

# TRENDS REPORT

**BACK TO SCHOOL**

**LARGE CAPACITY**

**HOLIDAY GIFTS**

**OUTDOOR FITNESS**

**TAILGATING**

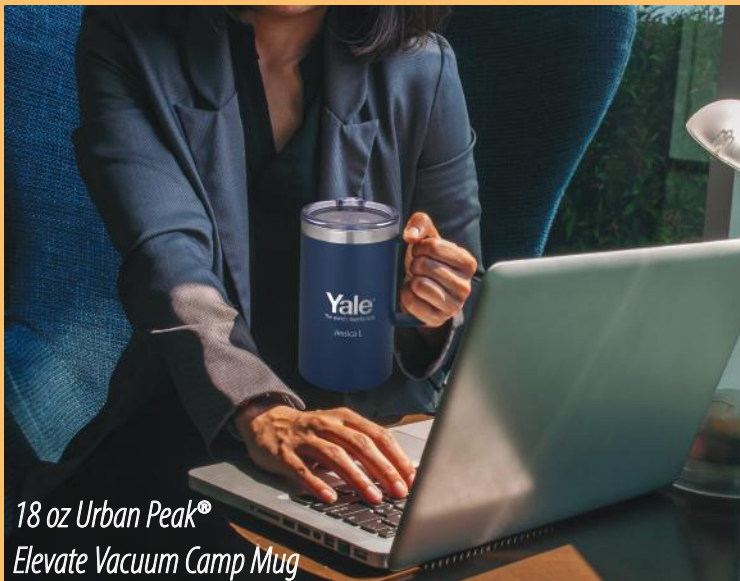
**SECURITY**





uni-ball® one Gel Pen

**COMMUNITY CAMPERS** | Extend school spirit into the community with customized camp mugs. The style is hot, especially when they have amazing insulation like the Urban Peak collection. These high value items are great for fund raisers and donor gifts.



18 oz Urban Peak®  
Elevate Vacuum Camp Mug



**MINI MESSENGERS** | Pens are always near the top of the most popular promotional products. They act as miniature billboards for your brand, they are cost effective and versatile for all age groups, and their accent and ink colors show off school spirit! The uni one gel pen has a strong wire clip that attaches easily to folders or notebooks.



# BACK TO SCHOOL



**A LIFETIME OF SUCCESS |**  
The lifespan of school supplies hinges on several factors, including the quality of the construction and materials. To keep new gear graduating on to the next grade and out of the landfill, JanSport combines durable materials with careful craftsmanship and a lifetime warranty. JanSport also invests in the user and community with programs aimed towards sustainability & mental health.

Add personalization to bags & drinkware to prevent grabbing the wrong gear. It's also a great way to reinforce individuals as part of a group

*JanSport® Cool Student Backpack with 15" Laptop Sleeve*

*Urban Peak®  
20 oz Water Bottle*



# LARGE CAPACITY

It's hard to say which came first. Did hydration efforts spin up the massive social media movement of the larger capacity drinkware size trend? Or is hydration a healthy side effect of influencers and their newfound love of XL capacity containers? Either way, the trend is growing in popularity.



40 oz Urban Peak® Apex  
Ridge Vacuum Travel Mug

30 oz Urban Peak® Apex  
Ridge Vacuum Travel Mug

**QUALITY** | There are a lot of tall 40oz styles on the market; make sure to pay attention to how the piece is built. Some vendors are driving down costs by cutting corners on construction, and when you have 40oz of liquid in your hand you don't want the handle breaking off. You also want to consider insulation – more liquid means it may sit in the container longer. Opt for a Copper-lined vacuum insulated version for consistent temps and positive user experiences.

**BUILT-IN STRAW** | Straws included in drinkware designs are still huge going into Q3, especially built-in, flippable designs.



Urban Peak® 64 oz Trail Growler



Urban Peak® 40oz Portage Flip Straw Water Bottle



**TOTE-ALLY CAPABLE** | If bulk beverages are your desire, large capacity coolers are also trending in Q3. Make sure to find designs with built-in/adjustable padded handles & straps for maximum comfort.



Urban Peak® Waterproof Ashforth 38 Can Tote/Cooler



15oz Urban Peak®  
Citrine Vacuum Mug

**ON-THE-GO** | The precise mix of morning cup of coffee is a highly personal decision, but most can agree keeping your beverage at the right temperature is a universal desire. Look for a Copper-lined, deep draw liner that is crafted from a single piece of Stainless Steel. It's less likely to lose its vacuum seal over time, and maintains its ideal temperature up to 7x longer than an average coffee-house cup.

**COOL YULE** | Did you know that the holidays are one of the biggest selling seasons for cooler bags? In addition to being ideal for a huge range of summer activities (picnics, beach trips, camping, outdoor bbqs, etc) they're also great for keeping drinks chilled during holiday gatherings and parties when fridge space is at a premium.



