



Spring + Summer

2024 IDEA BOOK

staplespromo.ca

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Brand love is in bloom.

A new season welcomes fresh experiences, perspectives, and ideas, making it the perfect time to enhance your branded merchandise for the year. There is more to merch than a thoughtful thank-you - it's about creating elevated experiences for your audience that amplify your message and inspire love for your brand. From event gifting and team rewards to sustainable solutions and custom creations, explore product ideas that create authentic and lasting connection.

Look for these icons throughout!

-  MADE IN CANADA
-  ECO-FRIENDLY
-  BUDGET-FRIENDLY
-  GIVE BACK
-  DIVERSE

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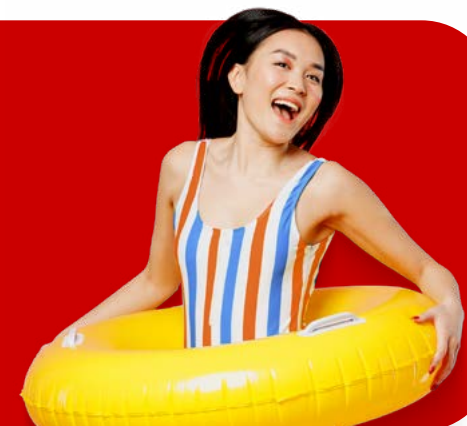
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Event Experiences

Host an unforgettable event with thoughtfully chosen gifts and giveaways. With these gift ideas, you will curate an experience that not only strengthens your event messaging but inspires brand connection with all participants – whether they are the valued guests, the engaging session hosts and speakers, or the indispensable staff helping to make the day a success!

TOP PICK

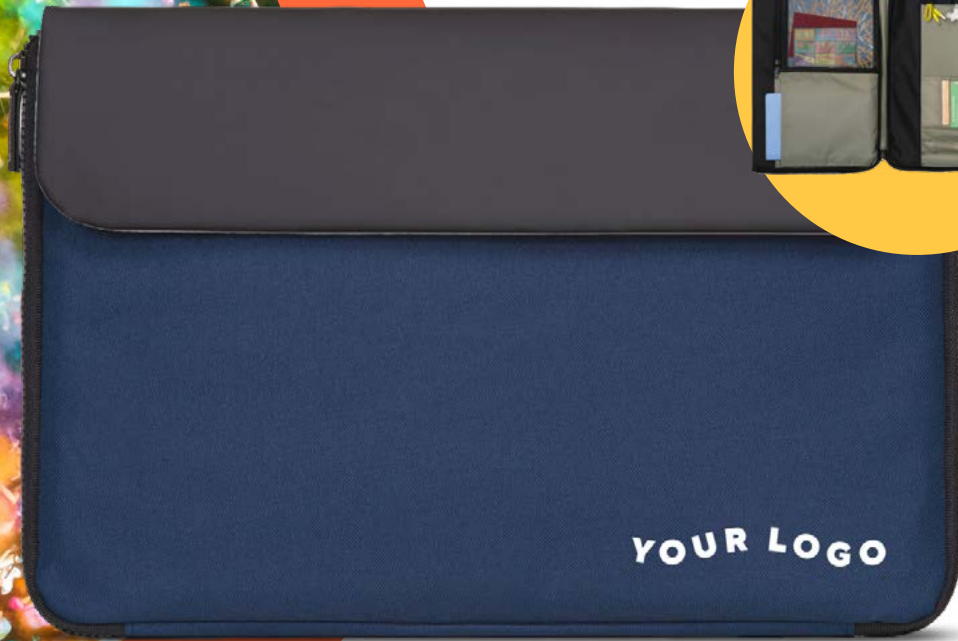
Threadfast Ultimate NFC Tap Unisex T-Shirt

Give guests easy access to your event content with a simple tap of their smartphones! This t-shirt's integrated NFC technology and app make sharing event messaging a seamless experience. Plus, when guests see your eye-catching artwork on this tee, and feel its ultra-soft sustainably sourced cotton material, it's a giveaway they'll want to keep long after the day's festivities.

QTY	25-149	150-299	300+
PRICE	\$16.99	\$15.99	\$15.49

●





Mobile Office Commuter Sleeve, 15"

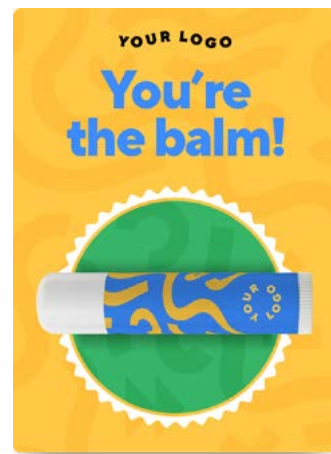
Simplify your commute with this mobile workstation's quick access compartments, padded laptop pocket, and multi-functional organizer.

