

New & Now

Your Guide to
What's New
in Promo!



FRESH FROM PPAI Expo 2025

We've gathered the top trends and products from the promo industry's largest trade show—all in one must-see lookbook!

Inside, you'll find:

- The latest trends shaping the promo industry
- Innovative products guaranteed to impress
- Creative ideas to elevate your brand

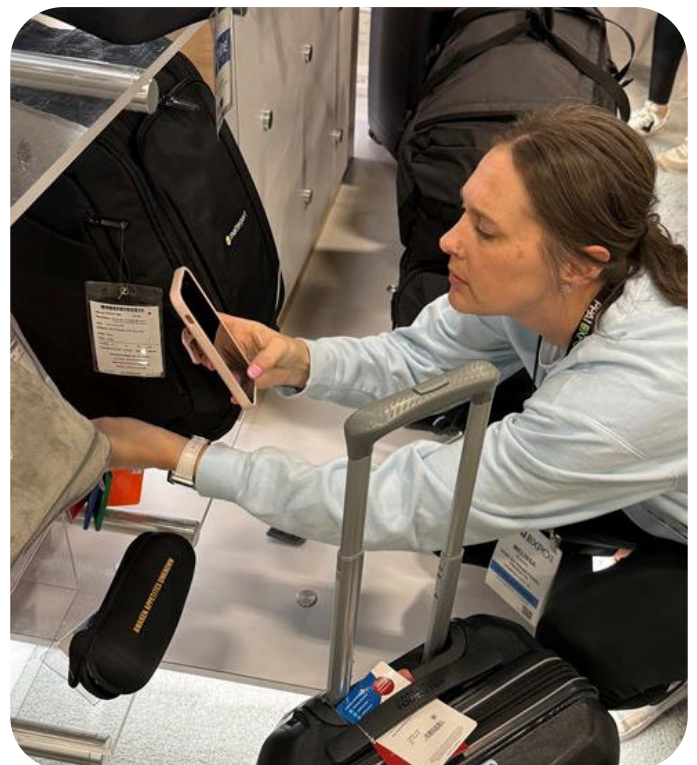


What's Trending...

- 04** Mocha Moment
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Are you ready to discover the future of branded merchandise?

Start exploring today!



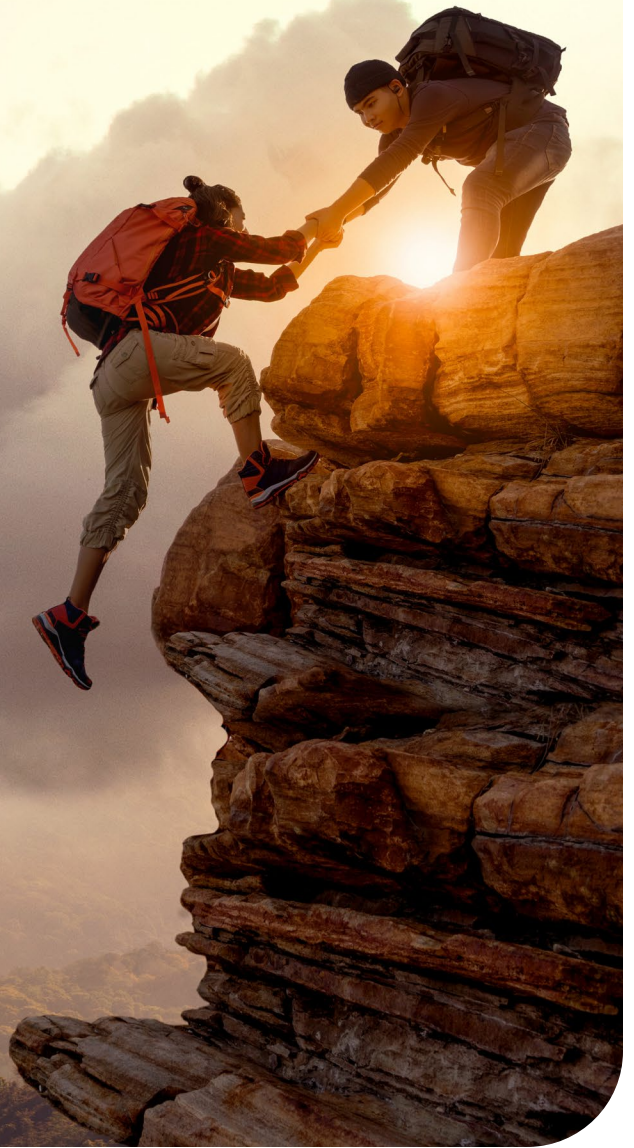
TREND

Mocha Mousse

The 2025 Pantone Color of the Year is Mocha Mousse.