Rechargeable  
3.6V Screwdriver

Coming Soon!  
16' Tape Measure

**A HELPING HAND** | As with any business, household tools can exhibit considerable variability in both price and performance. Presenting a gift of a high-quality tool or tool set conveys a powerful message about the caliber of excellence that customers can anticipate from your brand.



Urban Peak® Waterproof  
24 Can Hinge Cooler

# HOLIDAY GIFTS

As the summer temperatures soar, shifting one's focus to the holiday season might seem challenging. However, it is precisely during this period that one should proactively consider Fall/Winter gifting options. This season, the trend leans towards gifts that combine practicality with a touch of luxury. Exploring options such as tools, knives, drinkware, cooking sets, and blankets can be particularly fitting for the upcoming holiday season.



*Hampton Signature®  
Orion 14 Piece Cutlery Set*

**SHARP DESIGN** | Knife blocks are a practical gift that almost anyone can use in their home. A quality knife set can make food prep more enjoyable and efficient. That means that both home chefs and “Takeout Titans” can benefit from having a good set of knives. Especially when the set is from a trusted name brand that adds elegance and style to your kitchen counter, which is one of the most heavily trafficked rooms in the home.



*Oneida® 14 Piece Knife Set  
with Built-in Sharpener*

*Urban Peak® 47L Waterproof  
Lakemont Duffel*





Urban Peak® 28 oz Flux Trail Water Bottle



Venture Headlamp



H2O Hydration Pack

28oz Urban Peak® Pinnacle Flip Straw Tumbler



20oz Urban Peak® Pinnacle Flip Straw Tumbler



**BEYOND THE OUTDOORS** | Branded water bottles & hydration bags are great solutions for outdoor fitness, but their use beyond that activity is what makes them an essential promo tool. Even a hydration backpack has multiple uses outside of fitness. For example, it's perfect for hydrating in line at a theme park, doing yard work, or time at the beach.



# OUTDOOR FITNESS

Outdoor recreation is a trend sparked by pandemic behaviors that continues to rise. Roughly 53% of American adults and 74% of Canadian adults participate in outdoor recreation at least once a month. Alongside the rise in physical activity, outdoor fitness offers added benefits for mental well-being, by way of the fresh air, sunlight, and the captivating beauty of nature.

**BE PREPARED** | Urban Peak is a brand designed to transition from the outdoors to the office. Many needs of a hiker overlap with the qualities that make these products desirable for commuting. Consider comfort, durability, weight distribution, multiple compartments, water resistance, compression straps, and easy access.



Urban Peak® Harmon  
Ridge Laptop Backpack

# TAILGATING

National Tailgating Day is the first Saturday in September. While tailgating gifts ramp up this time of year, the products trending this season are versatile enough for the stay-at-home fans (or even the non sports fans) to enjoy!

**TOOLS OF THE TRADE** | According to a recent Hormel Foods survey, the job of grillmaster is the most coveted of the tailgate (followed closely by “game hype man” and “food taster”). Equip this coveted spot with quality branded gear!

Bytech® Universal Dual Power Bank 10000 mAh



**RECHARGE** | Power up and pass it around! 10,000mAh provides enough to share.



12 oz Urban Peak® 3-in-1 Trail Insulator



Char House BBQ Spatula

**PUMP UP THE VOLUME** | Where tailgating is concerned, the music is the opening act. You'll want speakers that are powerful, waterproof, and ready to spread the sound all around like this 360° Bluetooth Speaker.



10W Waterproof 360 Degree Bluetooth® Speaker



FrostBuddy

Frost Buddy®  
Universal Buddy 2.0

**FROST BUDDY** | There's no place at the party for can coolers that don't accommodate fan favorites this fall. Choose the viral TikTok sensation that fits over 500 drinks (we're talking nearly ALL 12oz & 16oz bottles and cans!)

# SECURITY

Gifts and promotions that prioritize safety and security help to demonstrate your brand's commitment to the well-being of its customers. It can also serve as a reminder that your brand has their best interests in mind even when you're not physically present. Whether your brand deals directly with security issues like a financial institution, or your approach is more subtle like a Realtor always having their clients' back, there are no shortage of security concerns and solutions that meet the challenge.



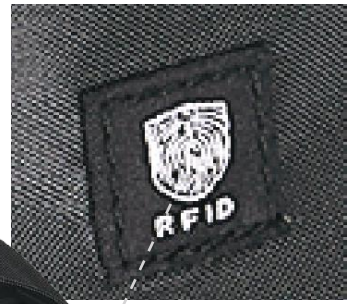
*Midtown Anti-theft Laptop Backpack*

**OUT OF POCKET** | When we travel, we place a lot of trust in our fellow commuters not to steal our precious cargo from behind our backs (literally)! Pickpockets can take advantage of crowded spaces and sleight-of-hand to unzip bags without notice. Anti-theft or security zippers are designed to deter theft or unwanted access by attaching to a loop when in the closed position. While not locked, it is more difficult to unhook without the user knowing.

