

## Year in Review: The 11 Most Popular Business Gifts from 2011

Each year we publish our Guide to the Most Popular Business Gifts for Teams. We compile this Guide based on our sales and customer feedback, as well as industry-wide data.

As a distributor of logo imprinted incentive and reward gifts, our clients span a wide range of industries, organization sizes, and geographic locations. The business gifts that appear on our annual list are proven 'crowd pleasers' that are appropriate for most age groups, genders, and professions.

So here are 2011's winners!

### #1: Padfolios

Padfolios top this year's list as most popular business gift for teams because they:

1. Are highly functional and easy to use.
2. Come in two of the most popular price points for business gifts: \$5 – 10 range and \$15 – 25 range.
3. Have high quality that makes the perceived value exceed the actual price you pay.
4. Can be either silkscreened (color added) or debossed.

Two popular models are our Economy Plus Padfolio and our 3-Ring Binder Padfolio.



### #2: Paperweights

Paperweights were the second most popular business gift of 2011 for two reasons:

- Wide variety of styles and materials from crystal to eco-friendly wood.
- Wide variety of shapes, including completely custom shapes.

Our Dome Crystal Magnifier is popular because it magnifies. Our custom-cast stone paperweights are popular because we can create them in virtually any shape you want. We can match your logo or mascot, like we did with this salamander shaped paperweight.



Information in this article is valid as of February 2, 2012. Product availability and pricing may change at any time. US Dollar prices are used. Most imprinted orders require a setup charge in addition to per-piece pricing. Art, shipping, taxes, and other charges may apply depending on the order. We happily provide quotes that may include unpublished discounts.

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### #3: Desktop Toys

Desktop toys came in third place for top business team gifts. This category is always popular because people love to give playful gifts as part of a celebration or party. Our Inspirational Office Blocks with Balancing Bar is a good example.



### #4: Drinkware

Drinkware is another popular category for both business gifts and promotional giveaways. There are so many styles of drinkware - It's a huge giftware category! When a customer wants to purchase drinkware, we usually collect their requirements. Then suggest the travel mugs, sports bottles, ceramic coffee cups, or other drinkware items that meet their needs. One model that has been particular popular is our Slimline Biodegradable Travel Mug. Great price point and broad design appeal!



### #5: USB Drives

USB drives round out the top five business gifts for 2011. We find these are especially popular when gift givers want to provide data along with the gift, such as class material, meeting presentations, or a hand-crafted Thank You message. A customer favorite is the Square Twist drive with full color graphic/photo decoration on both sides. It comes in several memory sizes and seven crisp colors: black, yellow, red, orange, medium blue, white, and lime green (not pictured).



### #6: Frames

Frames appear for the first time on our list of top business gifts, but their presence is no surprise. When ordering frames customers often ask for a subtle logo or text decoration, so the imprint doesn't distract from the photo inside the frame. HR departments like frames as office gifts because they enable employees to personalize their workspace with home photos. Gift frames are often made of wood, which provides a great combination of value and style. Metal, acrylic, and leather frames are also common. A popular gift is a frame combined with a clock.



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### #7: Chocolate

Chocolate is always on our list of top business team gifts because it's inexpensive and delivered quickly. (Our stock shapes and bars ship within 1-2 business days.) Team-themed chocolate like our Teamwork Chocolate Puzzle Pieces are our most popular...but we can create custom shaped chocolate pieces too! Around the holidays our Chocolate Dipped Snowflake Cookies are very popular for holiday office parties.



### #8: Bags

Bags are popular giveaways for events or conferences. Messenger bags were a popular bag style for 2011. They typically cost between \$3 and \$8 depending on materials, construction, and features.

When giving bags as a reward or incentive gift, our clients typically choose a good quality cooler or lunch bag, like this style that converts from a cooler into a small duffel bag. If the budget is larger, companies may select a computer bag like this computer backpack. Both bags shown are priced in the \$15 - \$20 range when on sale.



### #9: Beach Towels

Beach towels are a big hit for spring and summer business gifts. Towels are typically classified by the weight per dozen towels. (14-17 lbs/dozen is a typical mid-weight towel.) White towels are the most affordable and common. Surfboard shaped beach towels are memorable gifts for larger budgets. Cotton prices fluctuate frequently, so quotes must be provided just prior to purchase.



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### #10: Apparel

People love to get free clothing, so apparel is always a favorite business gift. Items like golf shirts, oxford shirts, t-shirts, sweat shirts, sweaters, and jackets can be decorated with embroidery, silk screening, or laser etched logos. Correct sizes are important to make sure an apparel gift is fully appreciated. When a customer cannot collect sizes for the gift recipients, we can make recommendations on size ratios for the order. We may also suggest an alternative personal apparel accessory like a scarf or hat. We also suggest purchasing male and female companion styles, so ladies and men are equally happy with their gift.



### #11: Pens

Pens wrap up our 2011 list of top business gifts for teams. Because pens come in a huge variety of styles and price points, they can be used as the main gift or a supplemental gift. When a pen is the main gift, customers will often choose a laser-engraved metal pen that is gift boxed. (Prices start around \$3/pen and can hit \$100/pen for brand names.)

When pens are a supplemental gift or promotional giveaway, customers typically aim for \$.40 - \$2 range. One of our favorite pens is shown here. The writing cartridge is one of the best we've found in the price range of \$.55/pen for a quantity of 300 pens.



### Final Thoughts

If you need some quick ideas for a business gift, this guide is a helpful place to start. We're also available to help you find the best gift for your budget and occasion. Just call us or request a quote!

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