QTY	15-99	50-99	225+
PRICE	\$21.99	\$20.99	\$19.99



Sugar Free Peppermint Gum Pack

QTY	250-1499	1500-2999	3000+
PRICE	\$1.59	\$1.49	\$1.39



Lip Balm on Full Colour Custom Card

QTY	250-999	1000-1999	2000+
PRICE	\$2.29	\$2.19	\$2.09



Dallas To-Go Cup, 23oz

QTY	15-99	100-199	200+
PRICE	\$23.99	\$22.49	\$21.49



Recycled Cotton Grocery Tote Bag

QTY	150-299	300-649	650+
PRICE	\$6.39	\$6.29	\$6.19



Custom FSC Notes Kit

Includes a full colour print on all 3 items and comes packaged in a sleek gift box. Speak to your Staples Promo representative for a quote to customize the gift box!

QTY	1-149	150-299	300+
PRICE	\$15.99	\$14.99	\$14.49





**'47 Brand
Clean Up Cap**

Co-brand with the original dad cap that's widely praised as the best in the game.

QTY	12-99	100-199	200+
PRICE	\$24.99	\$23.49	\$22.99



Custom Eco Breakaway Lanyard

Crafted from 100% RPET, this lanyard promotes sustainability and offers a safety breakaway buckle option for added peace of mind.

QTY	100-999	1000-1999	2000+
PRICE	\$2.29	\$2.19	\$2.09



**Ultimate Fleece Full-Zip
Unisex Hooded Sweatshirt**

QTY	25-74	75-149	150+
PRICE	\$39.99	\$37.49	\$35.99



**Herb Seed Paper
Sprouter Kit**

QTY	100-499	500-699	700+
PRICE	\$6.59	\$6.29	\$5.99

**Cuisinart
Pure Indulgence 2-Quart Frozen
Yogurt Sorbet & Ice Cream Maker**

The perfect gift for your keynote speaker, turning any occasion into a sweet celebration.

QTY	3-11	12-24	25+
PRICE	\$219.99	\$209.99	\$199.99



Pricing is subject to change. For a quote and decoration info, please connect with your Staples Promo rep.

Ready to place an order?

Connect with your Staples Promo rep or contact SPPCanada@Staples.com

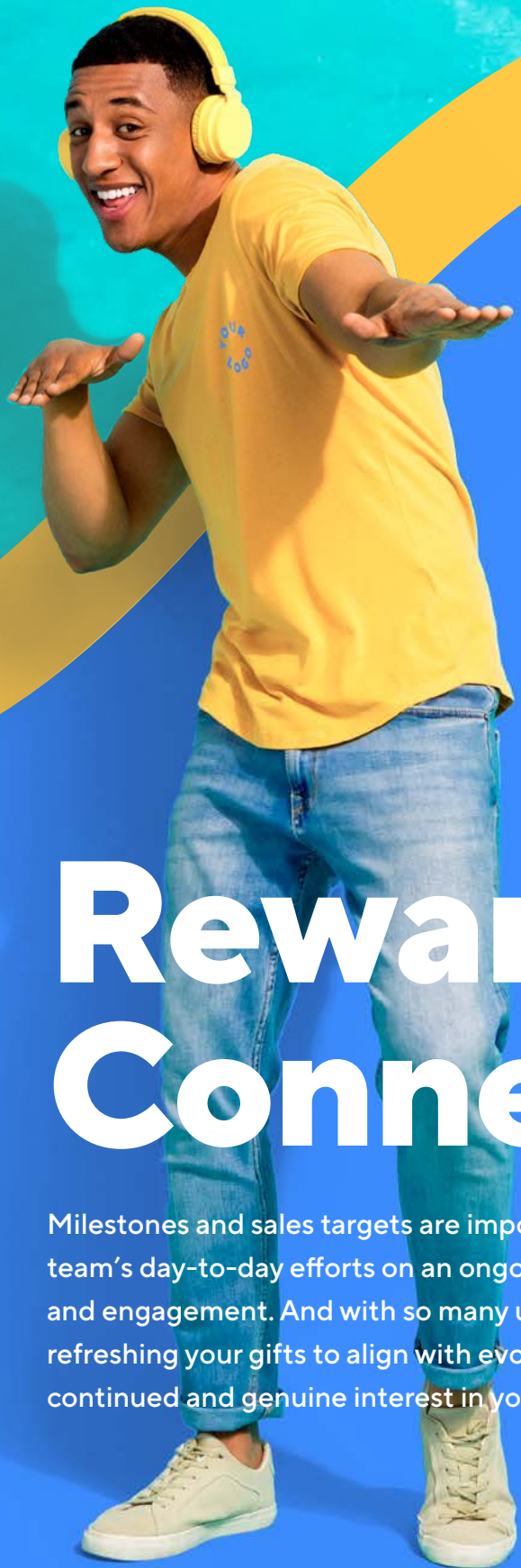
Print Solutions that Elevate.

