

essentials

report

Add your logo to tried and true merchandise.

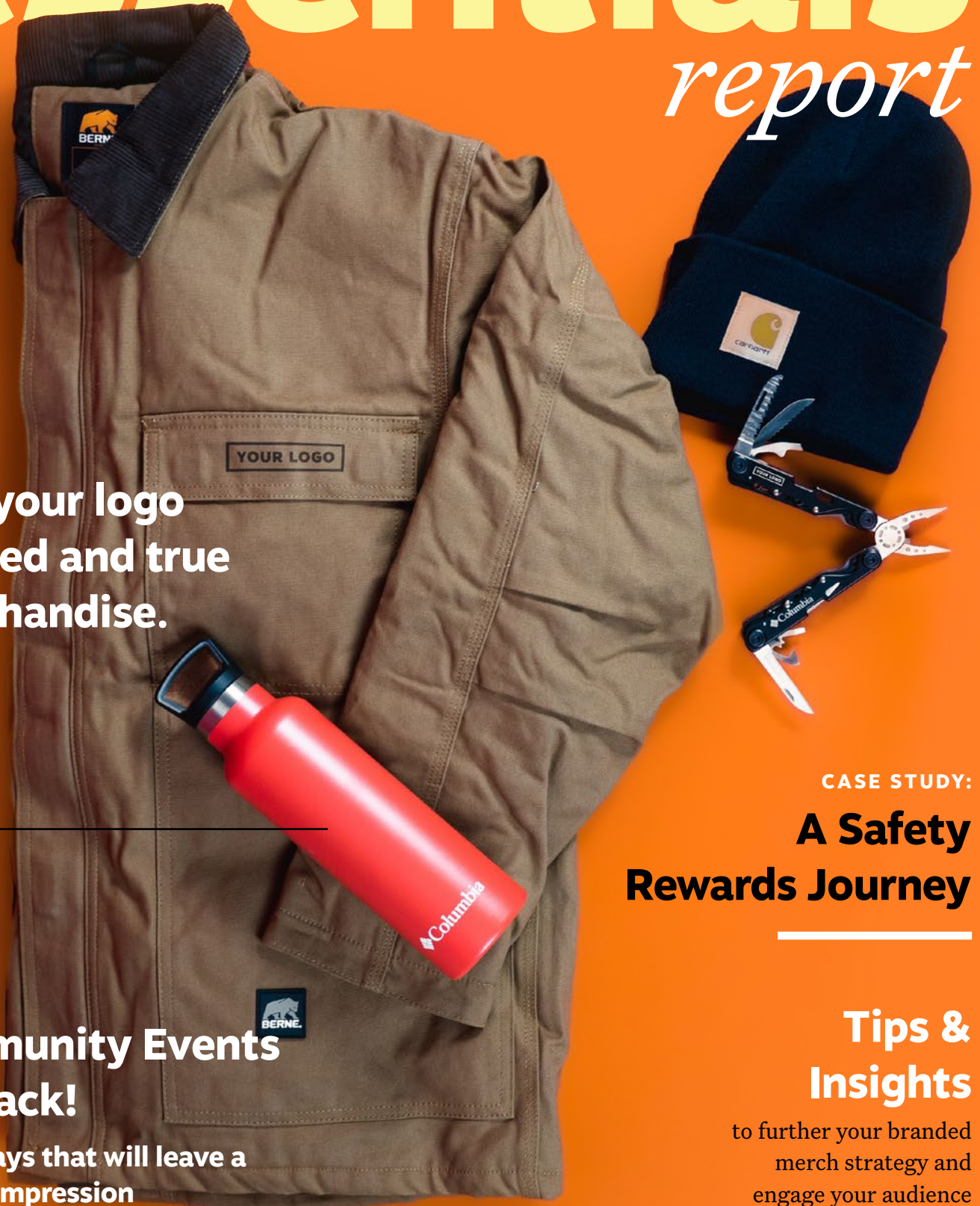
Community Events are back!

