

Top Markets & Trending Products to Sell in Q3 & Q4

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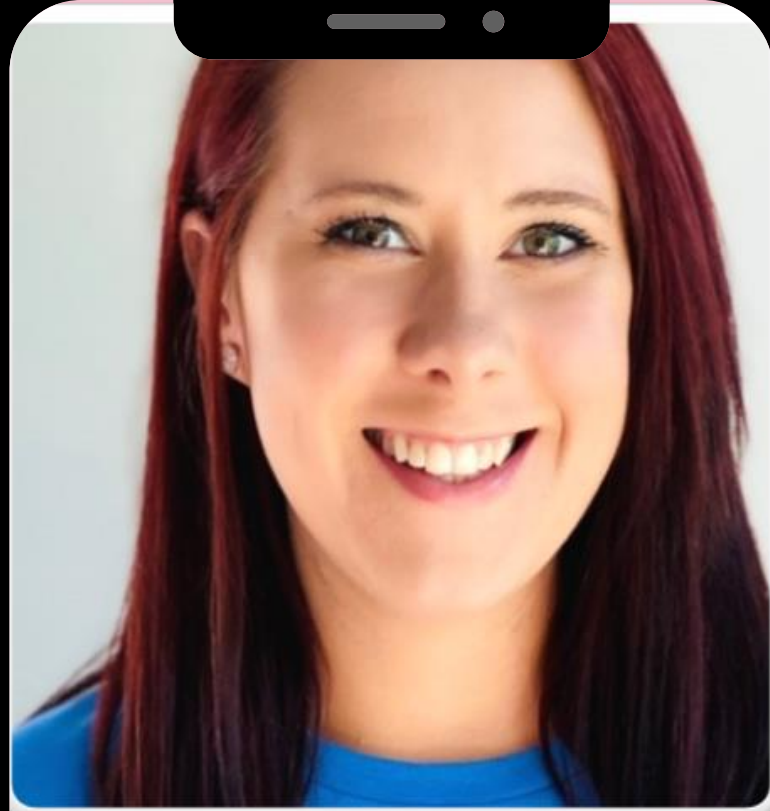




Abby Koss
Executive Director,
ASI



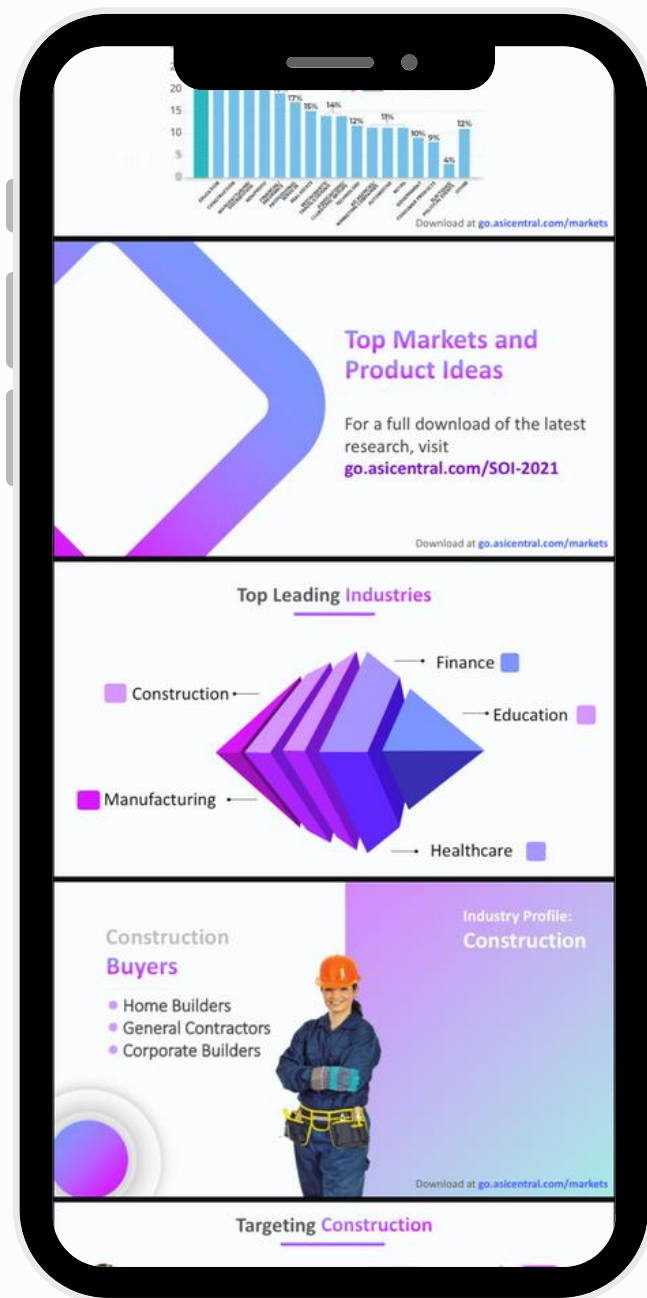
Carter & Wyatt
Mom's Hype Crew



Jackie
Chaszczewicz
Senior Marketing
Manager, ASI



Benny
Tik Tok Influencer



Take a picture with your phone

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Commit to memory and hope for the best

