

 **Staples** | Promotional
Products

SPRING + SUMMER

2023 IDEA BOOK



STAPLESPROMO.CA

Your brand, in the sunshine.

A new season is upon us and with it, an exciting opportunity to refresh your branded merchandise. Consumer experiences, values, and interests are constantly shifting. An increase in virtual encounters, a rise in outdoor living, a keener focus on employee engagement, and resolute sustainability expectations are just a few of the reasons that your merchandise should be evolving too! The Spring & Summer Idea Book has been curated to help amplify your brand's messaging with fresh seasonal promotional products, so that you can create meaningful, lasting connections with your audience.



Look for these icons throughout!



SUSTAINABLE



MADE IN CANADA

Your Ideas.
Amplified.

04



Case Study:
Corona

08



Outside
Vibes

10



Rewards
That
Resonate

16



Event
Experiences

20



Clearly
Sustainable

24



How to
Order

28



Your Ideas. Amplified.

When you add your logo to merchandise, you create an exciting engagement tool designed to generate brand impressions and create connections. But what if you could take that experience even further? While we have access to many impactful in-stock, ready-to-purchase products, we can also work with you to design completely custom merchandise, conceptualized from scratch, that will take the extra step to **amplify your ideas**, build a cohesive campaign, and create a memorable experience for your audience.



TOP PICK

Custom Hard Cooler

*This item is **100% customized** to your needs! Reach out to your Staples Promo rep for a quote.*

Amplify your brand with merchandise that is completely customized to your summer campaign. Work with our team to design a durable, hard cooler from scratch to create an amazing gift that is 100% on brand, offers all the features you could dream up, and delights your customers!



READY TO PLACE AN ORDER?

Connect with your Staples Promo rep or contact SPPCanada@Staples.com | 1-800-450-6452

[STAPLESPROMO.CA](https://www.staples.com/promo)



A Custom Quilted Blanket

QTY	6-23	24-49	50+
PRICE	\$160.48	\$155.69	\$149.02

This lightweight and washable quilted blanket is made with recycled materials and comes with three options for its quilted pattern. A staple for the beach or the campsite and conveniently packs down into a matching drawstring bag.



A

B Solé® Single Speed 2.0 Bicycle

This item is **100% customized** to your needs! Reach out to your Staples Promo rep for a quote.



B

Multi-functional hat and cooler with insulation to keep your beverages cool.



C

C Full Colour Malibu Sunglasses

QTY	100-149	150-199	200+
PRICE	\$5.45	\$5.03	\$4.88



D



D Custom Print Cooler Bucket Hat

QTY	500-749	750-999	1000+
PRICE	\$12.18	\$11.82	\$11.31

E Custom Pool Floatie

This item is **100% customized** to your needs! Shape, size, colours - reach out to your Staples Promo rep for a quote.



E



CASE STUDY: CORONA

Completely Custom Merchandise Solutions

Creating authentic experiences that amplify your brand purpose and build customer connections is what branded merchandise is all about. And it doesn't stop there. You can take that customer experience even further by ideating and designing solutions completely from scratch to create merchandise that is an effortless extension of your brand.

THE ASK

With their numerous subsidiary and affiliated brands, creating consumer moments that resonate with the specific experiences portrayed by each brand is of the utmost importance to our client partners at Labatt Breweries of Canada. For Corona, that means merchandise needs to reflect the brand's mantra to "seek out simple pleasures in places with a slower pace and a relaxed vibe."

Gift packs have been an effective tactic for Labatt, as they promote shopper interruption and support brand building for retailers like the LCBO. As a part of their premium beer expansion strategy to support trial, category recruitment, and market share growth objectives, Labatt came to our team with a request to execute a seasonal campaign that offered a limited time Corona gift pack featuring a beach towel made of recycled plastic bottles.



THE STRATEGY

The challenge with gift packs is that they can be expensive to execute. The cost of producing the item, along with co-packing and shipping thousands of units, can be prohibitive to the profitability of a campaign. With an execution of this scale, and the need for completely custom design and construction, the most cost-effective and creatively flexible strategy was to partner with a supplier whose expertise was in the custom, overseas factory-to-client supply channel.

Collaborating with a vendor that ensured best-in-class manufacturing and product compliance, our team delivered a proposal that provided in-depth specifications, as well as initial designs and renderings from our in-house creative team. Once concepts were fully ideated and presented to the Labatt team, a few rounds of revisions led to approval to proceed with a pre-production sample of the Corona beach towel. With sustainability being essential to the campaign, the team sent samples to a third-party testing agency to support and confirm that recycled plastic bottles were used to manufacture the beach towels.