Giveaways that will leave a lasting impression

CASE STUDY:
A Safety Rewards Journey

Tips & Insights

to further your branded merch strategy and engage your audience



A few words from Ali



Ali, BRAND MERCHANDISER

When it comes to promotional products, the possibilities are virtually endless. Whether you are looking for something tailored to a specific industry, designed for a particular audience, or selected from a specialized category, we can make it happen. The cool thing is, from within the boundless range of this industry, there is still the standout merchandise that is tried and true. These essentials are the foundation for a solid promo strategy, and a key ingredient to driving brand impressions and creating meaningful connections with your audience.

- Ali

Welcome to the Essentials Report.
Let's get started!

P.S. Look for these icons throughout to help guide your shopping experience



MADE IN CANADA



SUSTAINABLE



DIVERSE

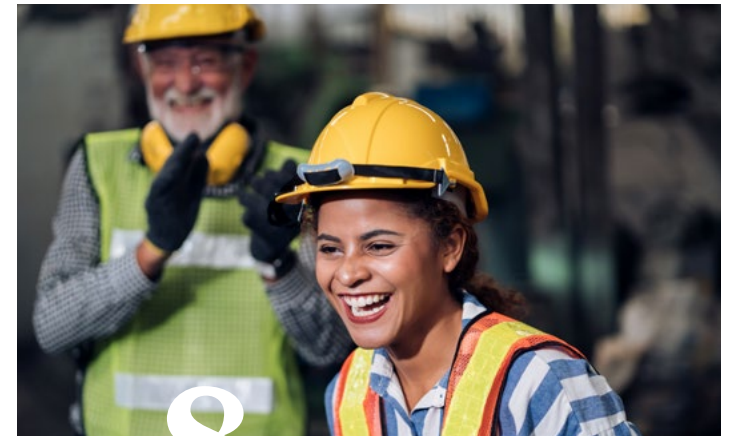
Tried and true **BRANDED MERCH.**

“**These essentials are the foundation for a solid promo strategy.**”



5

**Uniforms &
WORKWEAR**



8

**Employee
APPRECIATION**



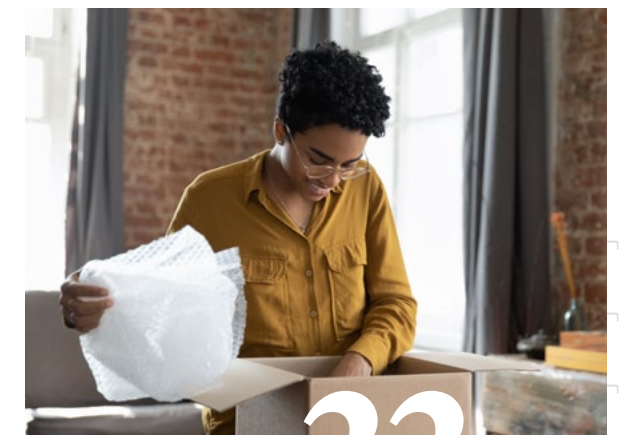
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**Community
ENGAGEMENT
& EVENTS**



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**Recruitment &
NEW HIRES**



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**Client
GIFTING**

Customized Merch Kits. **MADE EASY.**



**Thoughtful merchandise.
Compelling messaging.
Lasting connections.**

Connect with your Staples Promo representative to learn more about customized merchandise kits.

- 1 Pick Your Product & Share Your Logo**
- 2 Tell Us About the Recipients**
- 3 We'll Handle the Rest!**



Uniforms & **WORKWEAR**

First impressions are everything and you only get one chance to make it meaningful, so when your staff is on the worksite or engaging clients face-to-face, outfit them in uniforms and workwear that reinforce the level of professionalism that your brand stands for. From performance safety gear to technical outerwear, uniforms are an extension of your brand that contribute to awareness, create connections with your customers, and contribute to a culture of unity among your employees.



