

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 | \$ 200 on up

Born Ready Item #DW339 |
Min 25 | \$19.50



22oz Corkcicle® Leak Proof Cruiser

Item #102670| Min13 | \$23



26oz Wander Bottle

Item #9481-1C 9481-1C | Min 24 | \$19.80+



Picnic Kit

Item #5732 | Min 12 | \$182.58



BABS Oversize Tote - Puff Puff
Item #5015-PP-4CP | Min 50 | \$71.27



Micro Puffy Pouch
Item #Micro Puffy Pouch |
Min 50 | \$30



Osprey Daylite® Backpack
Item #100964 | Min 4 | \$84.80



Comfort Colors Nomad Carry-All Tote Bag
Item #CCNT0 | Min 12 | \$51



Packing Cube Kit
Item #1816-ST-4CP | Min 12 | \$77.35



Milan Sunglasses

Item #Milan| Min 250 | \$6.75+



Ruffle Socks

Item #RASK100 | Min 100 | \$14.42



UPF 30+ Fully Sublimated Polo

Item #C17C| Min 25 | \$32



All Over Print Softspun Crew

Item #P105-J | Min 72 | \$22



3-Way Pen
Item #0845-4CP | Min 150 | \$1.00



5.5" x 8.5" SlimLine Pocket Journal
Item #SL-8FCPK | Min 100 | \$9.00



Everyday Wristlet
Item #8204-21-4CP | Min 50 | \$9.50+



Squishy Cube Stress Toy
Item #80109 | Min 100 | \$4.38



Sublimated Pillows

Item #PIL15 | Min 100 | \$33.20



Hot Pockets Adjustable Apron

Item #5512-CC-1C | Min 50 | \$20.47



Snak-A-Lope

Item #9299-1C | Min 50 | \$4.59



Oven Mitts

Item #1045-SHARK-4CP | Min 24 | \$20.03

**Everyday Backpack
Natural Canvas**

Item #5885-10-1C |
Min 12 | \$100.50



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 | \$2.30

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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.



Key Drivers



Psychology

Research shows nostalgia is a powerful driver of consumer behavior—helping people manage stress, feel connected, and find meaning. This is especially true for younger consumers, who increasingly gravitate toward tried-and-true brands that offer familiarity, reliability, and emotional comfort.



Tech Nostalgia

Authenticity builds loyalty by creating trust and emotional connection. When brands consistently deliver on quality and messaging, consumers see them as reliable and are more likely to return. This trust, combined with a sense of relatability, turns repeat buyers into long-term brand advocates.



Generational

Younger generations are increasingly drawn to tried-and-true brands—not just for their style, but for the values and consistency they represent. With easy access online, consumers are rediscovering established brands and products across decades, reinforcing their relevance today.

- **60s–70s influence** highlights a desire for brands tied to optimism and cultural impact—like **Levi's**, **Dr. Martens**, and **Ray-Ban**, which continue to signal authenticity and heritage.
- **80s–90s to early 2000s shift** reflects a move toward familiar, reliable products from brands like **Sony**, **Apple (early iMac/iPod era)**, and **Nike**, valued for both performance and cultural staying power.
- **Punk, grunge, and emo revivals** show how legacy brands such as **Converse**, **Vans**, and **Carhartt** still resonate emotionally, offering credibility and self-expression.

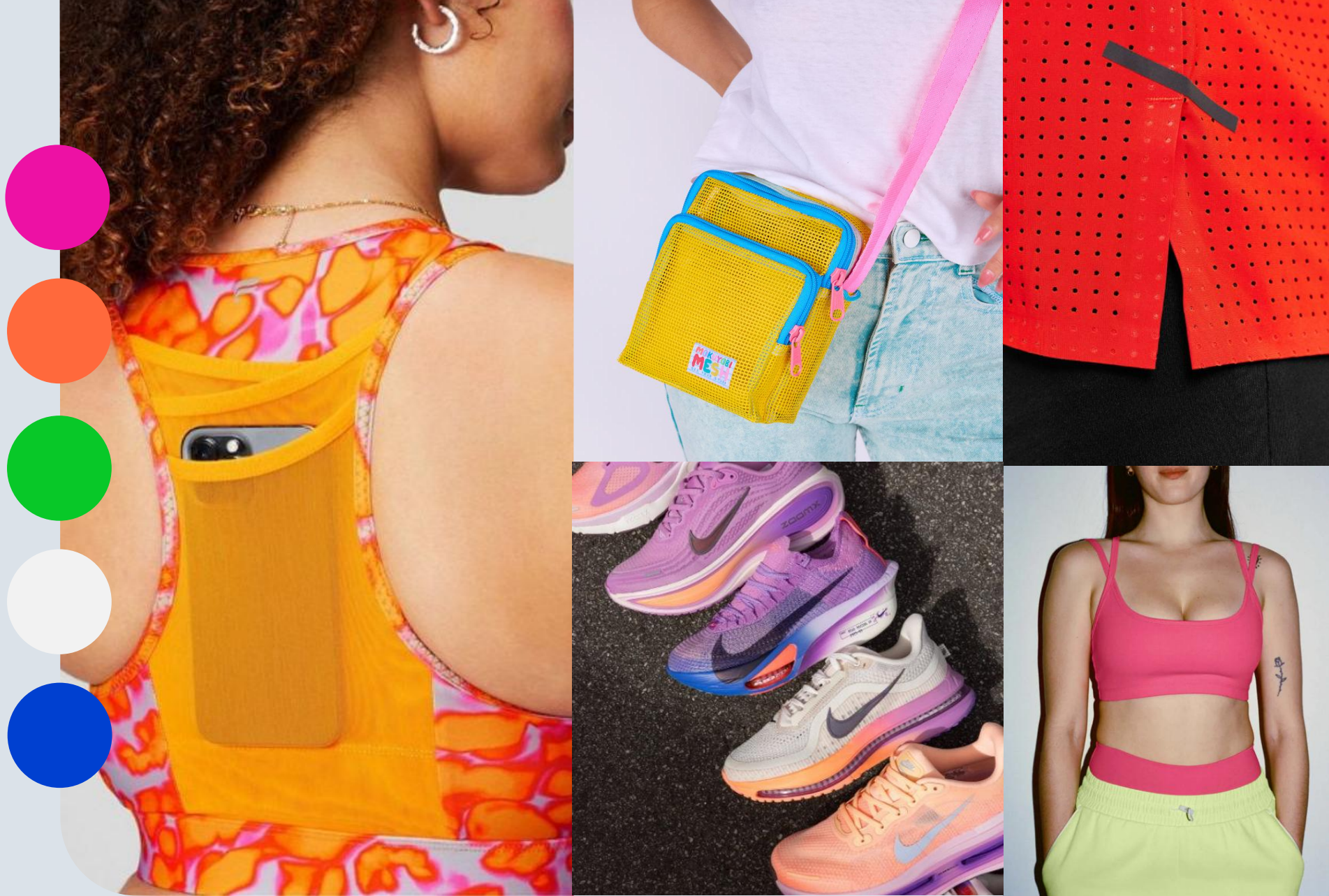
Overall, this trend reflects a growing preference for trusted, proven brands that deliver consistency, credibility, and emotional connection in an increasingly complex environment.

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.



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.



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 The KP Brand Store.