"Simple and comforting, a soft, warming brown that has a sophisticated, earthy elegance. It can stand alone or enhance a wide range of palettes. This color promotes thoughtful indulgence, harmonious comfort and feelings of contentment."

– Pantone®





Mink Ever Soft Throw Blanket

#102158-210 | MOQ 12 | \$49.00



District® Perfect Weight® Fleece Crew

#DT1106 | MOQ 24 | \$24.00



Puffer Recycled 15" Laptop Tote

#2301-56 | MOQ 20 | \$28.00





CRAFTED FROM COFFEE GROUNDS!



**15 oz Perka®
Recycled Mug**

#KM5201

MOQ 24 | \$23.00



**Samsonite Better Than Basic
Weekender**

#102225-266 | MOQ 12 | \$110.00





Zander Recycled Frame Sunglasses

#8225

MOQ 100 | \$4.00



Dri-Duck® Rockwell Hat

#3053

MOQ 24 | \$23.00



Terra Thread Earth Backpack

#EARTH

MOQ 12 | \$77.00



TREND

Look for the Glimmers

Glimmers are those tiny moments of joy, comfort, and safety that brighten our days.

Today's consumers are increasingly attracted to products and brands that spark positive emotions like delight and happiness.

Tap into this uplifting trend by incorporating its vibrant colors and playful spirit into your products and giveaways, infusing positivity and connection into every interaction.





**40 oz Brumate Era
Fashion Colors**

#50237

MOQ 24 | \$79.00



**Custom
Friendship
Bracelet**

#BFRBR925

MOQ 100 | \$5.25



ADD CUSTOM PATCHES

**Roadie Denim
Jacket**

#7025

MOQ 12 | \$79.00



**Hurley® 7 Piece
Pickleball Set**
#CH8003
MOQ 25 | \$30.00



**Reform
Stress Ball**
#SR05RB
MOQ 100 | \$3.00



**Magic Mic
Karaoke Set**
#25196
MOQ 24 | \$49.00



**Scribbler Glow – Desktop
Light Up Game Set**

#10235 | MOQ 50 | \$28.00



**STST Ladies' Stella
Nora Hooded
Sweatshirt**

#SXW035

MOQ 12 | \$40.00



TREND

Smart Simplicity

In 2025, timeless and classic shades take center stage.

Consumers prioritize longevity and practicality, which drives demand for simple, core items that seamlessly blend functionality and style.

Neutral tones, aged yet effortlessly modern, offer stability, and sophistication, making them essential for both household and wardrobe staples. These versatile hues cater to essential needs while remaining investment-worthy, providing a timeless foundation of style that evolves with modern lifestyles.





**La Cruces Woven
Linework Blanket**
#GR5119 | MOQ 25 | \$28.00



**Unisex Gildan
Quarter Zip
Sweatshirt**

#B02660
MOQ 24 | \$33.00





DRI Duck® Granite Crewneck

#7202 | MOQ 12 | \$53.00



Rugby Polo

#2877 | MOQ 12 | \$28.00



The Weekender Bag

#30128

MOQ 10 | \$47.25



REMOVABLE DROP BOTTOM



Bellroy Lite Belt Bag

#4400-17 | MOQ 6 | \$75.50



The North Face® Women's Edge Stretch Soft Shell Jacket

#NF0A8ENP | MOQ 12 | \$120.00



UL Listed 5,000 mAh Power Bank with Multi-Cables

#7122-13

MOQ 30 | \$23.25



T R E N D

Encouraging Evolution

Consumers are driving authentic change and striving for a better world by demanding accountability and action.

To rebuild trust, brands must avoid greenwashing and prioritize genuine, impactful sustainability efforts.

As the consequences of today's manufacturing practices become clearer, more consumers are seeking products that respect and align with nature—crafted through systems designed to work in harmony with the environment, not against it.

