



TRENDS

2026 | Q1

The Well-Being Wave | Eco-Essentials | Event Ready
Color of the Year | Carry It Forward | Culinary Classics
Celebrate Your Team | On-the-Go Gear | Signature Style

THE WELL-BEING WAVE

Wellness is more than a moment, it's a movement. Brands are prioritizing products that support balance, resilience, and self-care. From hydration to mindfulness tools, wellness items add value to daily routines. Refresh your clients' promotions with pieces that inspire healthy habits.

TIP:

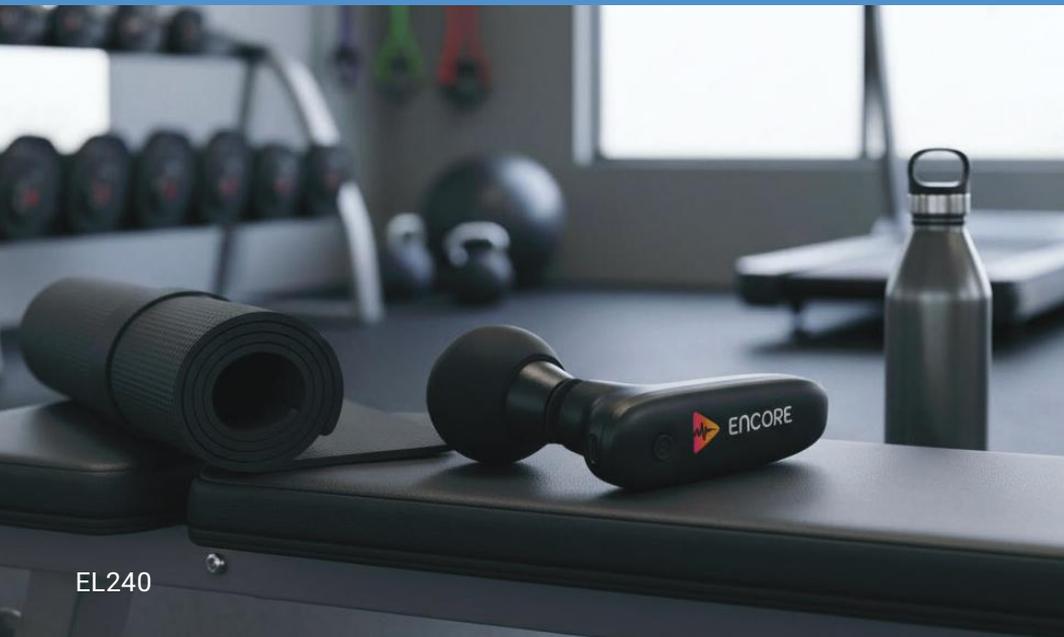
Choose products that help employees reset, recharge, and show up at their best.

BP03



EBY32





EL240



SKR11



EL228

ECO-ESSENTIALS



Sustainability continues to guide purchasing decisions. Reusable, recycled, and responsibly sourced materials are in demand. These products help brands demonstrate environmental commitment with authenticity. Great design proves that eco-friendly can also be stylish and functional.

TIP:
Sustainable picks tell a powerful story about brand values.



EVENT READY

Branded experiences are back and better than ever. Events call for products that elevate the moment and extend the memory. From registration giveaways to VIP gifts, thoughtful items enhance engagement. Equip clients with event solutions that surprise and delight.



PF87

TIP:

Choose items that attendees will keep long after the event ends.