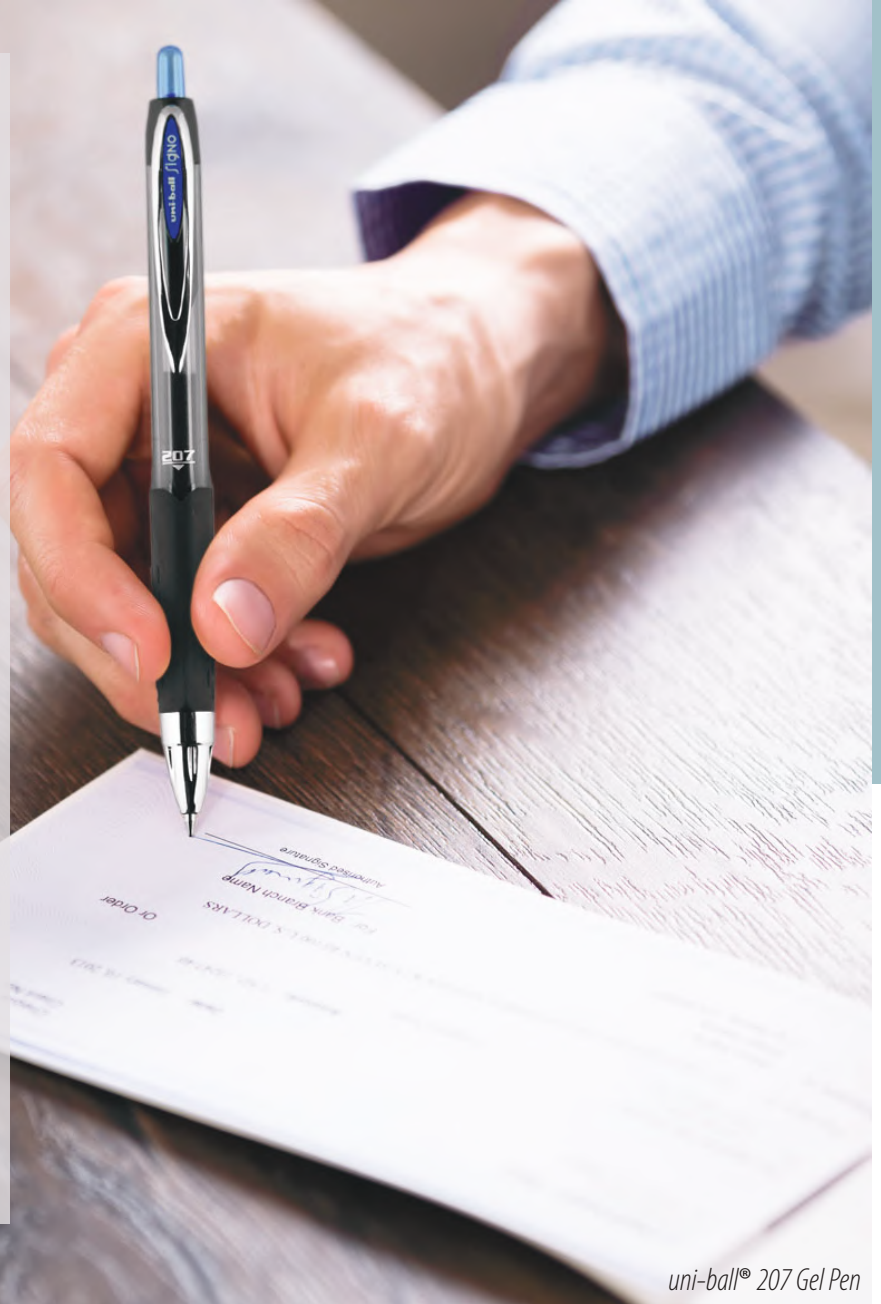


Midway Anti-theft Laptop Backpack

**SIGNAL SAFEGUARD** | RFID-blocking bags are designed with materials that block or disrupt radio frequency signals, preventing unauthorized access to the RFID chips embedded in various items, such as credit cards, passports, and other identification cards.



**SOAK IT IN** | Everyone from the US Postal Service to the New York Times is warning that a type of fraud called check washing is on the rise. Most normal pen inks can be “washed” - or removed by exposing the paper to a bath of an easily accessible chemical. Thieves then rewrite the check to a different person and amount - all without the account holder’s knowledge. uni Super Ink™ by uni-ball contains pigment-based ink that forms an indelible bond in paper and resists washing. It also has security implications in industries outside of finance. Manufacturing, healthcare, real estate, government services, legal, and education all have strong motivation to protect documents from fraud.



uni-ball® 207 Gel Pen