Once the sample of the beach towel was approved, it was sent to the packaging manufacturer to confirm that it fit perfectly with the existing beer packaging. With final sign-off, the supplier was given the go-ahead to proceed with production of 15,000 Corona beach towels for an in-pack gift campaign.

THE RESULTS

The Corona beach towel campaign launched throughout the holiday season as an Ontario activation, and consumers who visited the LCBO, certain Beer Store locations, and other licensed retailers across the province were able to receive the gift with purchase. Once the beach towel reached retailers, word-of-mouth became a valuable channel for communicating the promotion to consumers, and the campaign successfully created seasonal demand, drove an overall increase of sales, and ultimately increased Corona's market share.



Interested in learning more about creating fully customized merchandise solutions?

Speak to your Staples Promo representative to get started!

Outside Vibes



Summer is coming and we're here for it! Outdoor living provides us with easy relief from the stresses of our day-to-day, and as people continue to take their outdoor experiences further, there is a unique opportunity to create branded merchandise that enhances that experience. Whether it is backyard living, campsite grilling, or beachside chilling, providing customers with a gift that is functional and connects with their **outside vibes** will help establish a lasting relationship with your brand.



TOP PICK

La Cuisine Picnic Table & Carrier

QTY	6-14	15-24	25+
PRICE	\$120.94	\$111.64	\$108.31

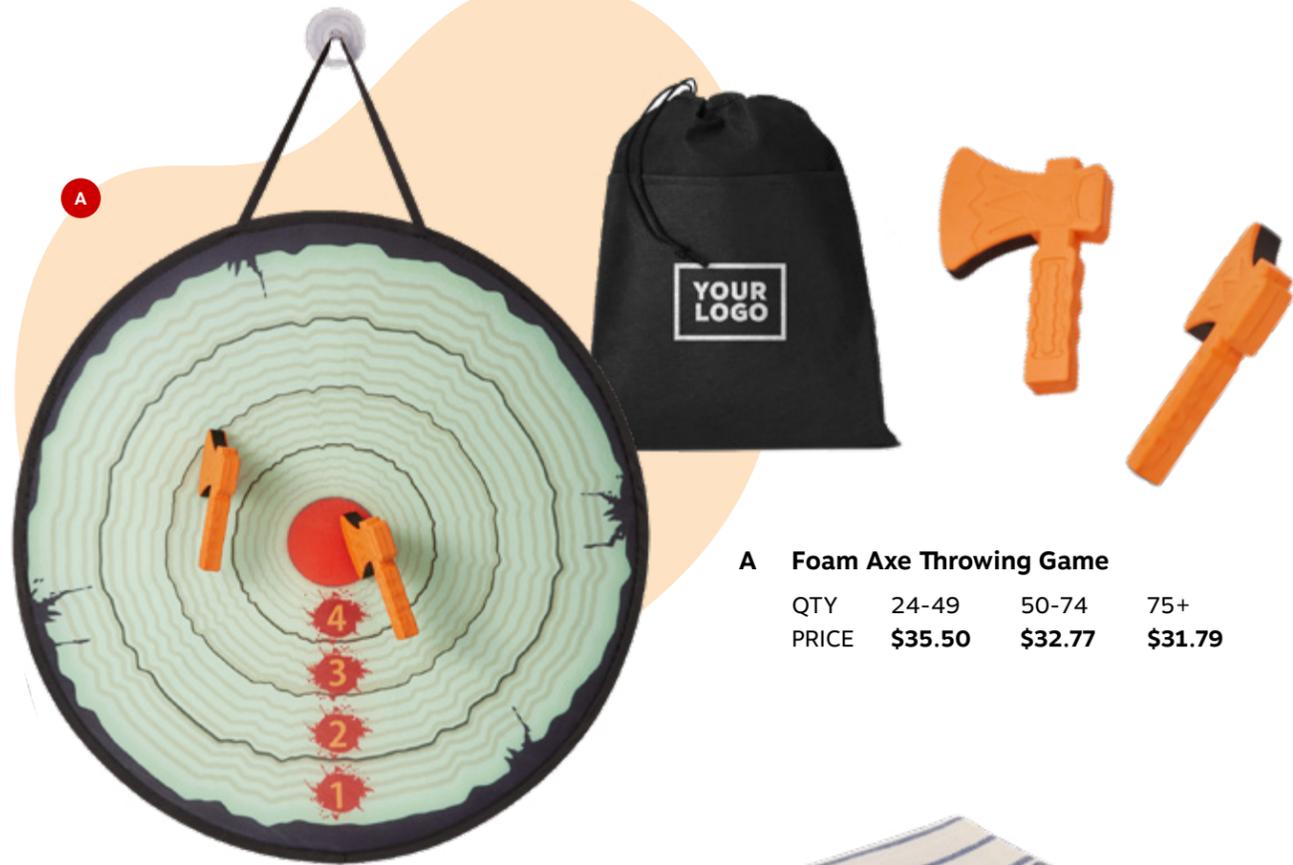
This two-in-one picnic table and tote basket offers ideal convenience for a day of leisure. The low profile table is the perfect place to set wine glasses, a bottle, and lunch for two! When folded, beverages and snacks can be tucked into the basket for easy transport.

