



# 10-YEAR TOTE BAG

WHITESTONE 2023 ANNUAL GIFT

# THE VIBE

GUIDELINES FOR THE 10-YEAR BRAND



# THE INSPIRATION: 10-YEAR ANNIVERSARY

In 2023, Whitestone is proud to celebrate our 10th anniversary. This milestone inspired the creation of the Whitestone 10-Year Anniversary Campaign, which recognizes our success as a business over the past [ten years](#) and will be highlighted throughout this monumental year. The campaign focuses on Whitestone's achievements and incorporates our core ethos of Human, Collaborative, Contemporary, Original, and Reliable.





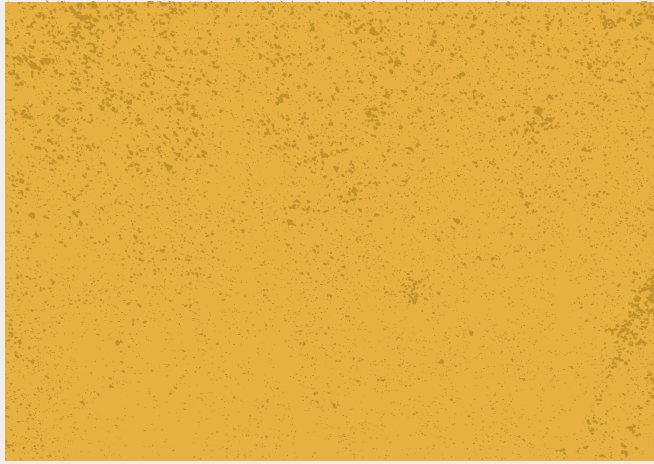
**Dunbar Tall**  
Josefin Sans

## THE CONCEPT: **10-YEAR BRAND**

Cairns are heaps of stones to set up as landmark or monument. Throughout the ten years of Whitestone's existence, there have been many monumental experiences that have defined the company's journey. The practice of scrapbooking is also a method of preserving monumental moments of a lifetime.

With the combination of these two concepts, Whitestone's 10 Year Anniversary pays an ode to the past, while shining a light on our future. Through the collaborative efforts of the people of Whitestone and its suppliers and clients, we come together to write this story.





# THE KIT

MAKINGS OF A 10-YEAR GIFT





## THE CONCEPT:

# A GIFT TO REMEMBER

Every aspect of the product, from its message and presentation to its packaging and construction, was thoughtfully considered and implemented, drawing on this year's [predominant trends](#) and incorporating quality materials and exquisite features. The result: functional luxury at its finest.

Inclusive with a personalized notecard from Joseph and custom packaged in an [eco-friendly](#) mailer, this year's annual client gift is more than just a present; it is a heartfelt gesture of gratitude in the form of a fully customized commemorative recognition gift.

We spared no expense in ensuring the quality and functionality of the tote. This product is the perfect representation of Whitestone's [commitment](#) to providing best-in-class, purposeful products that are always [client-focused](#). Because no two stones are alike.

Here's to ten years!

## CUSTOM JAQUARD

# 10-YEAR TOTE

Inspired by the aesthetic of Dior®'s classic Book Tote, the Whitestone 10-Year Tote is a custom woven jacquard featuring our limited edition ten-year print and matching dust bag. Our Whitestone Creative Team thoughtfully considered each design element to produce a one-of-a-kind, fully custom anniversary piece.

## FEATURES:

- 100% custom woven jacquard fully embroidered
- Limited edition ten-year print
- Designed for easy carry of all daily essentials
- Dimensions: 14 x 11 x 6.5 inches
- Heritage saying "No Two Stones are Alike" design on the flat bottom of the tote
- Custom creatively designed woven label on the interior





# EMBOSSSED NOTECARD

Along with the 10-Year Tote is a heartfelt letter from Whitestone's company president, Joseph Sommer. The custom notecard is made of premium quality paper and is purposefully designed to communicate gratitude to each and every recipient.

## FEATURES:

- Double thick 100# Ivory Linen
- 4" x 6" custom notecard
- Embossed 10-Year Logo imprint on notecard back
- Personalized message in dark black script



# BIODEGRADABLE ECO MAILER

This eco-friendly poly mailer features a QR code that directs recipients to our website. Additionally, this mailer was intentionally designed to align with our [Good for the Planet](#) trend.

## FEATURES:

- 100% recycled
- Custom QR code linking back to the website



# KITTING

To create our Whitestone 10-Year Tote, we followed the steps that are outlined in our [Guide to Kitting](#).

## STEP ONE:

Our Brand Team ideated to create a commemorative tote using our 10-year branding.

## STEP TWO:

We custom-designed and produced the tote bags, notecards, and eco mailers.

## STEP THREE:

All items were shipped to and organized at our fulfillment center - the tote bag and notecard packaged inside of the eco mailer.

## STEP FOUR:

Prepared and ready for shipment to clients!



# COMPANY STORE

Once tote distribution to selected clients was completed, we added the 10-Year Tote to our company store. The store allowed us to showcase all of the item features and streamlined the ordering process.

## READ MORE HERE:

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





# READ MORE

10-Year Tote Case Study

10 Years of Milestones: Whitestone Anniversary

The Essential Promotional Products

[The Essentials Trend Shop](#)

[The Bag Essentials](#)