SL195PR





BG386



UB31B



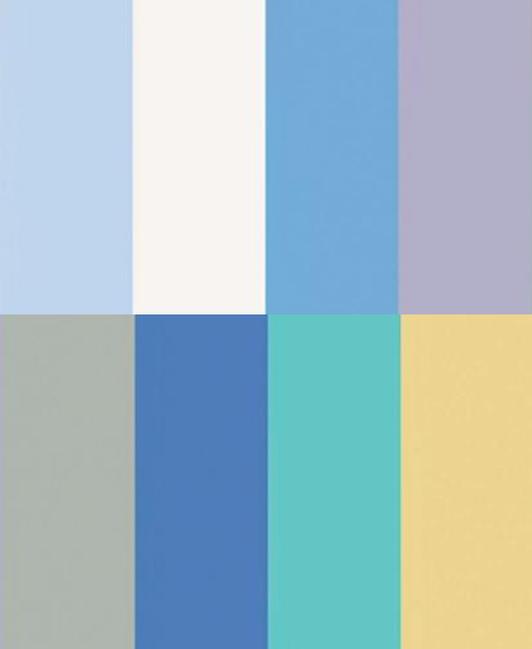
EL208

COLOR OF THE YEAR

Every year, color influences trends across design and branding. Featuring the 2026 Pantone color of the year, Cloud Dancer, connects promos to cultural mood. This palette gives products instant relevance and visual cohesion. With Cloud Dancer, campaigns start with a refined neutral that builds the perfect backdrop for vibrant branding.



OPT5060SL



TIP:
Use color strategically to boost
brand visibility.



SYM01C



NCS02M



STN39

CARRY IT FORWARD

Bags and coolers remain top performers across industries. From daily commutes to weekend adventures, utility drives demand. Premium insulation, modern silhouettes, and durable materials shine. These must-have carriers check every box for style and function.



BG383



BG385

*TIP:
Upgrade impressions with products recipients use every day.*



CB157



BG392

CULINARY CLASSICS

The kitchen continues to be the hub of creativity and connection. Promotional tools that enhance cooking and entertaining are highly valued. Quality materials and thoughtful designs elevate everyday moments. Bring flavor to brand storytelling with functional kitchen gifts.

TIP:

Pair kitchen picks with food-themed campaigns for extra impact.



JJ017



BBQ43



HW58



HW57



LCI02

CELEBRATE YOUR TEAM

Recognition fuels retention, culture, and performance. Thoughtful gifts show employees they're seen and valued. Trendy, practical products make appreciation feel modern and meaningful. Build programs that uplift teams and strengthen loyalty.

TIP:
Personalization transforms appreciation from ordinary to memorable.



SKR10



SL198PR



EL241



SL188CP



EL239

ON-THE-GO GEAR

Today's travelers want convenience, comfort, and smart design. Portable tech, compact essentials, and durable bags make journeys seamless.

Promotional travel gear connects your brand to adventure-filled moments. Help clients deliver practical picks that move with their audience.

TIP:
Choose travel items built to handle every itinerary.





EL223



SL199PR



CB161



FL224

SIGNATURE STYLE

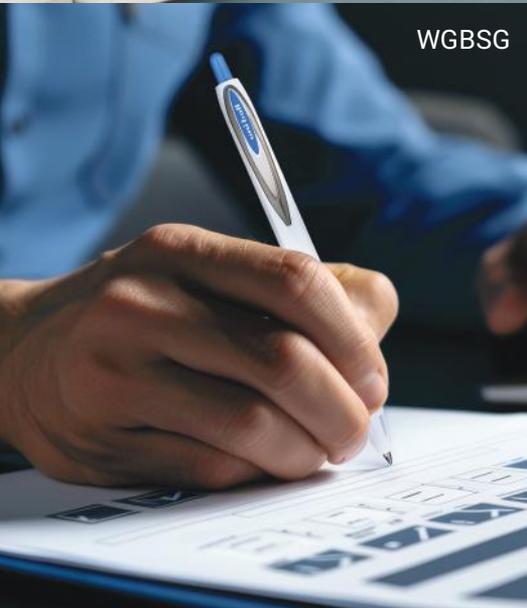
Writing instruments remain timeless promotional staples. Sleek, modern pens elevate brand presence with every signature. Quality makes all the difference in everyday usability. Put your client's logo where it counts—right in their hand.



UB31M



POS02



WGBSG



LAM08

TIP:
A premium pen turns a simple gesture into a standout gift.



LAM02