Open table dimensions:
16.75"L x 16"W x 14.25"H.



READY TO PLACE AN ORDER?

Connect with your Staples Promo rep or contact SPPCanada@Staples.com | 1-800-450-6452



A Foam Axe Throwing Game

QTY	24-49	50-74	75+
PRICE	\$35.50	\$32.77	\$31.79

B Bungalow Beach Towel

QTY	20-49	25-49	50+
PRICE	\$43.79	\$40.43	\$39.22



C Multi-Functional Bucket, 64oz

QTY	250-299	300-449	450+
PRICE	\$4.55	\$4.20	\$4.08

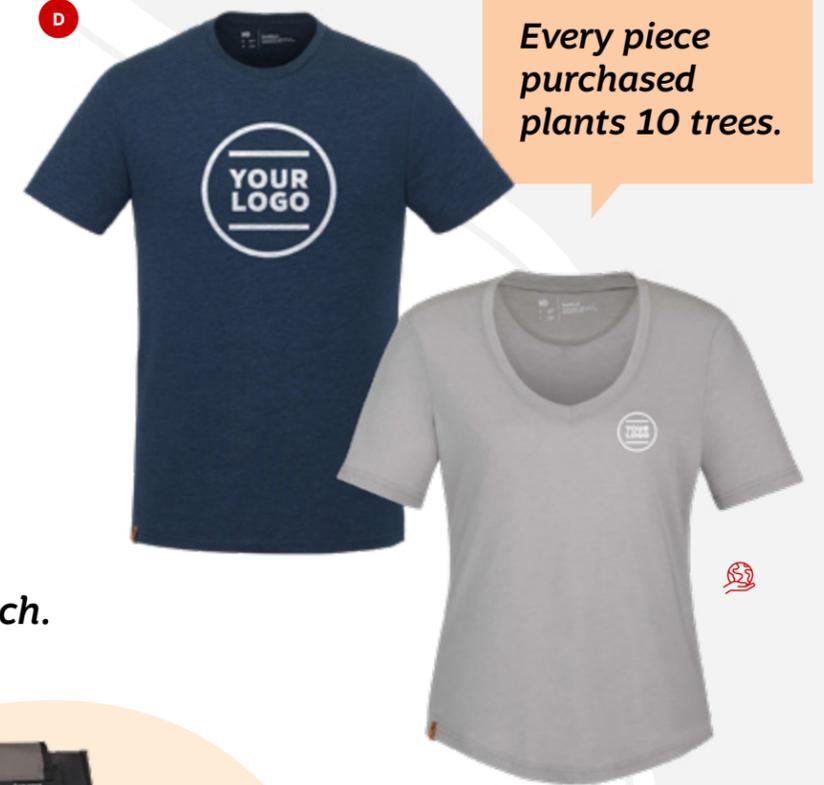


D tentree® Treeblend Classic T-Shirt

QTY	24-49	50-74	75+
PRICE	\$57.65	\$53.22	\$51.63



Durable, made with recycled materials, and easily folds into a compact zippered pouch.



E Dri Duck® Compact Field Chair

QTY	6-14	15-24	25+
PRICE	\$174.08	\$160.69	\$155.89



Customized Merch Kits. Made Easy.

Easily package your promo to create brand experiences with impact.

Thoughtful merchandise.
Compelling messaging.
Lasting connections.

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



Rewards That Resonate



Celebrating your team is a key driver to creating a culture of engagement at your workplace. Recognition should go beyond formal service anniversaries and hitting your numbers; it's an opportunity to initiate informal, continuing communication and appreciation! Everyone has unique interests, values, and motivations that shift with evolving trends and experiences. Refreshing your recognition offering with **rewards that resonate** on an ongoing basis will help keep your program relevant and fulfilling for your workers.



