

# TRENDS REPORT

2024 | Q2



# SUMMER SWAG

A photograph of three men on a golf course. One man is driving a golf cart, while two others stand nearby. They are all wearing sunglasses and casual golf attire. The background shows a clear blue sky with scattered white clouds. The overall mood is relaxed and summery.

Elevate your vacation vibes with our hottest summer swag picks, from waterproof bags to party speakers. Make a splash with branded essentials that turn every getaway into a memorable adventure. Unleash the power of sun-soaked marketing and let your brand shine brighter than the summer sun. Your vacation, your swag, your style.

EL209  
Urban Peak® 20W TWS Party Barrel Wireless Speaker



The latest trend in summer swag involves accessories that seamlessly integrate technology including speakers for all of your outdoor activities. This party speaker integrates a strong, built-in magnet, perfect for the golf cart or any surface.

CB169  
Urban Peak® 20 Can Collapsible Cooler



This portable, leak-resistant cooler is not just a statement piece but also a practical solution for keeping your beverages refreshingly cool. Designed for convenience, it effortlessly collapses for easy storage when not in use, making it the perfect companion for picnics, beach outings, or backyard barbecues.

SL246PR  
Urban Peak® 64 oz  
Trail Growler



We focus on cutting edge design and personalized features that cater to the demand for unique and stylish options in the craft beverage scene. This unique growler maintains 12X optimal drinking temperatures, perfect for all of your summer activities.

# SOLAR POWERED

Illuminate your brand with our solar-powered finds, a brilliant fusion of sustainability and functionality! From solar-powered powerbanks that keep devices powered up on-the-go to eco-conscious solar speakers that keep the party going, our promotional items are a beacon of innovation. Energize your promotional efforts and make a lasting impact with our solar-powered lineup!



EL157  
5W Solar Waterproof  
Bluetooth® Speaker

Solar-powered speakers enable off-grid music experiences, perfect for outdoor events, beach outings, or camping trips where access to electrical outlets is limited, offering uninterrupted entertainment powered by the sun.

EL158  
9W Solar Waterproof Bluetooth®  
Speaker/Power Bank




Solar speakers and power banks harness solar energy, providing a sustainable and eco-friendly power source that reduces reliance on traditional electricity, making them an environmentally conscious choice.

EL198  
20W Solar IPX7 Bluetooth® Speaker/Power Bank



Solar power banks offer a portable and convenient charging solution for electronic devices, perfect for on the go, whether camping, hiking, or traveling. This speaker and power bank will keep you connected for up to 20 hours ensuring continuous power availability.

# FROM CAFFEINE TO COCKTAILS



Sip in style with our versatile drinkware collection designed for every mood and moment. Your brand, crafted for every refreshing moment. With our multifaceted drinkware, every sip becomes a celebration, whether it's the kick-start of your morning or the unwind of a day well-lived. Embrace the diverse flavors of life with drinkware that complements every pour and pour yourself into the moment!

UPK26  
Urban Peak® Stout Trail Duo  
Gift Set



This set combines two durable stainless-steel, double copper-lined, vacuum insulated tumblers designed for life on the go. With its sleek design and practicality, it's the perfect set for those seeking a seamless blend of durability and modern aesthetics. Elevate your outdoor experience with the Stout Trail Duo Gift Set, a must-have for trend-conscious adventurers.

FB701  
Frost Buddy® To-Go Buddy



This cutting-edge piece combines style and functionality and is designed to insulate nearly all iced/hot coffee cup sizes. With its convenience and trendsetting appeal, the Frost Buddy To-Go is set to elevate your on-the-go beverage experience, making it a must-have accessory for those who appreciate both fashion and practicality.

NCS12  
Niagara Cutlery™  
6 oz Wood Flask



The Niagara Cutlery Wood Flask encapsulates the rising trend of blending classic elegance with modern functionality. As consumers increasingly seek timeless accessories, this flask stands out as an on-point accessory for those who appreciate both tradition and innovation.

SL162PR  
16 oz Urban Peak®  
Stony Trail  
Vacuum Mug



Embrace the latest trend in beverage innovation with the Urban Peak Stony Trail Vacuum Mug. This trend signifies a shift towards high-performance and stylish drinkware that seamlessly combines functionality with a sleek design.

# GRILL & CHILL



Gear up for unforgettable outdoor feasts! From portable grilling sets that make you the master of the barbecue to the ultimate picnic kit that keep your culinary creations fresh, our promotional items are a recipe for outdoor success. Capture the essence of summertime gatherings with our selection that is perfect for sizzling BBQ's, leisurely picnics, and memorable moments. Whether you're flipping burgers, enjoying a cozy picnic in the park, or hosting a backyard bash, our BBQ and Picnic promo items are your essential companions for a summer filled with flavor and fun. Equip yourself with the best and let the outdoor festivities begin!



LCI02  
Lodge® 10.25"  
Cast Iron Skillet



The latest trend in BBQs focuses on creating a social experience. Add that special touch to your BBQ with a branded cast iron skillet that is sure to bring the heat to your BBQ experience.

BBQ25  
5 Piece Bamboo  
BBQ Set



Picnics are undergoing a gourmet transformation, as the trend shifts towards curated experiences with high-quality, artisanal food and stylish picnics, this 5 piece branded Bamboo BBQ set is sure to bring the sophistication to your outdoor cooking experience.

UPK45  
Urban Peak®  
Summer Lounger  
Picnic Kit



The trend in picnics is all about the aesthetic, with picnic blankets and sleek coolers becoming essential accessories. This Urban Peak Summer Lounger Picnic Kit showcases both style and functionality for the perfect outdoor dining experience.

# SUMMER SAFETY



From roadside assistance to job site protection, we have you covered. Our selection will prioritize your well-being throughout the year. Keep your brand in the spotlight while ensuring safety is never out of sight, wherever the season takes you. From high-visibility vests that stand out in any setting to durable hard hats that shield against potential hazards, our branded safety items are not only practical but also a powerful way to communicate your commitment to a safe workplace. Put your logo on protection and make a lasting impression with items that prioritize safety without compromising style.

Showcase the importance of reliable and high-quality automotive accessories with the Bayco® 10 Gauge 12' Booster Cable. This impressive set includes a dry bag and cables making this a top find for a durable and efficient must have.



BYC29  
Bayco® 10 Gauge 12' Booster Cable

This 10" roadside safety light is currently making waves as a top trend, ensuring enhanced visibility and safety with its innovative design and bright 240 Lumens.



FL57  
10" Roadside Safety Light

The Bouton Zenon over-the-glass clear glasses are a top safety pick, recognized for their innovative design, superior clarity, and versatile functionality.



SG37CL  
Bouton Zenon Over The Glass Clear Glasses

The trend in summer job site safety gear focuses on durability and convenience. This 3-pocket solid breakaway vest is constructed out of durable solid polyester and provides a breakaway feature for additional safety around extreme traffic hazards.



HV06  
3 Pocket Solid  
Breakaway Vest