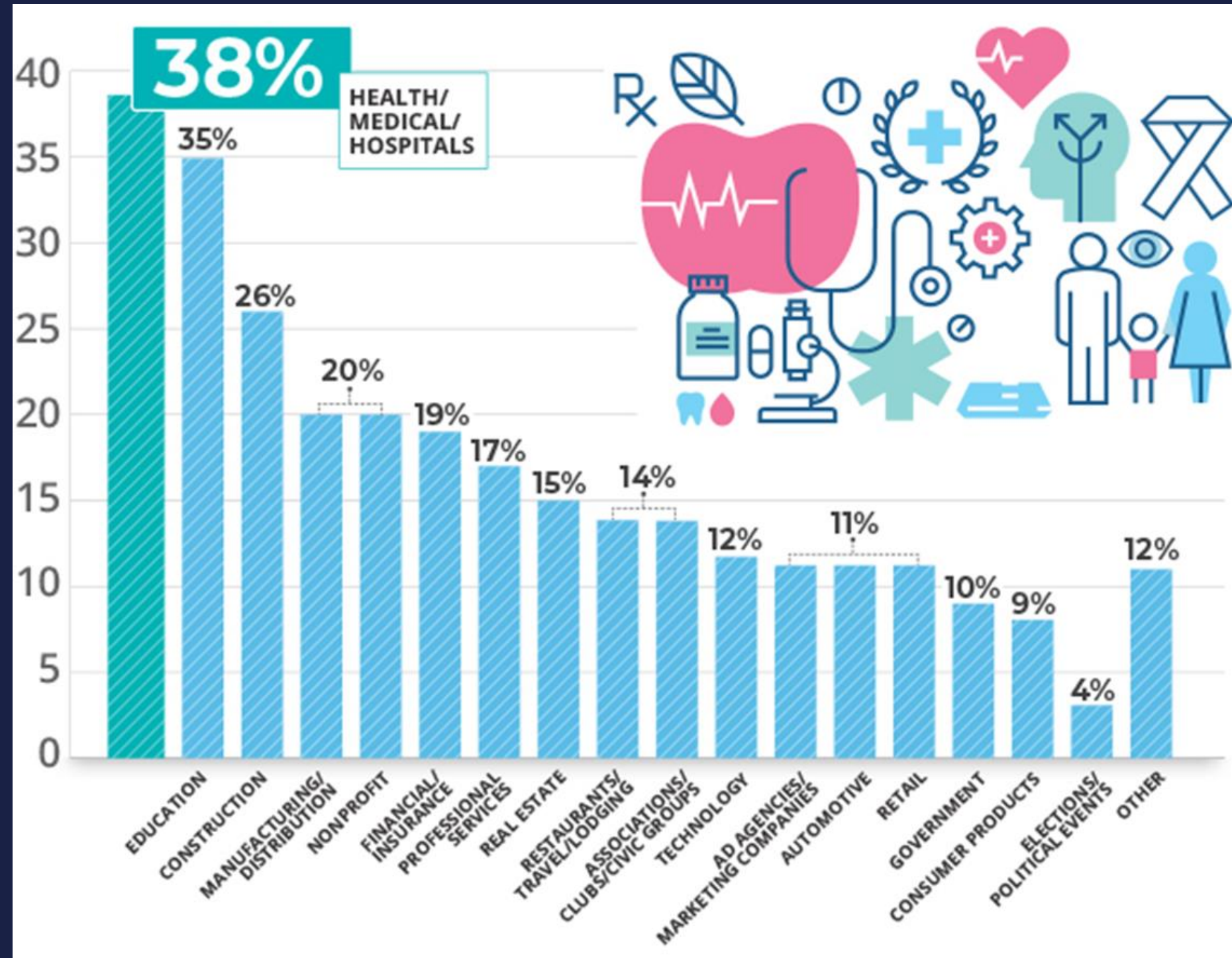
Agenda

- 1 TOP MARKETS AND PRODUCT IDEAS
- 2 TRENDING PRODUCTS
- 3 WHAT TO SELL IN Q3 & Q4
- 4 RESOURCES
- 5 QUESTIONS

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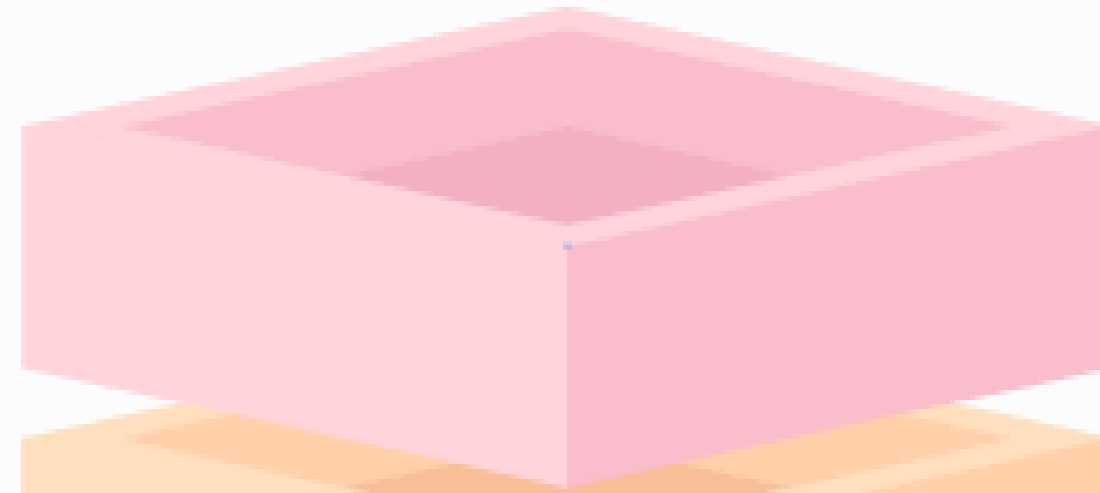