TOP PICK

Wild Obsessions Kit

QTY	10-24	25-49	50+
PRICE	\$125.55	\$115.89	\$112.43



Recognize your team with a stylish and functional ready-to-purchase merch kit that seamlessly takes them from office to outdoors. Features the rugged Call of the Wild roll-top water-resistant backpack, 20 ounce Trend Setter stainless steel vacuum insulated bottle, hardcover journal, and pen.



READY TO PLACE AN ORDER?

Connect with your Staples Promo rep or contact SPPCanada@Staples.com | 1-800-450-6452

[STAPLESPROMO.CA](https://www.staples.com/promo)



Tap your Popl® to the back of any compatible smartphone to instantly share contact info, social media, websites, and more!

A Popl® Digital Business Card

QTY	10-49	50-74	75+
PRICE	\$41.09	\$37.93	\$36.80



D Evergreen 3-Piece Garden Tool Set

QTY	25-49	50-74	75+
PRICE	\$15.77	\$14.56	\$14.12



E Donald Dual Flask Gift Set

QTY	25-49	50-74	75+
PRICE	\$41.04	\$37.88	\$36.75



B Renew rPET 3 Piece Packing Cube Set

QTY	12-49	50-74	75+
PRICE	\$25.90	\$23.91	\$23.20



C Fresh Beginnings DIY SugarCookie Decorating Kit

QTY	25-49	50-74	75+
PRICE	\$51.17	\$47.24	\$45.83

Rewards & Recognition Solutions. Made Easy.

Customized employee reward experiences that create connection and purpose.

Reach out to your Staples Promo representative to learn more and for a live demo of our exclusive platform.



Event Experiences

Events are an incredible tool for creating connections with your audience. Whether your event is in-person, virtual, or hybrid, delivering a unique and valuable experience will leave a lasting impression and amplify the impact of your brand's messaging. Finding the right gifts and giveaways will contribute to a cohesive **event experience**, and will help ensure your guests remember the important takeaways well beyond the day's festivities.



TOP PICK

Intrepid Stainless Steel Tumbler, 40oz

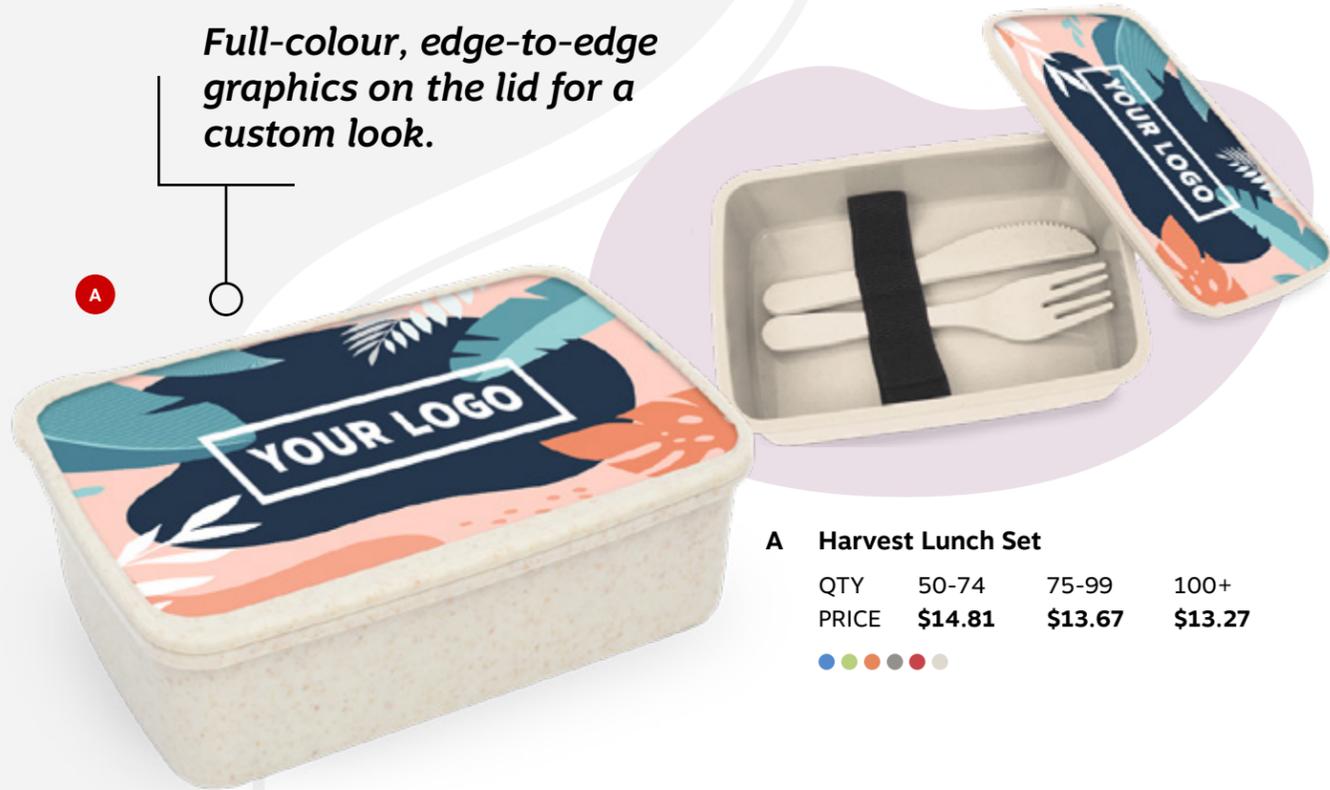
QTY	20-49	50-74	75+
PRICE	\$34.49	\$31.84	\$30.88