Uniforms create a culture of unity and belonging amongst your team that can help contribute to a positive work environment and build employee morale.

This chore coat offers durability to handle a tough day on the job site, paired with flexible design for all-day comfort.

Berne®
Heritage Men's Chore Coat
Min: 6
\$127.99



Berne®
Heritage Knit Cuff Cap
Min: 12
\$16.99



Climabloc Ear Flap Cap
Min: 6
\$26.99



Split Leather Glove with Safety Cuffs
Min: 36
\$24.99



Carhartt®
Acrylic Watch Hat
Min: 12
\$41.99



Equinox Insulated Jacket
Min: 12
\$94.99



Roots73™
Rockglen Eco Insulated Jacket
Min: 12
\$199.99



Sentry Safety Glasses
Min: 100
\$5.79

With a breathable waterproof membrane, water-repellent finish, waterproof zippers, and recycled polyester insulation, this jacket is the perfect option for heavy rain or snow.



The Artisan Collection by Reprime
'Colours' Sustainable Bib Apron
Min: 12
\$23.99

1

THIS DURABLE ZIPPERED PADFOLIO SET is designed for everyday use and with its wipeable and water-resistant materials, is specifically built for the tradesperson. Features large zippered exterior pockets and a 15" interior laptop sleeve.

Effective recognition tactics can help reinforce a team's sense of purpose. Almost three quarters of individuals who receive team praise believe that the work they are doing is valuable.¹

1 Pro Crossbody Padfolio & Construction Pen Set
Min: 4
\$49.99

2 Pro Gear Backpack
Min: 6
\$64.99

2

THIS HEAVY-DUTY BACKPACK will easily organize their tools and job site essentials. Comes with a structured puddle-proof bottom, a fully lined interior with nine convenient pockets, additional exterior pockets, and a sternum strap for additional stability.

¹ Gallup, "Add Team Praise to Your Employee Recognition Toolkit".

Gratitude Matters:

Inspiring employee engagement through recognition

Engaged employees are empowered in their roles and know that their work is appreciated. They are passionate and feel connection and purpose. They are invested not only in their individual success, but that of their team and the larger organization. Engaged employees are essential to your overall success - and it all starts with your workforce knowing that they are valued.

WHY INCENTIVES & RECOGNITION?

Incentives and Recognition (I&R) programs need to engage your staff from day one. It goes beyond formal service anniversaries and hitting your numbers too; it's an opportunity to initiate informal, ongoing communication and appreciation. There are going to be days that are fantastic, and days that are less than, but showing your employees that in both instances they are valued, and their contributions matter, creates a sense of pride and purpose.

A meaningful I&R program starts with identifying the engagement opportunity. These can be driven by both internal motivation, things like retention, safety, and performance rewards, and external motivation,

5X

When employees are effectively recognized they are five times as likely to be connected to company culture and four times as likely to be engaged.¹

such as channel incentives, client engagement, and customer loyalty. Staples Promotional Products works with you to define your program objectives and builds bespoke solutions built around these engagement needs.

REWARDS THAT RESONATE

When it comes to rewards, it's important to consider that everyone has unique interests, values, and motivations. This provides you with an exciting opportunity to build

a dynamic catalogue that offers a variety of gifts, opportunities, and experiences to ensure that your audience can select a reward that is truly fulfilling. With more than 35,000 products available in our Canadian catalogue alone, plus gift cards, travel, events, and charities, there are thousands of reward ideas and top brands available to you across 180 countries.

For more information about Incentives & Recognition programs or for a live demo of our exclusive customizable tool, connect with your Staples Promo representative today!

CASE STUDY

A Safety Rewards Journey

THE ASK

Employee engagement strategy and recognition tactics are constantly evolving. As we learn more about what motivates workers, there are always new opportunities to improve and create better connections. When we first began our partnership with a top global oil and gas client it was more than 20 years ago, and employee recognition was still in its early stages. Their initial safety awards program consisted of a printed two-page brochure of just over 100 gifts and paper order forms that were mailed to us once a year when manually completed.