Market Sales

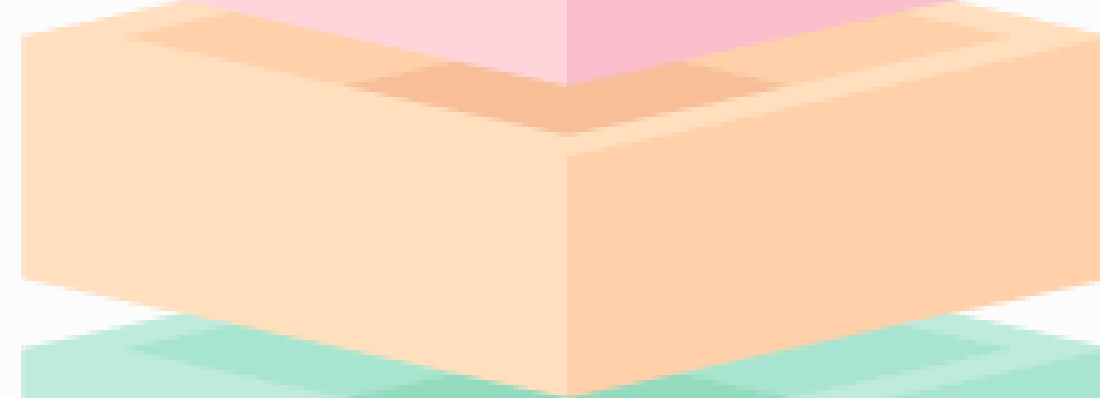


Top Industries 2021-2022

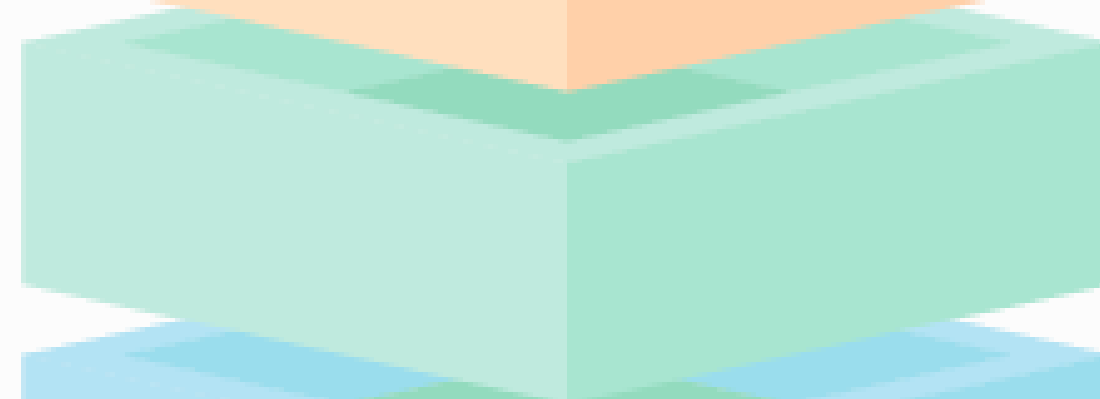
Education



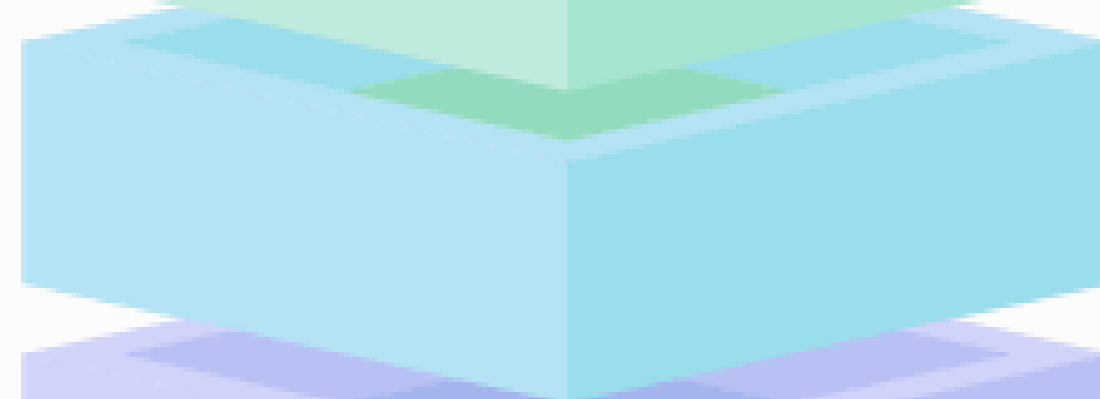
Healthcare



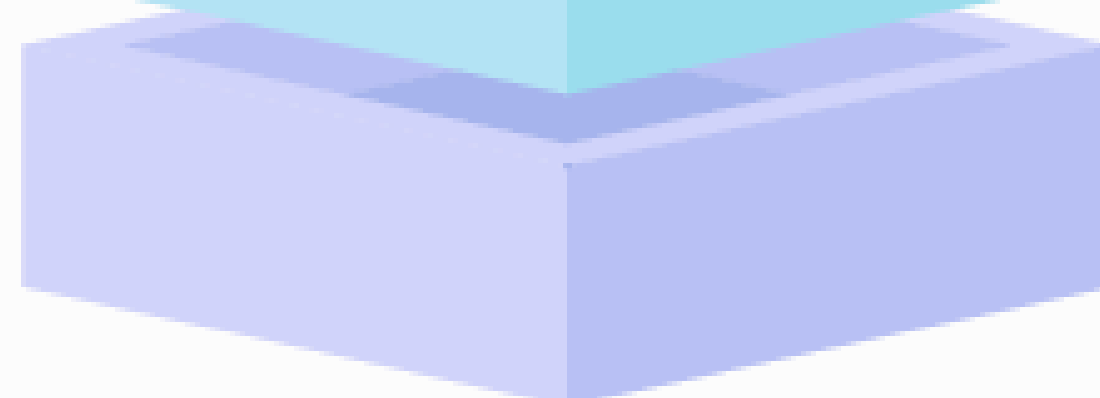
Manufacturing



Construction



Retail



Buyers

- Colleges
- Universities
- Private Schools
- Public High Schools
- Elementary Schools



Industry Profile

#1 Education

Targeting Education



Apparel

Sweatshirts, T-shirts, Hats



Office Supplies

Writing instruments, Notebooks,
Branded Blankets



Awards

Paper Certificates with Seals,
Tenure Plaques



Sports

Uniforms, Water Bottles, Sweat
Towels, Pom Poms, Rally Towels



Member Tip: Case Study

Who

NY-based A&P
Master Images,
ASI member



What

Graphic design,
apparel,
and more

How

Start with one
department and
keep networking

Need To Know

- Think outside the box
- Consider brochures and pamphlets
- Be conscious of budget



Wheat straw bento box (H458) from
High Caliber Line (asi/43442)

