

whitestone capabilities

New Hire Kit

THE VIBE

Welcome to Whitestone!

We elevate brands with unique custom merch and that starts with OUR team! Our New Hire Kit holds a special significance - it marks the initial exposure of new employees to our brand and its standards.

Thoughtfully curated and custom-kitted, each box unveils a unique experience. A custom QR code within the kit leads to a [video message from our president](#), adding a personal touch for every newcomer.



MOOD & INSPO



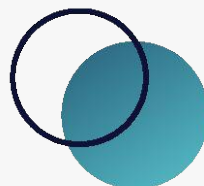
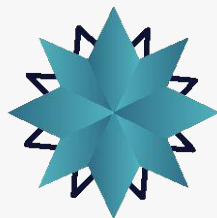
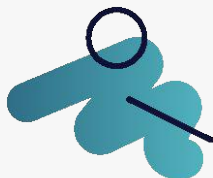
ELEMENTS & ICONS



**NO TWO
STONES
ARE ALIKE**



whitestone



THE MERCH

Infused with Whitestone's traditional branding, our dedicated Brand Team has chosen high-quality office essentials for our New Hire Kits. A palette of blues, greens, and neutrals, are the traditional branding colors that define Whitestone's identity. These kits become a celebration of individuality within the unity of Team Whitestone.

WHAT'S INCLUDED:

- [The Whitestone Brand Guidelines](#)
- Modern design sensibility
- Lava lamp patterns for a touch of nostalgia
- Gradient logos adding a contemporary flair



COMPLETE KIT

Our New Hire Kits are carefully assembled with customized merchandise that welcomes our newest employees to the Whitestone team. These items serve not only as a warm introduction to Whitestone but also as practical companions for the everyday work-from-home experience.

WHAT'S INCLUDED:

- Rocketbook Notebook
- External Charger
- Performance Hat
- Desk Mat
- Tape Measure
- Yeti Mug

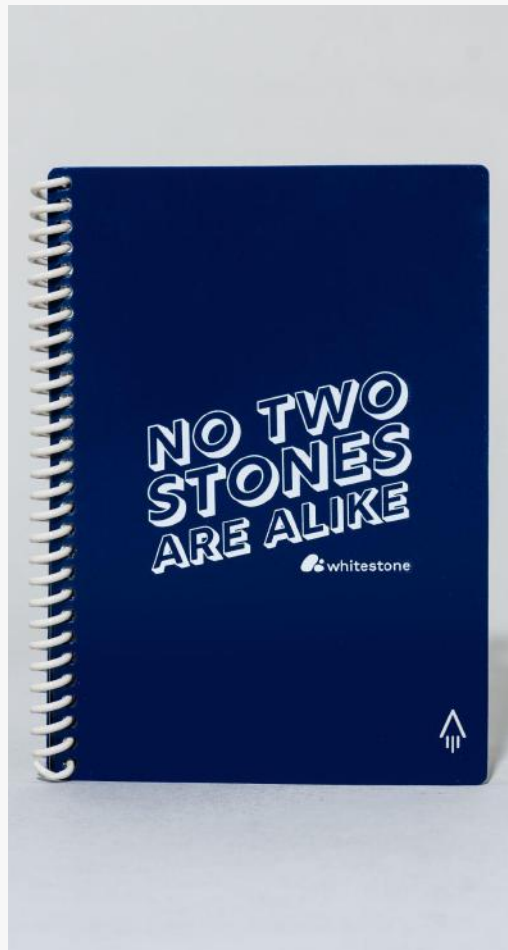


ROCKETBOOK NOTEBOOK

This reusable notebook is a digital canvas for your ideas that seamlessly connects to the cloud, offering a unique blend of style and functionality. With synthetic, white-lined college-ruled paper, it redefines the note-taking experience with effortless organization and a touch of sophistication.

FEATURES:

- Reusable digital notebook with 36 pages
- Cloud-connected via free Rocketbook app
- Durable polypropylene material
- Tone on tone print with Whitestone's heritage philosophy, No Two Stones Are Alike



EXTERNAL CHARGER

As new hires embark on their daily professional adventures, the Chi-Charge Pro becomes a trusted ally. With its 10000mAh battery and built-in cables, it's there to support your digital nomad lifestyle. Whether you're wirelessly charging at home or plugging into your favorite coffee shop, this charger keeps your devices ready for whatever the workday holds.

FEATURES:

- 10000mAh battery with multiple cables
- Integrated AC plug for convenience
- Wireless and wired charging options
- Gradient pad printed with the stone logo



PERFORMANCE HAT

Our Performance Hat, lightweight and customizable, is the perfect accessory for days when a more relaxed vibe is needed at work or when it becomes a fashionable solution on those messy hair days. It adds a touch of comfort and individuality to every new employee's daily routine.

FEATURES:

- Lightweight, unstructured, packable design
- Water-repellent polyester sweatband
- Adjustable strap for a custom fit
- Gradient embroidered stone logo across the center



DESK MAT

This vibrant desk mat transforms any daily workspace into a canvas for daily successes. Whether you're conquering tasks or unwinding with some gaming, the anti-slip rubber base ensures stability. It's the perfect base for creating a personalized workspace that adds a touch of personality to your desk.

FEATURES:

- Large size for work and gaming
- Anti-slip rubber base
- Vivid dye sublimation design featuring Whitestone's unique lava lamp pattern



TAPE MEASURE

For our new hires diving into the details, the Tape Measure becomes an indispensable tool. Precision matters in sizing logos, products, and boxes, and this tool ensures accuracy in every task. As a symbol of attention to detail, it becomes a daily reminder of the precise work that defines Whitestone.

FEATURES:

- Easy-to-use push-button retractable
- Plant-based material for a unique finish
- Pad printed with Whitestone's stone logo



YETI MUG

Twist-on, twist-off – the Stronghold lid on our Yeti Mug is designed for convenience. With dual-slider magnet technology to prevent leaks and double-wall vacuum insulation, this mug is your go-to for keeping drinks hot or cold for hours.

FEATURES:

- Stronghold lid with dual-slider magnet
- Double-wall vacuum insulation
- Dishwasher-safe, durable stainless steel
- Whitestone company name and stone logo laser engraved across the center



MARINE LAYER HOODIE

Custom merch does not stop at the New Hire Kit!

We believe in recognizing significant achievements, and completing the first three months with our team is truly commendable. To mark this substantial milestone, new hires receive our exclusive Marine Layer hoodie after their 3-month review – a celebration of this landmark and their future success with Whitestone.

FEATURES:

- 50% Supima Cotton, 50% Micromodal
- Lightweight Fit
- Made in the USA, by adults
- Gradient embroidered stone logo on the left sleeve



KITTING

To create our New Hire Kit merch, we followed the steps that are outlined in our [Guide to Kitting](#).

STEP ONE - We created custom merchandise for our new employees as a themed gift and for use during their work days.

STEP TWO - We selected work from home inspired items that are also useful during the work day.

STEP THREE - Products were organized and assembled at our fulfillment center.

STEP FOUR - All new hire merch was packed into the branded box to be shipped to each employee's home.

STEP FIVE - Our team members were surprised and delighted with fully-custom, trend-forward items to enjoy during their work days and long after!



COMPANY STORE

When our New Hire Kit merchandise was finalized, we added the custom products to [our company store](#). This store allowed us to showcase our merch and streamline the ordering process internally.

- [10 Reasons Why You Should Consider a Company Store](#)
- [Whitestone's Guide to Company Stores](#)





READ MORE

[New Hire Kit 101](#)

[Guide to Kitting](#)

[Packaging Capabilities](#)

BROWSE TREND SHOPS