



creative RESOURCES

Trend Report

FOCUS ON: COLOR



WHAT'S HOT IN PROMOTIONS FOR 2022



At Creative Resources, we are always looking ahead to what's going to make your brand stand out!

[acreativeresource.com](https://www.acreativeresource.com)



PANTONE COLOR OF THE YEAR: *very peri*

"As society continues to recognize color as a critical form of communication, and a way to express and affect ideas and emotions and engage and connect, the complexity of this new red-violet infused blue hue highlights the expansive possibilities that lie before us."



Creative Spirit
Joyous
Dynamic
Courageous
Gratitude
New Vision



WHAT'S HOT

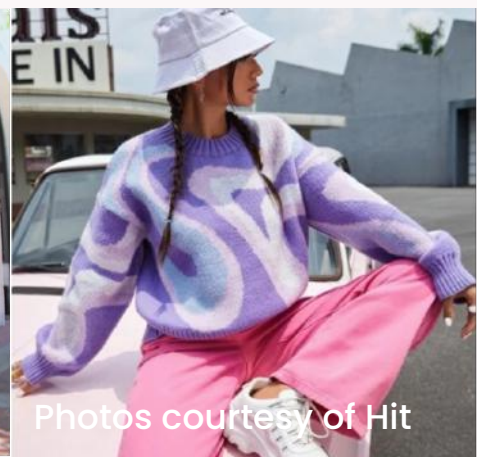
Loud patterns and vibrant colors – teals, pinks and purples are all common go-to color stories that encompass the era. Apply this not only in product color selection, but in decoration and packaging as well. We can also see this trend represented in the recent tie dye craze.