Industry Profile

#2 Healthcare



Buyers

- Hospitals
- Nursing Homes
- Physical Therapists
- Dentists
- Pharmacies

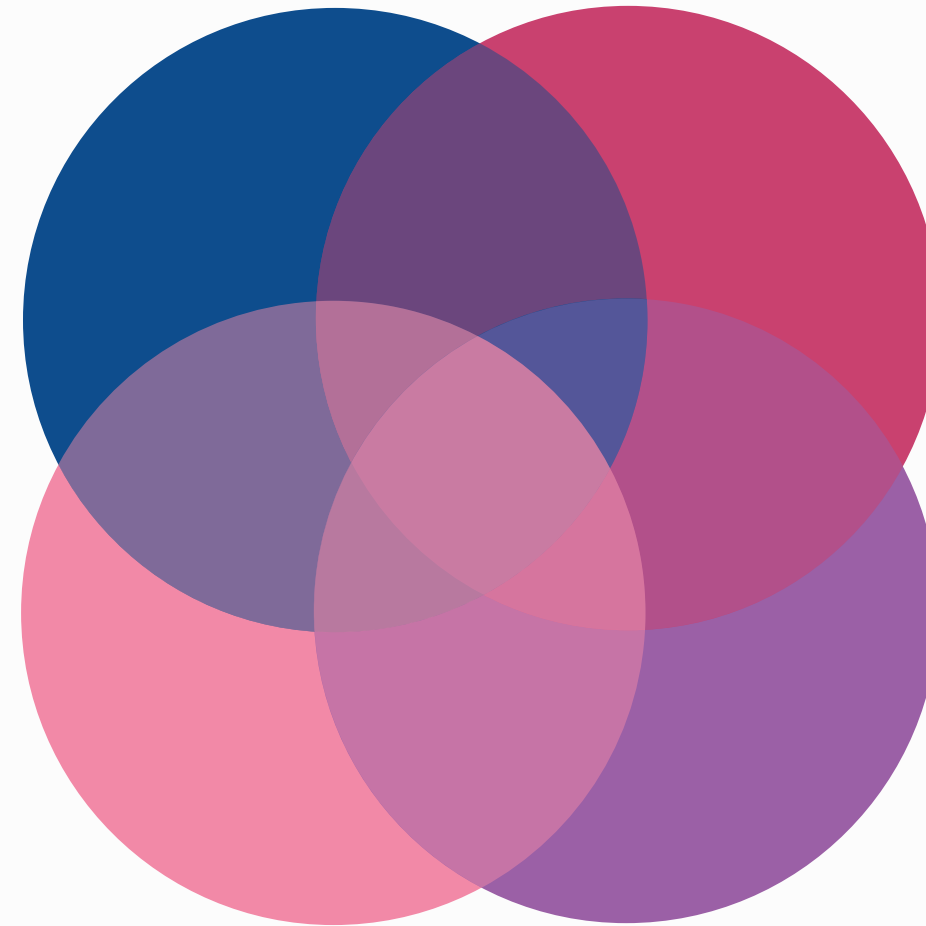
Product Ideas - Healthcare

Dentists

- Toothbrushes
- Floss
- Stickers for kids
- Dental care travel kit

Nursing Homes

- Mini pill cutter
- Hot and cold packs
- Tote bags
- Pens



Pharmacies

- Business card holder
- Prescription bags
- Calendars
- Drinkware

Physical Therapists

- Hot and cold packs
- Massage balls
- Back brace
- Stress reliever

Member Tip: Case Study

Who

FL-based
Distributor,
ASI member

What

Clipboards,
floor mats,
wall
decorations

How

Showed the
importance of
brand
consistency

Keep in Mind



"You have to go day by day when it comes to the healthcare market. You never know what legislation is going to do. You need to be aware of what's going on that can affect your clients and then be proactive in helping them solve any problems."



