

TRENDS



Q1 - 2025

Kick Off 2025
With This Season's
Hottest Trends

FEEL GOOD VIBES | ECO-FRIENDLY FAVORITES | EVENT READY ESSENTIALS
PANTONE COLOR OF THE YEAR | CHILL & THRILL | ELEVATED DECORATION
FOR THE HOME | EMPLOYEE APPRECIATION





FEEL GOOD VIBES



EBY26

Deep Tissue Therapy Massager

The perfect blend of relaxation and wellness. Ideal for employee appreciation or client gifts, massagers promote physical well being while delivering a luxurious experience that aligns with today's self-care-focused culture.

BP01

BLENDi™ Pro+ Portable Blender

The Blendi portable blender is a standout in the growing trend of on-the-go wellness products, offering convenience and style for busy individuals. Perfect for employees or clients who prioritize healthy living, this compact blender makes it easy to enjoy smoothies, shakes, and more wherever they are, all while keeping your brand top of mind.



EL220

Boompods™ Echobuds

Boompods™ Echobuds are a top choice in the tech accessory trend, combining high-quality sound with sleek, modern design. Perfect for enhancing daily commutes or workouts, these wireless earbuds offer a premium listening experience while providing a fantastic opportunity for brand visibility through a popular and practical product.



UB28

uni-ball® Jetstream Recycled Ocean Plastic Pen



CB182

EarthTrendz™ rPET Whitewater 24 Can Cooler



EL226

Dual Port Bamboo/rPET Powerbank 5,000mAh

ECO-FRIENDLY FAVORITES



SL185PR
EarthTrendz™ 14oz Recycled Stainless Steel Tumbler



BG388
Urban Peak® Waterproof 46L Quake Dry Bag/Duffel



BG379
EarthTrendz™ Waterproof 6L Window Dry Bag

Sustainability continues to be a driving force in promotional product trends, with eco-friendly items gaining popularity across all industries. From reusable drinkware and tote bags to recycled pens and bamboo products, businesses are prioritizing environmentally conscious options that align with consumers' growing commitment to sustainability. These thoughtful, eco-friendly gifts not only reduce waste but also offer a powerful way to demonstrate a brand's values and commitment to a greener future.



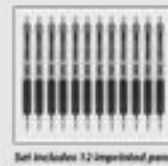
EL208
Magnetic Wireless Charger &
Power Bank 10,000 mAh



UB27
uni-ball® 207 PLUS+ Gel Pen



BG386
Essentials Waterbottle Holder



UPK59
Oxford Padfolio/GBSG Gift Set

EVENT READY ESSENTIALS

As the demand for unique, high-quality giveaways grows, companies are seeking to personalize their event swag to align with both their brand and the interests of their target audience. Whether it's creating a cohesive gift package for a tradeshow, providing employees with memorable picnic keepsakes, or sending sales teams home with thoughtful, branded tokens, these products can serve as a reminder of the event and the company's commitment to excellence. Customized items also offer valuable post-event marketing opportunities, as recipients continue to use and showcase the products long after the event concludes. As businesses strive to connect on a deeper level with their clients and employees, branded giveaways are an essential part of creating a lasting, positive impact.



PANTONE COLOR OF THE YEAR

17-1230 | Mocha Mousse



Pantone's 2025 Color of the Year, "Mocha Mousse," is set to make a bold statement in promotional products, bringing a warm, earthy tone to the forefront. This rich, sophisticated shade combines deep browns with subtle hints of cream, making it a versatile choice for a wide range of items, from apparel to office accessories. Its comforting yet modern appeal adds a touch of luxury and refinement to branded products, making them stand out in both professional and personal settings.

As businesses seek to connect with their audiences through meaningful, aesthetically pleasing gifts, Mocha Mousse offers a perfect opportunity to incorporate a trendy yet timeless color into promotional campaigns. This color pairs seamlessly with metallics, neutrals, and even bold accent hues, allowing for creative flexibility in design. Whether used in tech accessories, drinkware, or home goods, Mocha Mousse promises to elevate the look and feel of promotional products in 2025.



FB56

Frost Buddy® Universal Buddy
2.0 Copper Kiss



SL172PM

15oz Urban Peak® Keystone
Metallic Vacuum Tumbler



SL188CP

28oz Urban Peak® Dual Top
Copper Water Bottle

CHILL & THRILL

The "Chill and Thrill" trend is making waves in promotional products, with cooler bags taking center stage as the ultimate combination of practicality and fun. Perfect for outdoor activities, picnics, and tailgates, these bags keep beverages and snacks cold while offering ample space for brand visibility. With stylish designs and durable construction, cooler bags are an ideal way to show appreciation while ensuring your brand is present at every adventure.



