

essentials

report

CASE STUDY:

Upgrading a Corporate Rewards Program

Tips & Insights

to further your
branded merch
strategy and
engage your
audience



**Add your logo
to tried and true
merchandise.**

**Events & Conferences
are back!**

**Giveaways that will leave a
lasting impression**

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

Employee APPRECIATION



10

Recruitment & NEW HIRES



15

Team BUILDING



19

Events & CONFERENCES



22

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!**



Employee **APPRECIATION**

Meaningful employee appreciation can be a challenge in the ever-evolving work environment. People are working remotely and in hybrid settings, there are multiple generations with distinct values occupying the workforce, and we are seeing an increase in working hours as well as heightened rates of burnout. There is not a one-size-fits-all solution for employee appreciation, but recognition gifts and rewards programs are a valuable tactic, and can be customized to the unique interests and values of your employees.

This beautifully curated tumbler and water bottle kit comes with customizable packaging to create a totally cohesive gifting experience.

Au Naturel Kit
Min: 15
\$76.99



Your employee recognition strategies should differ with a workforce made up of multiple generations. More than 70% of Younger Millennials and Gen Z workers indicate they would like to be recognized at least a few times a month compared to Gen X and Baby Boomers.¹



Audiotex True Wireless Earbuds in Charging Case
Min: 25
\$20.49



Roots73™
Paddlecreek Full Zip Hoody
Min: 12
\$84.99



Grayley 15" Computer Backpack
Min: 50
\$23.29



Organic Cotton Check Throw Blanket
Min: 24
\$54.99



Out of The Woods™
Mini Shopper Gourmet
Min: 12
\$60.99



Modern Sprout®
Rooted Candle
Min: 25
\$25.99

Merch from retail brands create higher perceived value and gives longer life (and more impressions) to your messaging.

With access to many recycled and responsibly sourced items, we can help you find merch that highlights your commitment to sustainability.

FEATURED REPORT

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 business success. And it all starts with your workforce knowing that they are valued.

WHY INCENTIVES & RECOGNITION?

You have a small window of time to make a first impression on new hires, and with an increasingly competitive job market, and younger generations of workers more apt to change jobs frequently, it's important that you make it memorable.

Incentive and recognition 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

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

rewards, and external motivation, 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

Incentives & Recognition in Action

Upgrading a Corporate Rewards Program

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. A top financial client recently approached us looking for advice on how to do just that. In their previous rewards solution, they had developed two separate programs. The first, their service anniversary platform, was used infrequently, as employees would access it just once every five years to redeem a gift from a small catalogue of limited reward options. The second was a peer-to-peer program that was also under-utilized, as most associates received less than one recognition per year.

THE STRATEGY

Once our team completed an initial assessment of the client's needs and



goals for their program, we created a comprehensive rewards solution that consolidated the two programs and expanded on the user experience. To help amplify engagement with the program, we suggested that in

85%
The program has an 85% engagement score.

addition to their years of service rewards, we could provide employee members with further opportunities to accumulate points through peer-to-peer recognition and other key milestones. This extension allowed for ongoing engagement throughout the year and encouraged associates to recognize their peers with more tangible results.

Additionally, their employees can now select from thousands of merchandise awards, and with our support they have added gift cards, charitable donations, travel, and experiences for a more dynamic assortment of award possibilities.

THE RESULTS

In its first year, the program has an 85% engagement score, with 81% of their workforce receiving recognition from a

peer. The client has also been able to grow their workforce by 12%, as the ongoing recognition opportunities have contributed to a more engaged culture, allowing them to successfully retain top talent and hire new recruits via internal referrals.



Recruitment & NEW HIRES

With many individuals exploring new employment opportunities, it's important for organizations to find ways to stand out from their competition as they recruit and retain talent. More than ever, company culture and a holistic approach to the employee experience are crucial to engagement strategy. Branded merchandise is a memorable tool to deliver and emphasize your organization's values, while providing potential recruits and new hires with functional items they will keep.



Nomad Starter Set
Min: 15
\$59.99
●●●●●

This pre-bundled kit is the perfect gift to introduce your company to recruits or welcome new employees. Multiple hits of decoration ensure this set offers a complete brand experience.



Tuscany Journal & Executive Stylus Pen Set
Min: 25
\$34.49
●●●●●●●●●●



Get Up & Get Going Set
Min: 20
\$57.99
●○

1

WELCOME NEW HIRES TO THE TEAM with a versatile knit they can wear from the office to the outdoors, and anywhere in between!



2

SHARE YOUR BRAND'S COMMITMENT TO SUSTAINABILITY with this lightweight water bottle made of 100% post consumer recycled plastic bottles.

3

A SLEEK PEN FROM WOMAN-OWNED CULMER PEN, it features a solid brass base, smooth twist-mechanism, and comes with a matte lacquer finish.



1

Darnell Eco Knit Full Zip
Min: 12
\$94.99

2

Econscious RPET FSC Bamboo Bottle, 22oz
Min: 100
\$9.29

3

Tempo Brass Ballpoint Pen
Min: 50
\$9.49

4

Moleskine®
Hard Cover Large 12-Month Weekly 2023 Planner
Min: 10
\$38.99

4

THIS CLASSIC FROM MOLESKINE® is a versatile planner that incorporates the freedom of a notebook. Formatted to show the week's appointments on the left with a ruled page for notes and ideas on the right.



A solid onboarding process that engages new employees from day one can improve retention by more than 80%.²

² Brandon Hall Group, "The True Cost of a Bad Hire".

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.