High impact custom print that creates brand connection.

- Signage
- Brochures
- Packaging
- Decals
- Greeting Cards

Connect with your Staples Promo representative to learn more.





Rewards That Connect

Milestones and sales targets are important to celebrate, but recognizing your team's day-to-day efforts on an ongoing basis is what will really support culture and engagement. And with so many unique interests and values at the workplace, refreshing your gifts to align with evolving trends helps ensure your people's continued and genuine interest in your recognition initiatives.

TOP PICK

Courant Leather Classics Catch: 3

Designed with luxury and function in mind, the Courant valet with integrated wireless charging is the perfect gift to celebrate the efforts of your top performers, commemorate the achievement of a long-serving retiree, or thank an associate for their outstanding years of service. With its premium Italian leather material and three coil Qi-certified fast wireless charging, this high-end gift makes a statement they won't soon forget.

Every purchase of Courant Catch: 3 supports positive change, with a portion of sales donated to One Tree Planted.

QTY	3-24	25-49	50+
PRICE	\$284.99	\$279.99	\$274.99



iLive
Cooler Pro Wireless
Cooler Speaker

This 6-can mini fridge cools from -1 to -2°C and doubles as a Bluetooth® speaker to elevate their outdoor experience.

QTY	3-24	25-49	50+
PRICE	\$139.99	\$129.99	\$125.99



CORKCICLE
Stemless Wine Cup Gift Set

QTY	3-24	25-49	50+
PRICE	\$109.99	\$104.99	\$99.99



Sonder Duffle, 38.4L

QTY	25-49	50-99	100+
PRICE	\$59.99	\$58.99	\$57.99



Skullcandy
Smokin' True Wireless Earbuds

QTY	12-49	50-99	100+
PRICE	\$56.99	\$53.99	\$50.99



Jetsetter 3-Piece Packing Cube Set

QTY	15-99	100-249	250+
PRICE	\$21.49	\$20.49	\$19.49



Everlasting Throw Blanket, 60\"/>

QTY	10-49	50-99	100+
PRICE	\$44.99	\$42.99	\$40.99



CASE STUDY: AUDI

Optimizing a Channel Incentive Program

THE BIG QUESTION

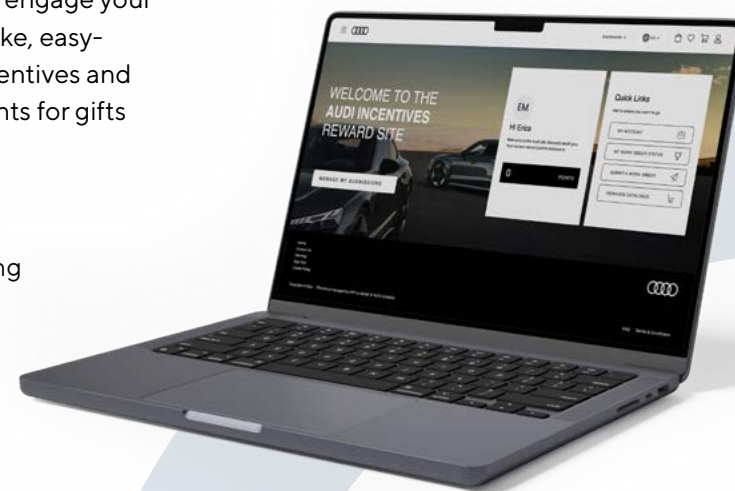
How do you motivate a group of sellers or dealers that are outside of your direct management?

Our channel incentives and supply chain strategies look to accomplish exactly that; motivate targeted sellers to hit your specific key performance indicators. In this case, how could we influence Audi Canada's dealers to limit selling generic off-the-shelf parts in favour of premium OEM parts?

