alliance	33	Promo PSI	26
Buffalo Bay	32	PromoPulse	36
Cap America	9	Promotional Partners	12
commonsku	21, 36	Quality Certification Alliance	37
Concepts & Associates	14	Red Tomato Promotions	20
Core Image Group	16	ReturnMe Lost & Found	6
Corporate Specialties	36	SanMar	10
CounterPoint	30, 31	Seven Corners Print and Promo	18
Creative Promotional Marketing Agency	22	Showdown Displays	9
DIGISPEC	31	Silicon Valley Specialties	17
FlatBox International Inc.	4	Social Good Promotions	17
Fossa Apparel, Inc.	5	Spector & Co	21
FPS Apparel	24	Stahls'	5
Funk Advertising	13	Starline USA	8
GAP (General Advertising Products, Inc.)	13	Stormtech	20
Geiger	15, 34	Terry Town	23, 28
Gemline	35, 37	The Allen Company	32
Gold Bond	9, 37	Toddy Gear	7
Goldstar	7	Vantage Apparel	28, 29
Gorman Foy	33	Visions	27
Hadrus Vinyl Graphics	6	Zeit Company	13
HandStands / HPG	7		
HexalCustom	34		
HidrateSpark	4		
Hillary's LLC	22		
Honeycomb Agency	18		
Hub	9, 19		
Ideation Promotions & Apparel	15		
IICON Creative Strategies	12		
Indiana Metal Craft	25, 30		
Indoff	17		
Innovative Promotional Concepts	13		
Jungle Jane Promotions	14		
Koozie Group	31, 35		