- Fashion Snoops Culture Sentiments Spring Summer 26





WATER-RESISTANT BASE



Festival Blanket

#CFT | MOQ 24 | \$70.00



**Men's or Women's
HUDSON Eco Knit
Quarter Zip Ribbed
Sweater**

#TM18312, #TM98312

MOQ 12 | \$53.00





**Arden Recycled Cotton
Starboard Tote Bag**

#3244 | MOQ 100 | \$7.00



**Waste2Gear Overnight
Duffel Bag**

#WTG936 | MOQ 24 | \$43.00



MADE FROM OCEAN BOUND PLASTIC



**Paige Recycled Ocean
Bound Plastic Pen**

#SM-5201 | MOQ 250 | \$1.25





**24 oz Perka® Rex
Fresh Double Wall,
Recycled Stainless
Steel Water Bottle**

#KW2528

MOQ 24 | \$20.00



Cade Bamboo Desk Clock

#EC1059 | MOQ 50 | \$10.00



**Recover Eco Long
Sleeve Tee**

#B00255

MOQ 24 | \$21.50



TREND

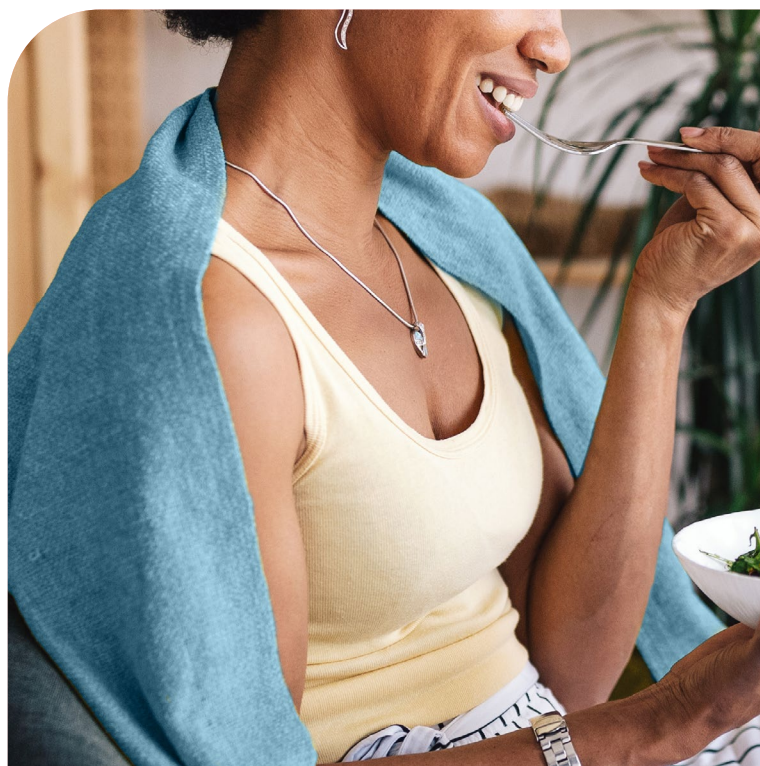
Wholly Healthy

82% of U.S. consumers prioritize wellness in their daily lives, with nearly 60% seeking long-term support for physical and mental health.

Millennial and Gen Z consumers are at the forefront, outspending older generations as they embrace holistic well-being. From personalized fitness and nutrition to aromatherapy, sleep, and nature therapy, their focus on recovery and self-care is reshaping the wellness market.

Currently, a third of discretionary income is spent on products like relaxation aids, fitness tools, and beauty items, reflecting the growing demand for a healthier, balanced lifestyle.

- McKinsey Consumer Spending
- Accenture Life Trends Survey 2024





Wellable 3-in-1 Face and Body Roller Set

#1415-07 | MOQ 25 | \$20.00



Wellable White Noise Sunrise Alarm Clock

#1415-03 | MOQ 24 | \$21.50



Kitchi Dressing Pourer and Sprayer

#SM-2258 | MOQ 48 | \$7.00

SPRITZ OR POUR SPOUT





**Delight Shower
Steam Set**

#LK25SS

MOQ 100 | \$7.00



**Nike® Utility Speed
Backpack 2.0**

#NKFN4106

MOQ 12 | \$85.00



Snacky Caddy

#75080 | MOQ 100 | \$6.00



Ogio® Aspect Half Zip Pullover

#OG1003 | MOQ 12 | \$54.00



Jerzee Unisex Ultimate Tee

#IC46M | MOQ 24 | \$11.00



Get Started

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or for more inspiration, **contact your Staples
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