-ASI Top 40 Distributor

Industry Profile

#3 Manufacturing

Buyers

- Toy
- Auto
- Food
- Electronics
- Wholesalers



Product Ideas - Manufacturing

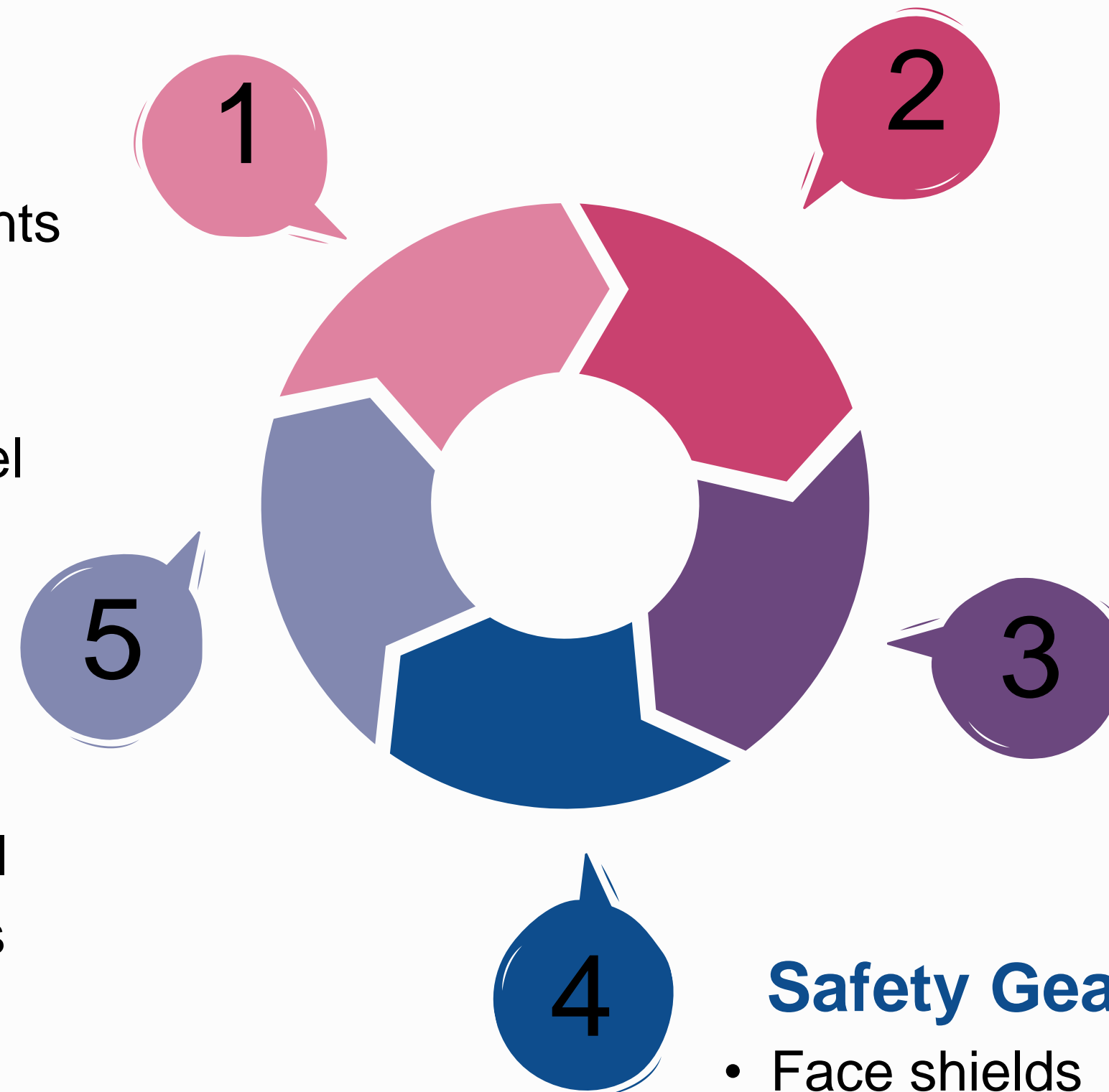
PRODUCT IDEAS

Uniforms

- Industrial shirts and pants
- High visibility clothing
- Jackets, hats, gloves
- Corporate office apparel

Incentives

- Performance apparel
- Trophies and awards
- Corporate gifts and incentives



Safety Gear

- Face shields
- Hard hats
- Safety glasses

Recruitment

- T-Shirts
- Hats
- Pencils
- Magnets

Point-of-purchase

Displays

- Counter mats & brochures
- Front door mats
- Feather flags

Important To Note

"Once you have a contact within the organization, such as a safety manager, you can ask for referrals to other departments such as human resources."

-ASI Distributor



Industry Profile

#4 Construction

Buyers

- Home Builders
- General Contractors
- Corporate Builders



Product Ideas - Construction



Safety and Health Programs

Completion certificates, awards, corporate gifts



Customer Appreciation

Food promos, branded blankets, kitchen essentials



Apparel and Headwear

New hire T-shirts & uniforms, logoed headwear



Sales Incentives

High-end promo, TVs, Watches, iPads

Member Tips

- Reach out in the off season
- Best value, lowest prices and quick turnaround
- They love centralized purchasing
- Think long term with these clients



Buyers

- Retail Stores
- Supermarkets
- Clothing Stores
- Department Stores
- Convenience Stores
- Superstores
- Malls



