Promotional Products

The Trend Report

By Staples Promo

Infinite Canvas

June 2026



Infinite Canvas

Infinite Canvas is the shift toward promotional products that maximize every inch of available space thru full-color, edge-to-edge decoration. Instead of small, logo-only imprints, brands are treating products like a blank canvas—layering bold graphics, patterns, and storytelling across the entire surface. The result is more immersive, eye-catching merch that feels custom, created, and worth keeping.



Custom Nike AirForce One Shoes
Item #Custom | Min 1



Born Ready Item #DW339 | Min 25

22oz Corkcicle® Leak Proof Cruiser

Item #102670| Min13





26oz Wander Bottle

Item #9481-1C 9481-1C | Min 24



Picnic Kit

Item #5732 | Min 12

Classified as Corporate - External



BABS Oversize Tote - Puff Puff
Item #5015-PP-4CP | Min 50



Micro Puffy Pouch
Item #Micro Puffy Pouch | Min 50



Osprey Daylite® Backpack
Item #100964 | Min 4



Comfort Colors Nomad Carry-All Tote Bag
Item #CCNT0| Min 12



Packing Cube Kit
Item #1816-ST-4CP | Min 12

Classified as Corporate - External



Milan Sunglasses
Item #Milan| Min 250



Ruffle Socks
Item #RASK100 | Min 100



All Over Print Softspun Crew
Item #P105-J | Min 72

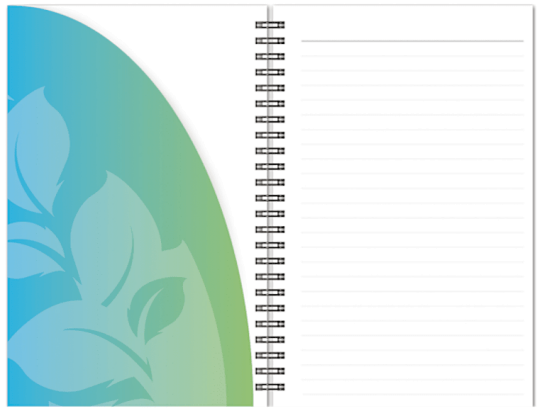


UPF 30+ Fully Sublimated Polo
Item #C17C| Min 25

Classified as Corporate - External



3-Way Pen
Item #0845-4CP | Min 150



5.5” x 8.5” SlimLine Pocket Journal
Item #SL-8FCPK| Min 100



Everyday Wristlet
Item #8204-21-4CP| Min 50



Squishy Cube Stress Toy
Item #80109 | Min 100

Classified as Corporate - External



Sublimated Pillows
Item #PIL15 | Min 100



Hot Pockets Adjustable Apron
Item #5512-CC-1C | Min 50



Snak-A-Lope
Item #9299-1C | Min 50

Oven Mitts
Item #1045-SHARK-4CP | Min 24





Everyday Backpack
Natural Canvas
Item #5885-10-1C |
Min 12

Staying on top of the latest trends is key to keeping your merchandise FRESH.

Our merchandise team does all the work for you! Welcome to THE TREND REPORT, helping you find your next great branded product.



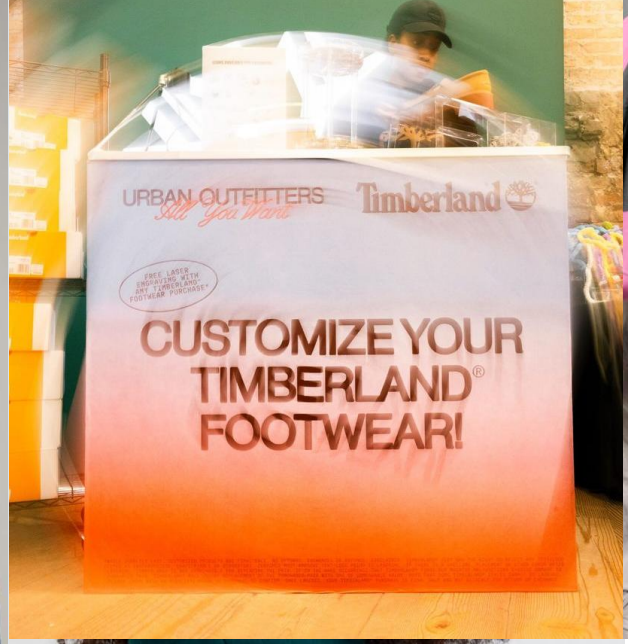
Rainbow Leather Keychain
Item #SM-2292 | Min 250

Infinite Canvas

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Infinite Canvas transforms products into full-service brand experiences- where material, color and design all work together to tell one cohesive story.











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Retail Inspiration

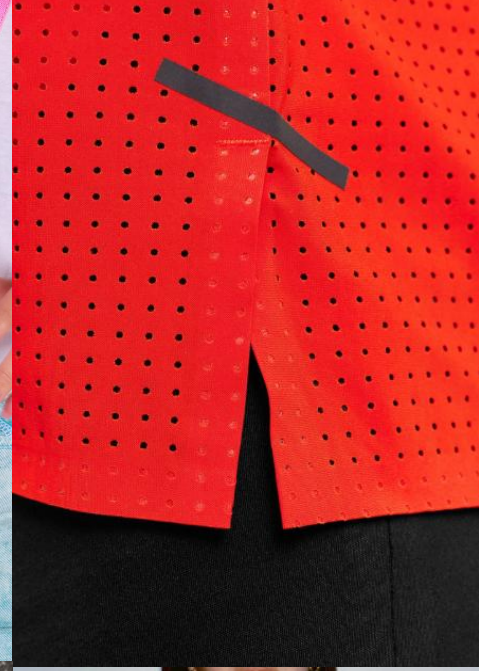
Infinite Canvas is a hot space right now, and retail is leaning heavily into it through customization, personalization and full-bleed storytelling.

Nike By You is providing a digital look to visualize and design your own shoes with color blocking, gradients, patterns and text placement.

Consumers expect to "own the entire canvas" not just a logo spot. Look for full-wrap drinkware, edge to edge notebooks, and multi-location imprint apparel.











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Material, Color & Purpose

For the **Infinite Canvas** trend, materials are chosen not just for durability—but for how well they can carry a design across every inch. Coated metals, soft-touch plastics, canvas totes, performance knits along with wrap-ready finished will be popular.

Color isn’t confined to a logo- it becomes the entire product experience. Full bleed, saturated color, or gradient and ombre effects and component color storytelling such as lid, handle, trim all working together.

Items are not just a product, but a fully designed brand moment.











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See something you like? Contact us at client.relations6@staples.com with the details of your project or event and we'll bring you unique options from thousands of items outside of The Kaiser Permanente Brand Store.