

TRENDSspring18

METALLI-COOL

liveFIT



MULTI FUNCTION

KING

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/ liveabout.com/what-is-colorblocking-13649



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/g3978/2017home-design-trends/?slide=3 reviewjournal.com/life/home-and-garden/mixingmetallic-finishes-is-growing-trend/



Innovative Idea Award

2018

Grant Collins

36862 | Metallic Award

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

live

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 health.com/fitness/2017-fitness-trends#fitness-trends-2017

Good Value. 15926 Ripstop Sport Drawstring

GOTHA



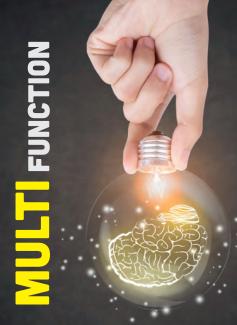
Sweaty Bands"

GROOVeRun'17



Good Value. 46162 Thunder Sports Bottle—34 oz.

45341 Exercise Mat



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.

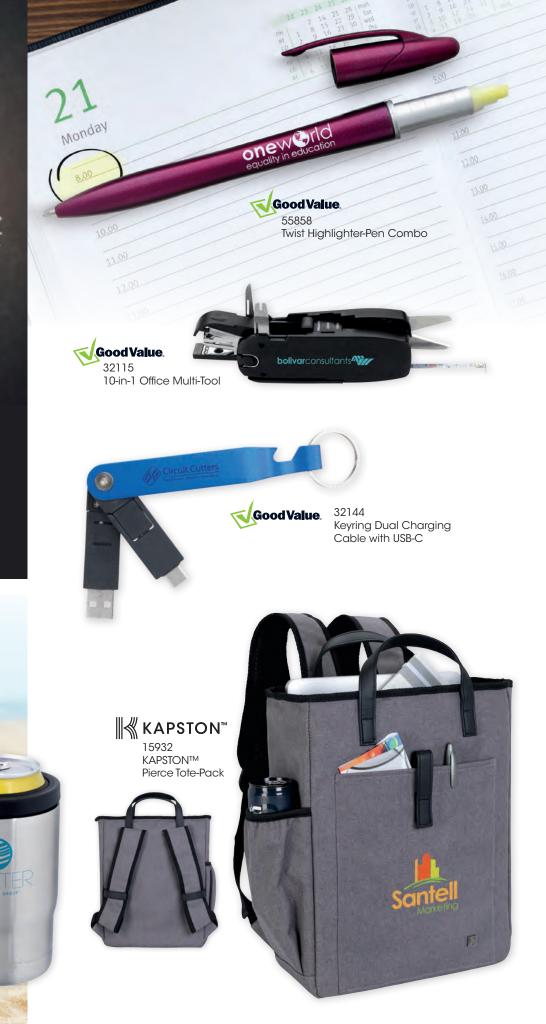
thrillist.com/gear/7-multi-functional-products-that-will-doeverything-you-need qualitylogoproducts.com/promo-university/products-yourcustomers-wontstop-talking-about.htm

ucis-yourcustomers-wornstop-taiking-about.ntm magazine.promomarketing.com/post/trends-ppai-expo-2017/

KOOZSE

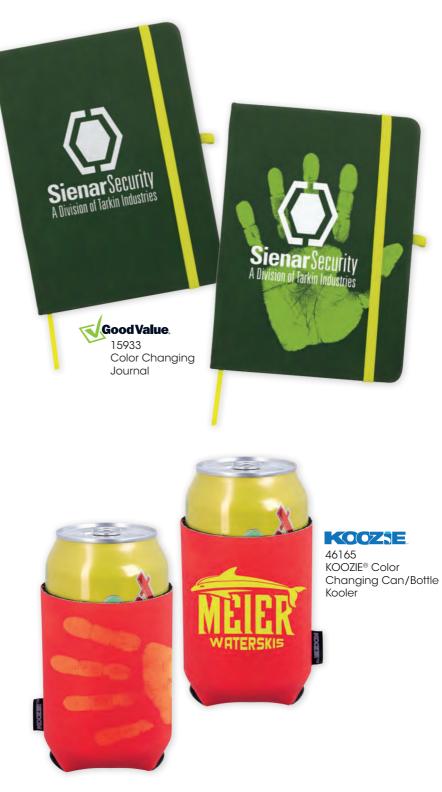
KOOZIE® Tripple Vacuum Tumbler—11 oz.

46173



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



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