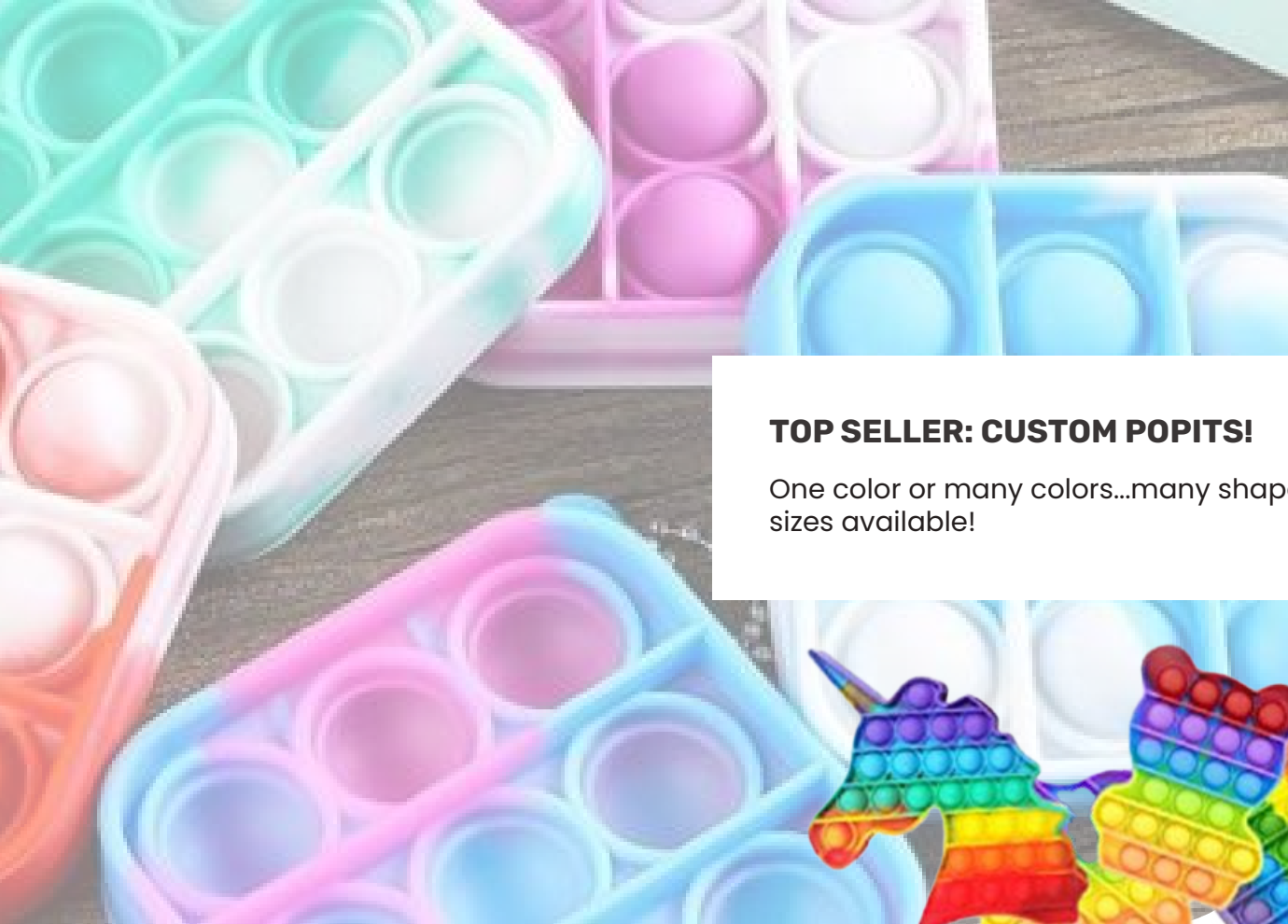


Welcome, 2022!

MAKE IT YOURS WITH COLOR AND TEXTURE



Photos courtesy of Hit



TOP SELLER: CUSTOM POPITS!

One color or many colors...many shapes and sizes available!

WHAT'S IN A COLOR?

DID YOU KNOW... Colors are the one of the most influential aspects of a given design, logo, or brand. When we look at a brand, its colors evoke a psychological response, whether we realize it or not. Careful and proper contextual use of color in your designs can mean catching the attention of a potential customer and standing out in a crowd.

Scott Oliveri



20 OZ HIMALAYAN TUMBLER

Double wall construction to keep your drink hot or cold. Comes in a matching gift box!





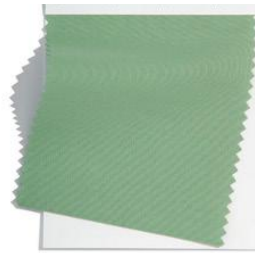
PANTONE 11-0602
Snow White

Snow White is a clean and pure white, expressive of our desire for simplicity and uninterrupted inner peace.



PANTONE 13-0003
Perfectly Pale

A subtle sandy beige, Perfectly Pale speaks to the soothing comfort of a warm, inviting beach.



PANTONE 16-6216
Basil

Sweet and savory Basil emanates health and wellness.



PANTONE 14-4104
Northern Droplet

Northern Droplet is a pale gray that instills feelings of tranquility.



PANTONE 18-4004
Poppy Seed

The silent power of deep gray Poppy Seed contains timeless familiarity.



PANTONE 12-4401
Spun Sugar

Spun Sugar is a sweetened pastel with an airy nature.



PANTONE 13-1513
Gossamer Pink

Soft and powdery Gossamer Pink has a light and tender touch.



PANTONE 18-2042
Innuendo

High visibility Innuendo sends a tantalizing message.



PANTONE 19-4151
Skydiver

Skydiver inspires us to new heights.



PANTONE 14-0850
Daffodil

Joyful Daffodil connects us to the spontaneity of a spring garden.

BAMBOO SOY CANDLES

Non-toxic and burns cleaner than paraffin wax. Soy is a renewable resource and biodegradable. Comes in a matching gift box!



Iced out Glam

Don't be afraid to sparkle and shimmer with your promotions! Glitter, holographic materials, and 360° printing take your brand to a whole new level. These trends have just grown in popularity, and will just keep getting more fun!

ICED OUT SWIGGY BOTTLE

Clients will love quenching their thirst with a delicious drink while holding onto something as stylish as this. Boost your brand with this amazing item! Stainless steel outer and inner.



ARIA SCENTED CANDLE WITH BAMBOO LID

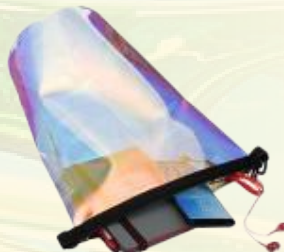
Perfect for setting the mood and ambiance of any room



GLAMOUR GLITTER TUMBLER

Tumbler is filled with extra-large, extra-festive glitter in your choice of five colors. This is the perfect branded gift or giveaway for holidays, work anniversaries, spirit and cheer groups, sports, and schools/colleges/universities.