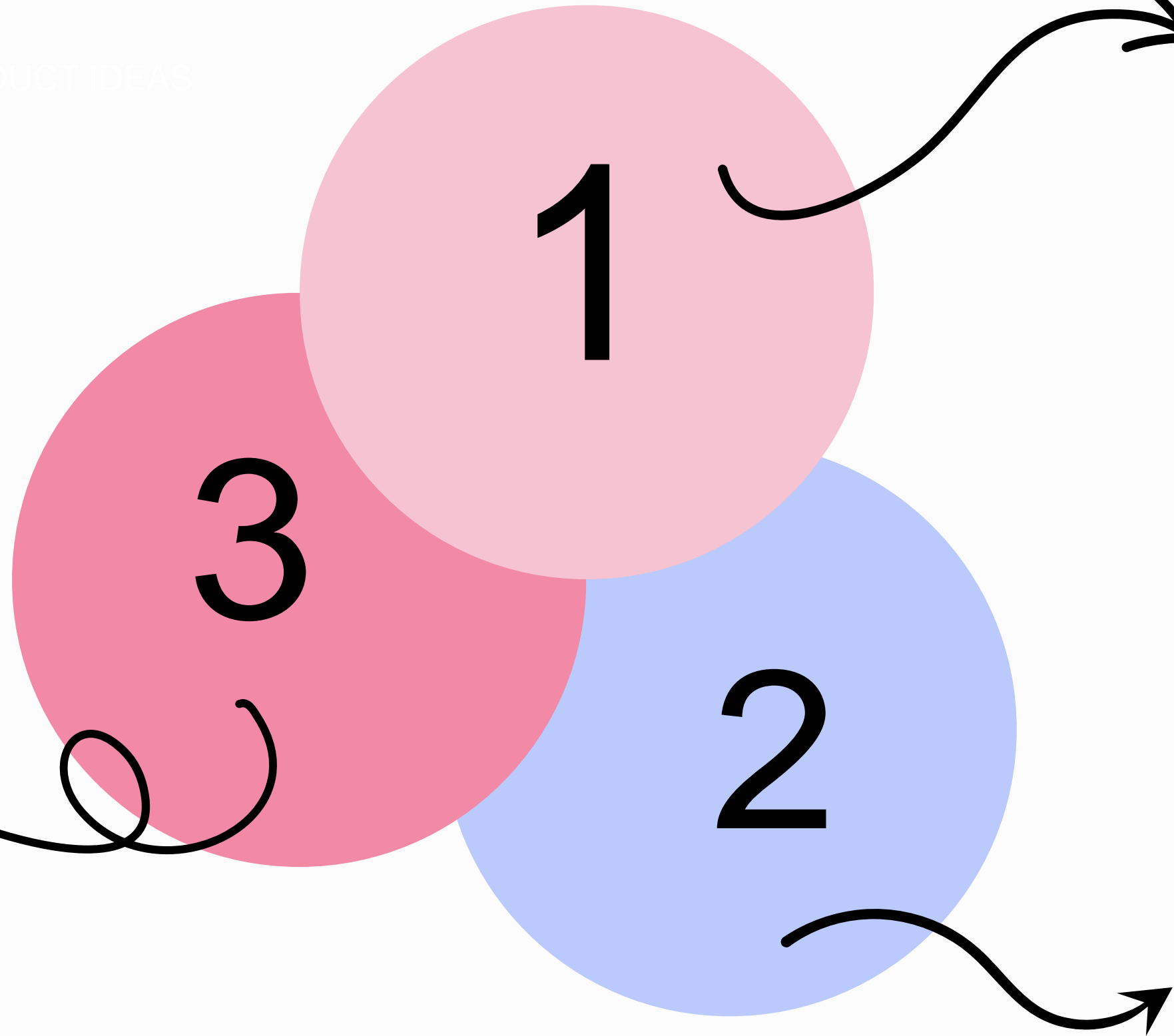
Industry Profile **#5 Retail**

Product Ideas - Retail

PRODUCT IDEAS

Bags

- Reusable
- Plastic
- Paper
- Recycled



Print

- Flyers
- Promotion postcards
- Email signup cards
- Business cards
- Direct mail campaigns
- Event Cards