When it comes to recognizing your top performers, Staples Promotional Products goes beyond providing branded recognition gifts – we're here to build complete experiences that engage your teams at every stage of their journey. Offering bespoke, easy-to-use solutions to track and deliver rewards, our incentives and recognition platforms enable workers to redeem points for gifts and experiences they find truly fulfilling.

THE ASK

Our client partners at Audi Canada came to us looking for a solution to help maximize their original equipment manufacturer (OEM) brake part dealership sales. To realize that goal, the proposed program needed to improve the user experience of the existing dealer incentive platform by simplifying the OEM work form submission process, streamline administrator approval of those submissions, and optimize point redemptions for members.



THE STRATEGY

With the proven success of our proprietary rewards platform, our team built a strategy for Audi Canada that would deploy a customized program focused on channel incentives, dealer engagement, and customer loyalty. This new solution would remove manual uploading of OEM work forms, support real time approval and upload of points by program administrators, provide easy user navigation, and enable automated communications to program members. Additionally, the strategy would include building a centralized rewards platform to support both submission and redemption, allowing Audi Canada dealers to easily submit forms verifying OEM parts purchased, edit their submissions as needed, and redeem points from the rewards catalogue, all in one easy-to-use application. The client approved the proposed strategy and our team proceeded to build an innovative program that prioritized user experience and member engagement.

“...sales of OEM parts have risen an average of 15% during brake incentive campaigns...”

THE RESULTS

Since the updated Audi Canada program launched there has been an impressive improvement in performance. By developing this targeted loyalty program sales of OEM parts have risen an average of 15% during brake incentive campaigns over the past 4 years. Audi Canada has also seen an increase from 67% to 82% of dealer members earning “points for parts sold”, while program participation has grown dramatically, with 106% “points earned” growth since year one of the program. With regular reminders sent through their automated email management system, points redemption has reached an all-time high, with 99.7% of points redeemed. Finally, 1 out of 5 rewards redeemed are now OEM branded merchandise, showing members’ authentic connection with the Audi Canada culture and brand.



**Interested in learning more about our Culture & Engagement solutions?
Connect with your Staples Promo representative today!**



Earth Friendly

When it comes to environmental responsibility, consumers expect transparency from brands. That's why we are just as committed as you are to sourcing better, greener merchandise and responsible suppliers for our product collections. Discover sustainable and recycled product so your audience can embrace their love for both the planet and your brand through merchandise.

TOP PICK

Nomad Renew Backpack, 24.7L

Sustainability meets style for the modern adventurer with a backpack that can go from work to home, and everywhere in between! The perfect gift idea to get newly onboarded employees started, this bag makes hybrid work and the commute a breeze with its secure and easy-to-access 16.4" laptop compartment. Made from recycled plastic in a stylish two-tone canvas and comes with a luggage strap, bottle pockets, and ample padding for comfort.

Every purchase of this backpack supports positive change, with a portion of sales donated to The Ocean Cleanup.

QTY	25-49	50-99	100+
PRICE	\$39.99	\$38.99	\$38.49





Recycled Fleece Unisex Hooded Sweatshirt

Made in Canada, this eco-friendly sweatshirt is made from organic cotton and recycled polyester, perfect for staying cozy on cool summer nights.

QTY	24-49	50-99	100+
PRICE	\$71.99	\$70.99	\$69.99



Out of the Woods Iconic Shopper

Sustainable, vegan, washable, and FSC-certified with a portion of sales donated to 1% For The Planet.

QTY	10-49	50-99	100+
PRICE	\$48.99	\$45.99	\$43.99



100% RPET Arc Telescopic Umbrella, 42"

QTY	100-199	200-299	300+
PRICE	\$13.99	\$13.89	\$13.69



The Goods Recycled 36-Can Flip Top Cooler

QTY	40-99	100-149	150+
PRICE	\$37.49	\$36.99	\$36.49



Eco Bluetooth Tracker with Cork Keychain

QTY	1-74	75-174	175+
PRICE	\$26.89	\$24.99	\$23.99



Billy Eco Aluminum Bottle, 26oz

QTY	108-199	200-399	400+
PRICE	\$10.99	\$10.89	\$10.79



Slowtide Camp Blanket

QTY	4-24	25-49	50+
PRICE	\$109.99	\$100.99	\$97.99





Outdoor Outings

The great outdoors offer an easy and mindful escape from the stresses of the day-to-day. Whether it's backyard relaxation, campsite grilling, or beachside chilling, when you create merchandise experiences that connect to their outdoor retreat, you will instill love for your brand and leave a lasting impression.