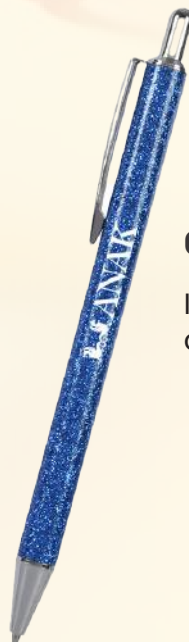
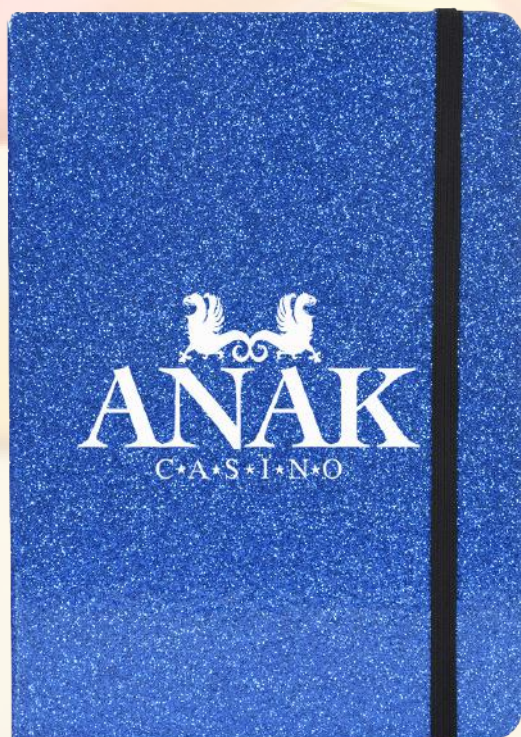


HOLOGRAPHIC DRY BAG

Floats If Dropped In The Water
Roll Top Closure With Clip For Snapping
Onto Belts Or Other Bags

EVEREST CLARITY TUMBLER

Full-wrap decoration is inserted between
the clear double walls of the tumbler,
then ultrasonically sealed to provide
insulation
BPA Free



GLITTER CRUSH KIT

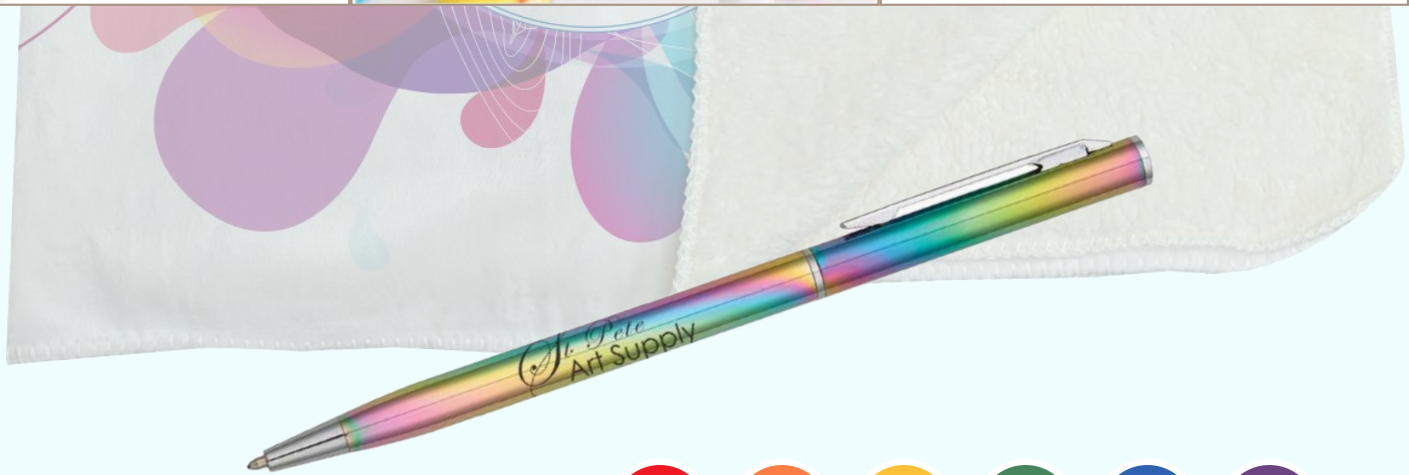
Includes glitter journal and glitter
crush pen

Over the Rainbow

Our vast catalog of products and printing processes give you unlimited possibilities for multicolored promotions. Ask your sales rep for ideas!



3-in-1 RAINBOW BRAIDED CHARGING CABLE



In the next edition...

SUBSCRIBE



WHAT'S HOT IN PROMOTIONS FOR 2022



FOCUS ON: SUSTAINABILITY



acreativeresource.com

Our continued commitment to our clients and the environment is to actively participate in making a difference. With that commitment, Creative Resources will donate and plant a tree (through the National Forest Foundation) for every order placed through your sales rep.

Your orders have helped to address critical reforestation needs on our National Forests.



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VISIT