THE STRATEGY

Fast forward a couple of decades, and we have transitioned to a dynamic online program powered by an intuitive points system. We are in a partnership where the client

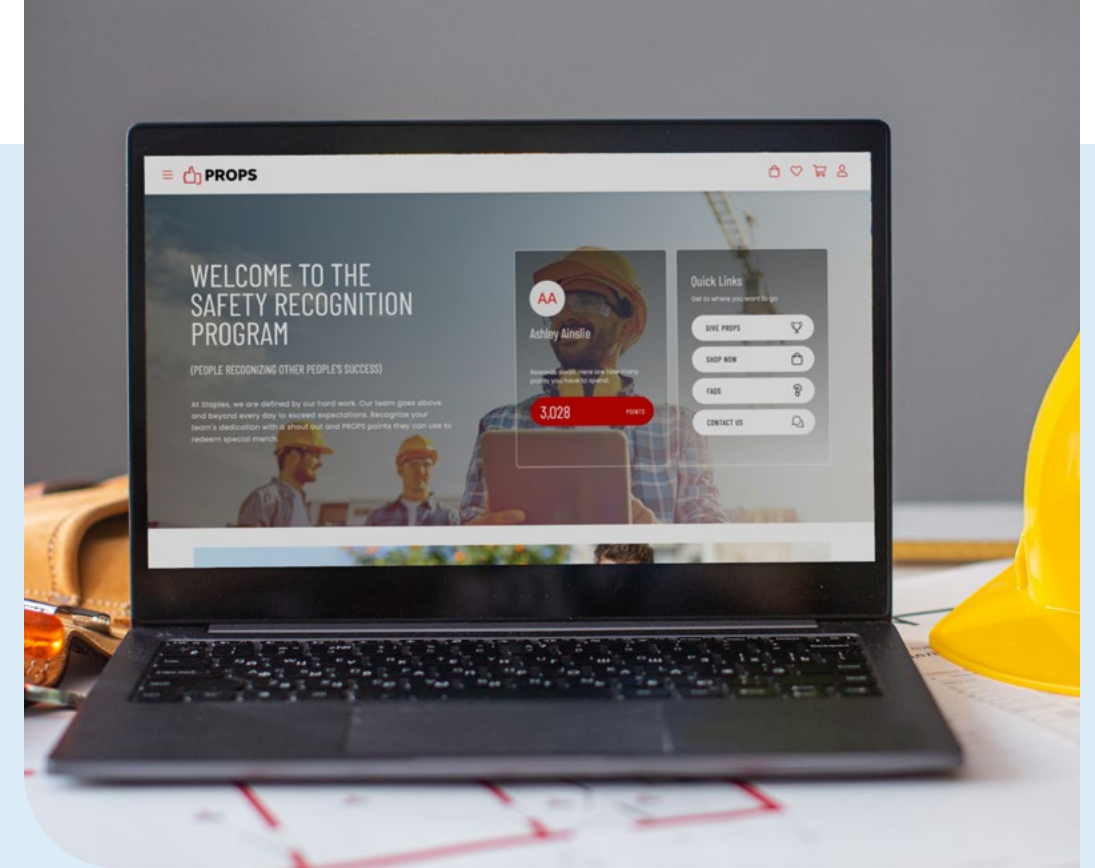
shipping to remote communities, providing detailed reporting on member activity, and a full-time dedicated customer care team to respond promptly to their queries.

THE RESULTS

Year over year, the program continues to grow in traction by fostering a culture of safety first, keeping workplace incidents at an all-time low, and increasing overall

“The program continues to grow in traction by fostering a culture of safety first.”

productivity. Employees earn points for successfully realizing ‘without incident’ milestones and can redeem those points through a rewards catalogue that has been carefully curated to be inclusive of the team’s unique interests and values.



