

# TRENDS ~~SPRING~~ 18

[bicgraphic.com](http://bicgraphic.com)



METALLI-COOL



liveFIT



colorchanging

# COLOR BLOC KING

Mixing shades together in unexpected ways can be exhilarating! Bright colors put together in the right way can add a striking, expressive personality to almost anything. Plus, colorful promotions are just plain fun!

[whowhatwear.com/primary-color-block-trend-2017/](http://whowhatwear.com/primary-color-block-trend-2017/)  
[liveabout.com/what-is-colorblocking-13649](http://liveabout.com/what-is-colorblocking-13649)

✓ **Good Value.**  
32146  
4-Port USB  
Wall Adapter



✓ **Good Value.**  
46129  
Bilby Mug—15 oz.



✓ **Good Value.**  
15876 Color Pop  
Convention Tote



✓ **Good Value.**  
55865  
Sphere Pen



✓ **Good Value.**  
15884  
Pitch Notebook  
with Jive Pen



# METALLIC-COOL



46136  
Executive Vacuum  
Tumbler—18 oz.



 **Good Value.**  
32167  
Truly Wireless Earbuds  
with Charging Case



55870  
Crest Stylus Pen  
Covered by U.S. Patent Nos. 8,847,930; 9,092,077

From home décor to luxury products, metallic is a growing trend. Fashionable silvers, bronzes, and “rose golds” are showing up everywhere.

Shiny, warm metals like bronze and gold are resurging as important ways to lend elegance to a space.

Matte metallic finishes are a delightfully unexpected finish for objects that are traditionally lustrous or glossy.

We love that this stylish theme is making its way into promotional products!

[housebeautiful.com/design-inspiration/g3978/2017-home-design-trends/?slide=3](http://housebeautiful.com/design-inspiration/g3978/2017-home-design-trends/?slide=3)  
[reviewjournal.com/life/home-and-garden/mixing-metallic-finishes-is-growing-trend/](http://reviewjournal.com/life/home-and-garden/mixing-metallic-finishes-is-growing-trend/)



# liveFIT

With a new year naturally comes a fresh start—and the perfect chance to reboot your stale workouts! Hiking, for example, can burn loads of calories, but also brings the mind-boosting response to greenery, spacious views, and fresh air! Companies are increasingly realizing that a healthy employee is a happy, more productive one! This creates programs and services that promote healthy behaviors, and make it a perfect place for promotional products!

[shape.com/fitness/trends/15-next-big-fitness-trends](http://shape.com/fitness/trends/15-next-big-fitness-trends)  
[health.com/fitness/2017-fitness-trends#fitness-trends-2017](http://health.com/fitness/2017-fitness-trends#fitness-trends-2017)



 **Good Value.**

15926  
Ripstop Sport Drawstring



 **Good Value.**

46162  
Thunder Sports  
Bottle—34 oz.

Sweaty  Bands®

41031 Sweaty Bands® Headband



45341  
Exercise Mat





# MULTI FUNCTION



You don't need more things in your life, just better things. Multi-function items can help cut down on clutter, without sacrificing usefulness. People love when products serve multiple purposes or have bonus features. They say two heads are better than one, and the same applies for promo products as well. If a product can perform more than one function then you have twice the opportunity to make a lasting impression with a client.

[thrillist.com/gear/7-multi-functional-products-that-will-do-everything-you-need](http://thrillist.com/gear/7-multi-functional-products-that-will-do-everything-you-need)  
[qualitylogoproducts.com/promo-university/products-your-customers-wont-stop-talking-about.htm](http://qualitylogoproducts.com/promo-university/products-your-customers-wont-stop-talking-about.htm)  
[magazine.promomarketing.com/post/trends-ppai-expo-2017/](http://magazine.promomarketing.com/post/trends-ppai-expo-2017/)



**Good Value.**  
 55858  
 Twist Highlighter-Pen Combo

**Good Value.**  
 32115  
 10-in-1 Office Multi-Tool



**Good Value.** 32144  
 Keyring Dual Charging Cable with USB-C

## KOOZIE

46173  
 KOOZIE® Tripple Vacuum Tumbler—11 oz.



## KAPSTON™

15932  
 KAPSTON™  
 Pierce Tote-Pack



KOOZIE® is a registered trademark of BIC Graphic.

# colorchanging



 **Good Value.**  
15933  
Color Changing  
Journal



**KOOZIE**  
46165  
KOOZIE® Color  
Changing Can/Bottle  
Kooler

Products that change color hit a sweet spot for the kid in all of us. Many adults still have the same fascination with glowing and color-changing objects that we did as kids. Why? Maybe we're just looking for any little spark of delight or maybe we're just easily amused. Either way, here are a few color-changing promotional products that will be sure to catch the eye.

[qualitylogoproducts.com/promo-university/products-yourcustomers-wontstop-talking-about.htm](http://qualitylogoproducts.com/promo-university/products-yourcustomers-wontstop-talking-about.htm)

## Love these trends?

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