- Order forms

Signage

- Store signage
- Banners
- Sale signs
- Store displays
- Floor stickers

Member Tip: Consider Company Stores

What

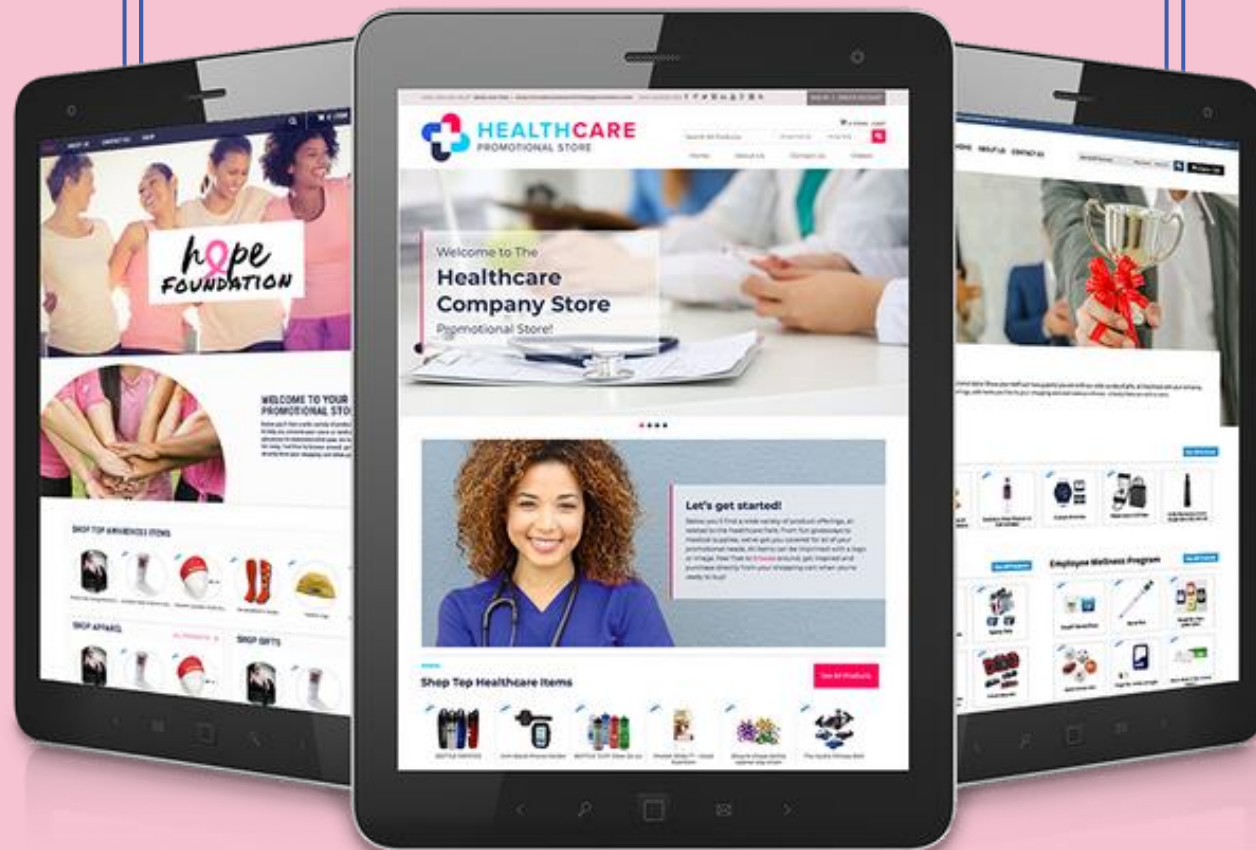
Online store you can set up to help your client manage orders for a specific market or event.