CB188

Urban Peak® Waterproof Cryo
26 Can Backpack/Cooler



CB186 & CB187

Urban Peak® Waterproof Cryo
12 (CB186) or 24 (CB187) Can cooler

62% of consumers say they are more likely to keep a branded cooler bag if it's used for outdoor activities like tailgating, camping, or beach trips. Cooler bags are becoming essential giveaways at events, aligning with the growing trend of outdoor and adventure-themed promotions.



CB161

Urban Peak® Waterproof 12 Can Hinge Cooler

7% of corporate event planners are incorporating cooler bags into their giveaways to appeal to the rising interest in adventure travel and wellness-focused activities. These high-quality, branded bags are becoming a must-have for outdoor retreats, hiking trips, and company picnics.



CB175

Urban Peak® Waterproof Ashforth 38 Can Tote/Cooler

39% of consumers are opting for cooler bags with added features like built-in bottle openers and storage compartments. These versatile, feature-packed designs are gaining popularity at events and outdoor adventures, offering both practicality and entertainment.



ELEVATED DECORATION

The trend in promotional products is shifting toward unique, elevated decoration techniques that create a lasting impression. With innovations like TRU.0 full wrap and TruColor, brands can achieve sharp, vivid designs that bring logos and artwork to life with unmatched precision and color accuracy. Personalization is also on the rise, allowing brands to offer highly customized products that speak directly to individual customers, strengthening connections. These advanced decoration methods ensure your promotional items stand out in a crowded market, making a bold statement and enhancing brand visibility.



- | | |
|--|--|
| <p>1 SL179PR
28oz Urban Peak® Pinnacle Flip Straw Tumbler</p> | <p>6 SL167PR
15oz Urban Peak® Citrine Vacuum Mug</p> |
| <p>2 SL162PR
16oz Urban Peak® Stony Trail Vacuum Mug</p> | <p>7 SL169PR
Urban Peak® 20oz Portage Flip Straw Water Bottle</p> |
| <p>3 SL174PR
40oz Urban Peak® Apex Ridge Vacuum Travel Mug</p> | <p>8 SL161PR
12oz Urban Peak® 3-in-1 Hassler Vacuum Mug</p> |
| <p>4 SL258PR
14oz Urban Peak® Trek Vacuum Camp Mug</p> | <p>9 SL165PR
20oz Urban Peak® Party Cup</p> |
| <p>5 SL164PR
16oz Urban Peak® Keystone Trail Vacuum Tumbler</p> | <p>10 STN29
Stanley 40oz The Quencher H2.0 Flowstate™ Tumbler</p> |



BBQ5
5 Piece Deluxe BBQ Set

FOR THE HOME

Home and kitchen items continue to be popular choices for promotional products, with a growing emphasis on high-quality, functional gifts that enhance everyday life. Whether for outdoor cooking enthusiasts or those who love to entertain at home, these gifts not only offer great utility but also provide ample branding opportunities, ensuring that your company stays top-of-mind in the kitchen and beyond.



JJ017

Joseph Joseph® Multi-Prep
4-pc Grater & Slicer

Multi-prep graters and slicers are gaining popularity as versatile, space-saving kitchen tools that make meal prep easier and more efficient. These practical gifts are perfect for employees or clients who enjoy cooking, offering convenience and versatility in one compact design.

KS76

Niagara Cutlery™ Acacia
Cheese Board Set

Cheese board sets are a top trend in home and kitchen promotional products, offering a sophisticated and practical gift for both casual gatherings and formal entertaining. Cutting boards combine style and functionality in the home.





LCI03
Lodge® Cast Iron Skillet



EL219
Digital Tire Inflator/Air Pump



UPK56
Urban Peak® SL235PR/EL161 Gift Set



STN01
Stanley® 8oz Classic
Easy Fill Wide Mouth Flask



TRV03
Travelon® Anti-Theft
Metro Waist Pack

EMPLOYEE APPRECIATION

Employee appreciation is shifting towards more personalized and meaningful gifts that reflect the unique interests and values of each individual. Companies are moving away from generic tokens and embracing thoughtful, customized experiences that create deeper emotional connections and reinforce a positive workplace culture.



Celebrate Employee Appreciation Day
March 7, 2025