Personalize YOUR PROMO.



Their name
goes here!

THE LOGO IS ONLY THE BEGINNING.

Exclusive merchandise. Premium experiences. Lasting connections.

Connect with your Staples Promo representative for more details
on how to personalize your merchandise.



Community ENGAGEMENT & EVENTS

Supporting your community and regional events creates a strong sense of belonging and builds meaningful connections with your local residents. Not only does this type of engagement help improve the community, but it also boosts your company's employee morale and creates loyalty among your customer base. Sponsoring local events with branded giveaways connects your brand with important programs and initiatives, while showcasing that your company values align with those of your neighbours.



Nomad Cross Body Bag
Min: 40
\$24.99

Engaging with and supporting local organizations, programs, and initiatives underscores the authenticity of your organization and helps strengthen ties so that you become an essential contributor to the community.

Wear it across the chest, back, or waist! Breathable air mesh on the back increases air flow for all-day comfort.



Stadium Cushion
Min: 40
\$26.99



Go-Go Rally Towel
Min: 200
\$3.65



FlexFit®
Nu Adjustable Cap
Min: 12
\$21.29



Collapsible Can Insulator, 12oz
Min: 500
\$1.49



Yowie®
Multi-Functional Rally Tube
Min: 150
\$3.69

This versatile rally wear keeps you warm in the cold and cool in the heat. Can be used as a bandana, wristband, head wrap, scarf, face mask, skull cap, hair band, scrunchie, rally towel, and more!



Polarized UV400 Sunglasses
Min: 100
\$5.99

Print Solutions.
MADE EASY.



Communicate important messaging to keep workers safe.

Connect with your Staples Promo representative to learn more.



Recruitment & **NEW HIRES**

Company culture is an important factor in many workers' decisions to pursue or continue employment with an organization. When you launch recruitment initiatives or plan a new hire orientation, showcasing the values that are important to your company will provide memorable impact. Branded gifts that create a connection between your organization and emphasize a culture of engagement, while providing them with a practical item they will use in their day-to-day, will get your candidate or new employee started on the right track with your company.



Client GIFTING

Corporate gifting is about more than just expressing “thanks” for your customers’ business. It creates an emotional connection between the recipient, your brand, and the individual who presented the gift. A thoughtful gift can also nurture new and prospective client partnerships and create brand awareness. Showing that you value their partnership and are willing to take the time to find an item that resonates and delights, will strengthen your relationship and encourage loyalty.



Columbia®
Multi-Tool Gift Set
Min: 5 **\$119.99**
● ● ● ● ●



Igloo®
Maddox XL Cooler
Min: 6 **\$84.99**
●



Mophie®
Power Boost 10000 mAh Power Bank
Min: 18 **\$58.79**
●

Showing appreciation for your client partnerships doesn't have to be limited to seasonal, end-of-year festivities! Express gratitude with thoughtful gifts on an ongoing basis to stand out and continue to encourage important connections.



Phoozy®
Apollo II Thermal
Phone Case
Min: 12
\$61.99
●

The Phoozy® case's award-winning technology reflects more than 90% of the sun's heat to prevent overheating and permanent damage to your device, while also insulating in cold conditions to extend battery life up to four times.



How to **ORDER**

The branded merchandise featured in the Essentials Report is only a small selection of the best-selling promotional products available to you! With more than 100,000 products at hand, we can help you find the perfect solution for your needs.

To learn more about the products featured, or to explore more branded merchandise ideas, please reach out to your Staples Promo representative today!

Or contact us at

SPPCanada@Staples.com

1-800-450-6452

STAPLESPROMO.CA



For full details on the decoration included with each item, please connect with your Staples Promo representative. Setup and additional charges may apply. Taxes and shipping are extra. While quantities last. Pricing is subject to change. Valid until June 30, 2023.

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