Why

- Consistent and increased sales
- Easier to track orders
- Automatic payments
- Enhanced client relations

How

- Employee stores
 - Branded merch
 - Uniforms
- Employee Incentive Program's
- Consistent branded signage



Trending Products

asicentral.com/news

- search "ESP Searches"
- or scan here!



Trending Products: Sustainable Apparel

Products

- Reusable lunch bags
- Upcycled cotton tees
- Upcycled journal or notebooks

Tip

Products tend to be higher priced.

When pitching, consider finding a few different price points to make this look more attractive to clients.



TS Designs used locally foraged black walnuts to dye a batch of USA-made tees. (Photo courtesy of Solid State Clothing)

Trending Products: Leisure and Relaxation



Water bottle with iconic pop fidget handle, customizable corn hole game.

Products

- Custom cornhole games
- Custom camp shirts
- Gadgets to improve golf game
- Ice chests
- Self care items

Tip

Products with an element of fun or whimsy tap into the pandemic-era urge for comfort and relaxation, so don't be afraid to pitch something out of the box. Chances are it will be a hit with buyers.

Trending Products: Merging Digital and Physical



Logoed products are great for connecting multiple platforms, and connecting people at their fingertips

Products

- QR codes on products
- Project Lynk, awards suppliers Vision ASI/93986- add a virtual message to an award with a QR code

Tip

A QR code can be an imprint or "logo" on a product. Add it to signage, link to a website, promote social media and more.

Trending Products: 'Coastal Grandmother'



Anne Hathaway Instagram post on the left captioned "I have been ready for #coastalgrandmother chic since before TikTok was born."

Products

- Lose comfortable apparel with an emphasis on effortless chic
- Oversized long sleeve shirts
- Woven hats
- Cardigans
- Earthy tones like green, white, beige and blue

Tip

This trend is making its way around TikTok platform mostly popular with Gen Z and millennials.

Trending Products: Wellness



This spa gift set (Kit-Weekend-1) from Bath Promotion (asi/38850) is its most popular self-care item and includes a 4-ounce bath salt, a 2-ounce soy travel candle and a 2-ounce lotion for an at-home spa night.

Products

- Scented candles
- Weighted blankets
- Home spa items
- Bath slats
- Aromatherapy products

Tip

Bundling 2-4 products together to create a complete wellness kit is a great way to boost a sale.



HOT Opportunities for



Q3 & Q4





Charity Events/Nonprofits

Products

- Apparel
- Bandanas
- Stress balls
- Sunglasses
- Bracelets and wristbands
- Lip Balm
- Tents and Banners
- Lanyards



Tips

Nonprofit bundles pair great with **tote bags**, and since there's a large variety of promos to choose from in this space, **mixing and matching** for a specific theme



Corporate Gifts & Incentives

Products

- Gift Sets
- Awards
- Watches
- Electronics
- Desk Calculators
- Paperweights
- Food Gifts-Snack Boxes
- Travel Items- custom luggage

Tip

Consider pitching items from a few different price points based on your client's budget.





Hospitality/End of Year Travel

Products

- VIP gifting for frequent travelers
- Branded tech like chargers and earbuds for solo travelers
- High End Luggage or accessories
- Hand Sanitizer, no-contact tools
- Towels and duffel bags

Tips

The options are endless, but the focus will remain on **customer loyalty** and **employee appreciation**.





Evergreen Promo

Products

- Pens
- Notebooks
- Drinkware
- Corporate gift giveaways

Tips

When using this strategy, set a reminder in your calendar to follow up at the end of Q1/Q2 to see how clients are using their promo and if they need to replenish.





HOT Opportunities for Q3 & Q4



Finance

Products

- Promotional Printing
 - Flyers, pamphlets, brochures, business cards, calendars, pocket folders
- Basics
 - Credit card holders, pens, key chains, magnets, reusable water bottles, tote bags
- Trade show Handouts
 - piggy banks, lollipops, power banks

Tips

The financial sector is the perfect potential for a loyal client because they have high rates of re-orders. Keeping your client updated on new products can create a consultative connection and lead to more sales.





Stats & Tips for the Perfect Pitch

Crafting The Perfect Pitch

- Use stats from the Global Ad Impressions Study
- Create presentations based on product categories
 - Best Promos for Colleges
 - 7 Evergreen Promo Products
- Create presentations by product price points
 - Apparel: 3-5 pieces in low range, mid and high makes you ready for every client
- Check out the new State of the Industry report (asicentral.com)



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