TOP PICK

Camper 2-Piece Gift Set

Connect your brand to the experiences that mean the most. As more consumers embrace outdoor living, gifting branded merchandise that resonates with their interests creates meaningful connection and inspires love for your brand. This leakproof and BPA-free Tritan bottle, paired with a cozy fleece blanket with carrying strap, comes packaged in a gift box made from 70% recycled paper, and is the perfect set to get them started on their summer adventures.

QTY	25-49	50-99	100+
PRICE	\$52.99	\$51.99	\$51.49





BioLite
Alpenglow 250 Rechargeable Lantern

Climate Neutral Certified BioLite creates affordable, durable products that harness surrounding energy to cook, charge, and light daily life for off-grid households.

QTY	5-24	25-49	50+
PRICE	\$112.99	\$104.99	\$100.99



Soundpro Waterproof
Magnetic Speaker

QTY	4-24	25-49	50+
PRICE	\$83.99	\$78.99	\$74.99



Gourmet BBQ Kit with Tote

QTY	100-149	150-199	200+
PRICE	\$88.99	\$83.99	\$79.99



A Asobu
Boulder Travel Bottle, 34oz

QTY	48-99	100-149	150+
PRICE	\$31.99	\$31.49	\$30.99



B Rite in the Rain
All Weather Metal Clicker Pen

QTY	20-49	50-99	100+
PRICE	\$43.99	\$41.99	\$39.99



C Renew COB Mini Rechargeable
Multi-Use Light

QTY	25-149	150-399	400+
PRICE	\$11.49	\$10.99	\$10.49



Foldable Trunk Organizer

QTY	25-149	150-249	250+
PRICE	\$21.49	\$20.49	\$19.49



Igloo
Maddox XL 42-Can
Antimicrobial Cooler

QTY	6-24	25-49	50+
PRICE	\$88.99	\$83.99	\$79.99



Merch Kits. Mix it up.

Unbox a brand experience with custom merch favourites.

- Onboarding
- Recognition
- Gifting

The possibilities are endless.

Connect with your Staples Promo representative to learn more.



Totally Custom

Looking to take your branded merchandise further? While we have access to many impactful in-stock and ready-to-purchase products, we can also help you design merchandise from scratch to create a completely custom and effortless extension of your brand. From Pantone colour matched artwork to bespoke product designs, the possibilities are endless!

TOP PICK

Custom Crossbody Belt Bag with Metal Zipper

This retail-inspired belt bag is the perfect combination of style and purpose. A great way to promote your new employee wellness program or as a giveaway at a community event, you can customize every detail of this bag, from the metal zipper in gold or silver to a choice 140 colours for the exterior and strap. Consider a trend-forward tone-on-tone application of your logo for a subtle design that leaves big impact.

QTY 250
PRICE **\$19.99**





Custom 100% Cotton Beach Towel, 36" x 60"

Let your brand shine this summer on a custom soft cotton beach towel, customizable with full-colour print capability for full-scale impact.

*This item is **completely customized** to your needs! Speak to your Staples Promo representative for a quote.*



Organic Cotton All-Over Print Bucket Hat

QTY 250+
PRICE **\$13.99**



Custom Recycled Laptop Sleeve, 15"

QTY 250+
PRICE **\$22.69**



Custom Hard Cooler, 15L

*This item is **completely customized** to your needs! Speak to your Staples Promo representative for a quote.*



Custom Lapel Pin

QTY 250+
PRICE **\$2.09**



Asobu Custom Bestie Bottle, 16oz

QTY 1000+
PRICE **\$35.49**



Custom Bamboo Jacquard Socks

QTY 250+
PRICE **\$10.49**



Custom Plush Toy

*This item is **completely customized** to your needs! Speak to your Staples Promo representative for a quote.*



Merch that inspires brand love.

GET STARTED

The branded merchandise featured in the Spring & Summer Idea Book is only a small selection of the products available for your seasonal merchandise needs! With more than 100,000 products at hand, we can help you find the perfect product solutions for your recipients.

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

Or contact us at

SPPCanada@Staples.com

1-800-450-6452

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For full details on the decoration included with each item, please connect with your Staples Promo rep. Setup and additional charges may apply. Taxes and shipping are extra. While quantities last. Pricing is subject to change. Valid until September 30, 2024.

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