This year's must-have mug offers retail-inspired style at a more affordable price. Features stainless steel outer and inner construction, double wall insulation for hot or cold beverages, a screw-on, spill-resistant lid with a straw hole, and a 12-inch reusable straw.



Full-colour, edge-to-edge graphics on the lid for a custom look.



A Harvest Lunch Set

QTY	50-74	75-99	100+
PRICE	\$14.81	\$13.67	\$13.27



B



B Silicone Cell Phone Strap

QTY	150-249	250-499	500+
PRICE	\$3.83	\$3.54	\$3.43



C



C Hammonds™ Super Snack Mix

QTY	50-74	75-99	100+
PRICE	\$15.10	\$13.94	\$13.52

D



D Renew rPET Lunch Cooler

QTY	15-49	50-74	75+
PRICE	\$19.42	\$17.93	\$17.39



E



E The Big Three Journal Set

QTY	35-74	75-99	100+
PRICE	\$29.70	\$27.42	\$26.60

Custom Colours

F



F Earbud Cleaner Set

QTY	100-149	150-199	200+
PRICE	\$5.00	\$4.62	\$4.48



A gift with high-perceived value that is perfect for your keynote speaker.

G



G Environ Full Colour Wireless Speaker

QTY	1-11	12-24	25+
PRICE	\$161.44	\$149.02	\$144.57

Clearly Sustainable

When it comes to sustainability, consumers expect brands to initiate programs and practices that will do better by the planet. Merchandise should be one part of your brand's larger responsibility, and that's why we are equally dedicated to providing **clearly sustainable** promotional products that are made from recycled materials and manufactured in environmentally conscious facilities, so that you can create an elevated brand experience while creating positive impact.



TOP PICK

Out of the Ocean™ Pocket Tote

QTY	25-49	50-74	75+
PRICE	\$14.13	\$13.04	\$12.65



Made from 100% Ocean Plastic®, each Out of the Ocean™ Pocket Bag removes the equivalent of three plastic water bottles from our oceans and waterways. Features comfortable shoulder straps and a small, attached pouch to conveniently tuck away when not in use.





A

A Somoto Eco Long Sleeve T-Shirt

QTY	24-49	50-74	75+
PRICE	\$35.10	\$32.40	\$31.43



Made from soft, recycled poly-cotton blend certified by the Global Recycled Standard.



B

B Vila Recycled Executive Duffel

QTY	30-74	75-99	100+
PRICE	\$35.23	\$32.52	\$31.55



Donates to environmental nonprofits through a partnership with 1% For The Planet.

C Modern Sprout® Encouragement Seed Bomb

QTY	25-49	50-74	75+
PRICE	\$16.34	\$15.09	\$14.64

Choose from a mindful blend of sage, lemon balm, coneflower, and chamomile or mint, lemon basil, thyme, and lavender.



C



Made with 91% recycled stainless steel.



D



D Asobu® Recycled Canyon Bottle, 50oz

QTY	48-74	75-99	100+
PRICE	\$46.67	\$43.08	\$41.80

E Ecologist 5-pc Stationery Kit

QTY	100-149	150-199	200+
PRICE	\$9.72	\$8.97	\$8.70



E





How to ORDER

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

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 to August 31, 2023.

© 2023 Staples, Inc. - Confidential and Proprietary. All Rights Reserved. This document contains proprietary work by Staples Promotional Products and is to be treated confidentially by all recipients. Any review, retransmission, dissemination, or use of or taking of any action upon this document by any third party, without the prior written permission of Staples, Inc. is prohibited by law.