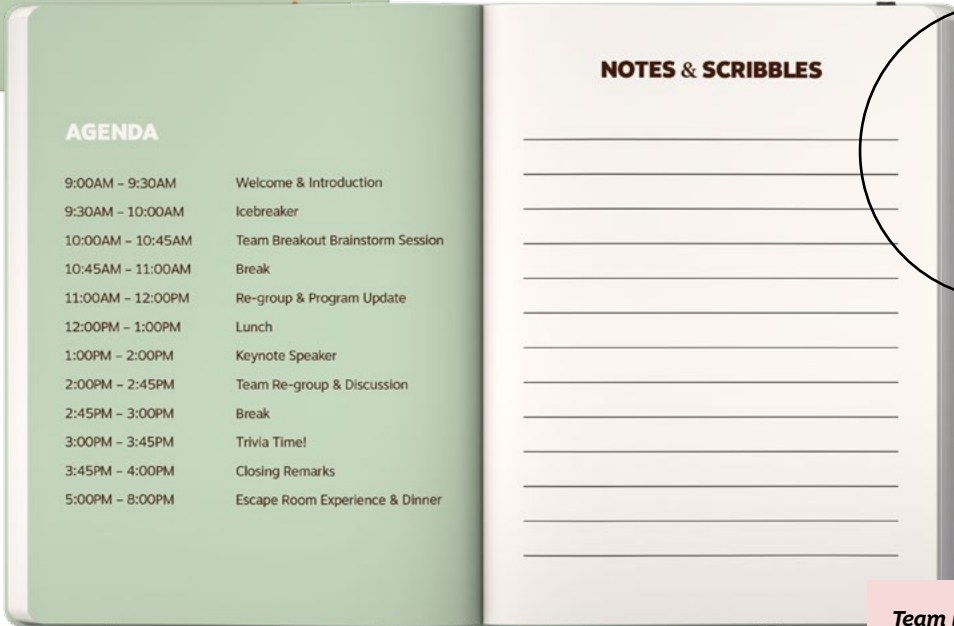
Team BUILDING

As a need for flexibility has evolved into remote and hybrid work models for many organizations, we have seen a transition that allows for work-life balance and in many cases a more productive environment. While facilitating virtual team building exercises can be challenging, branded merchandise is a valuable engagement tactic that provides participants with both a useful gift and a tool that helps reinforce important learnings.



This notebook is all about customization and allows you to share your messaging in multiple ways. Pick your:

- Paper style
- Corner orientation
- Cover material
- Lamination finish
- Cover print options
- Tip-in pages
- NFC tag
- Belly band
- Pen/loop combo



Scribl
Customizable Notebook, 7" x 9"
Min: 75
\$21.49 🍁

Team building exercises give associates a break from their day-to-day to provide fresh perspective and improve engagement.



Hammonds™
Super Snack Mix
Min: 50
\$14.99



Morning Reflections Kit
Min: 20
\$61.99



Puzzles help improve mood, memory, problem solving skills, and lower stress. Customize your own to promote workplace wellness.



1 Stainless Steel Insulated Bottle, 24oz
Min: 24
\$20.99

2 Custom 120-Piece Jigsaw Puzzle
Min: 25
\$15.99

3 Spin Eco Jersey T-Shirt
Min: 12
\$9.89

Business Print Solutions.
MADE EASY.



Put your brand front and centre with our custom print solutions.

Connect with your Staples Promo representative to learn more.



Events & **CONFERENCES**

Over the last few years, many of our interactions have shifted to virtual. And while there is no denying that we have adapted to make the digital experience work well, there will always be value in the face-to-face encounter. As in-person events continue to return on a larger scale, well-designed and functional giveaways are a tangible way of encouraging your audience to participate in the day's festivities, while giving your event messaging longer lasting impact.



This sleek gift idea delivers a high impact gift experience at a budget-friendly price.

Reduce waste and increase engagement! Send registered recipients to a rewards site to select the perfect event participant gift in advance. Learn more on page 8!

Show Stopper Gift Set
Min: 60
\$16.99

Made with an eco-friendly dye process that saves 95% of the water and 90% of the energy used in traditional methods.



1 Spin Eco Polo
Min: 12 **\$21.99**

2 Recycled 5oz Cotton Twill Tote
Min: 200 **\$3.45**

3 Rubberized Aluminum Click Stylus Pen
Min: 250 **\$1.69**

4 Smart Tritan Sports Bottle, 22oz
Min: 100 **\$8.49**

5 Classic 6-Can Cooler
Min: 120 **\$7.49**

6 Flexfit Unisex 6-Panel Cap
Min: 12 **\$18.99**



Nova Bound Journal Bundle,
6" x 8.5"
Min: 60 **\$15.99**



Zone Performance T-Shirt
Min: 12
\$14.99



Janis & Melanie
Cookie Gift Bag
Min: 25
\$8.99



Client GIFTING

Corporate gifting is about more than just expressing “thanks” for your customer’s 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!



Trellis Knit Bundle & Go Gift Set

Min: 10 **\$43.99**



Columbia®

Camp Cup, 15oz

Min: 12 **\$44.99**



Windsor Cheese Platter Kit

Min: 8 **\$119.99**



This set's cheese platter kit and insulated stainless steel cups feature a natural woodgrain finish and come with a customizable and recyclable gift box.

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.



Sony®

SRS-XB13 Bluetooth®
Speaker

Min: 10

\$133.99



Enjoy big sound with this super compact and portable speaker, featuring EXTRA BASS™, IP67 waterproof and dustproof design, and up to 16 hours of playback time on a single charge.



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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