

SAAGNY Life

JUNE



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2020 SAAGNY Board Of Directors



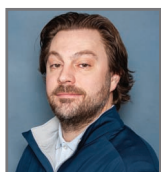
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From The President



Forgive me, but I don't know what day or month this is. I'm tired of this self-quarantine and ready to get back to work. I'm sure the rest of you feel the same way! While I want everyone to be safe and well, the economy can't last much longer in this state.

Our Tuesday, June 16, New York City Summer Show for distributors and their clients, regrettably, has been cancelled. As you already know, our Spring Show for distributors and their clients and our show with PPAI in Atlantic City, Expo East, have also been canceled – all as a result of Covid-19. No one knows the future as far as trade shows are concerned but SAAGNY is working through this, adapting to the current situation and offering alternatives. With that said, SAAGNY will embark on a week-long Virtual Trade Show for distributors and their clients, the week of June 15. Each day SAAGNY will offer two, one-hour virtual shows. Each session will feature a particular theme such as Summer/Beach products or Healthcare, and many more. Suppliers will be given 10 minutes to pitch their products or case histories. Only DJ, our Executive Director will know who is on the sessions – so you and your clients will have complete anonymity. SAAGNY will notify distributors which of their clients participated for follow up, etc. In the spirit of assisting our members through this pandemic, *this will be a no-charge* SAAGNY member benefit for both suppliers and distributors. Watch for details shortly regarding the complete details, times, etc.

The SAAGNY Foundation has also had to cancel many of their events this year. With Broadway closed until September, our Broadway show Flash Sales had to be canceled. Golfers are suffering as well with both the Lenore Goldberg Memorial Golf Outing held at Expo East as well as Crystal Springs Stay and Play being canceled. I am hopeful soon I will be able to write a newsletter without the word, canceled in the text!

We do have our Fall show, Tuesday, September 15, as well as our Holiday Party, Wednesday, December 9, still on the calendar and numerous webinars. Reach out to us with your opinions of the Fall Show and Holiday Party – we want to hear from you – info@saagny.org. Hopefully the world will become more normal to enjoy these events!

Get home safely!
Paul Sprunk

From The Saagny Foundation

Hello Friends,

I hope you are all well and staying busy during these difficult times of quarantine. As is in most aspects of society, many upcoming Foundation events have been cancelled or postponed. We have had to cancel our upcoming Broadway Show Flash Sales – Plaza Suite and Mrs. Doubtfire. Once the lights of Broadway are shining bright again, we will be offering more Flash Sales. Stay tuned! Unfortunately, we also had to cancel our Crystal Springs Stay and Play in June. This much-loved event is just not possible for 2020 due to the restrictions set by the State of New Jersey.

As for our Days of Service planned for this summer at Happiness Is Camping and Hilltop School, both facilities will not be holding camp this summer. Good news - Happiness Is Camping is hosting a virtual camp. Our Foundation Trustee, Neil Kirschner, is coordinating a virtual event for the campers. Thanks to Neil's nephew, Michael Kirchner, we will be able to offer the campers a truly unique entertainment experience. "The Kirsch Project" is an interactive experience that uses Mentalism and magic to entertain its participants. "Kirsch" as he is known, will be doing his show virtually for the campers. For more information about this truly unique show visit www.thekirschproject.com.

I hope the warmer months will bring us more freedom.

Stay well and positive my friends.

Melissa Casey

The SAAGNY Foundation Chair

From the Executive Director



Welcome to the beginning of Summer – and hopefully the return to business.

Sadly, we had to cancel the SAAGNY Summer Show to be held in New York City but we hope we can still see all of you at our Fall Show and social events planned for later on in 2020.

SAAGNY is planning a Virtual Trade Show for Distributors and their clients the week of June 15 – 2 shows a day with 5 suppliers to each show. Look for emails announcing our presenters and further details.

In the meantime, SAAGNY has been organizing webinars for you to learn at home. Please visit the SAAGNY website as new webinars are being added daily. It is our hope these webinars will allow distributors and suppliers to come together virtually, as well as, provide an opportunity to expand your knowledge. Missed a webinar – no problem – we have a full list of recordings on our website.

SAAGNY is organizing weekly virtual meet-ups – visit Saagny.org for a full list of virtual opportunities.

Please make sure to visit the SAAGNY website today for the most up-to-date industry news, photos, social media links, and much more! Make sure you download the SAAGNY member app from your IOS and Android app store. With this app you access the member directory and events calendar on the go!

Don't forget to login into your profile and update your contact information so fellow SAAGNY members can find you in our online membership directory which is exclusively for SAAGNY members.

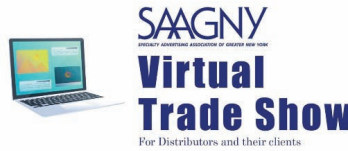
Any questions – do not hesitate to reach out!

SAAGNY is here for you – stay well and safe!

Best,
Donna-Jean

SAAGNY Virtual Trade Shows

for Distributors and their Clients



	Monday, June 15	Tuesday, June 16	Wednesday, June 17	Thursday, June 18	Friday, June 19
10:00 a.m.	Summer & Beach Products	Healthcare	School, College, Educational Services	Hospitality, Travel and Meetings	Contractors (Landscaping, HVAC, Cleaning, etc.)
2:00 p.m.	Safety and Security	Communications, Advertising, Marketing	Finance, Banking, HR Professionals, Insurance	Technology	Manufacturing, Construction and Real Estate

These Virtual Trade shows will allow distributors to "bring" their clients on a virtual showing of Promotional Products. Each of the above markets will feature suppliers offering a wide variety of product lines, including but not limited to, branded gifts & awards, promotional calendars, personalized bags & totes, drinkware, office gifts, apparel, food items, and more. These virtual opportunities will provide clients with the opportunity to conceptualize items for their individual marketing strategies.

*Clients and distributors can pre-register for the show. This is a **free** opportunity – another great SAAGNY member benefit.*

This virtual show reflects the true spirit of collaboration between suppliers, distributors and their clients.

Visit Saagny.org to register for the market segments YOU and YOUR client want to view.

SAAGNY

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SAGNY

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VANTAGE

vantageapparel.com

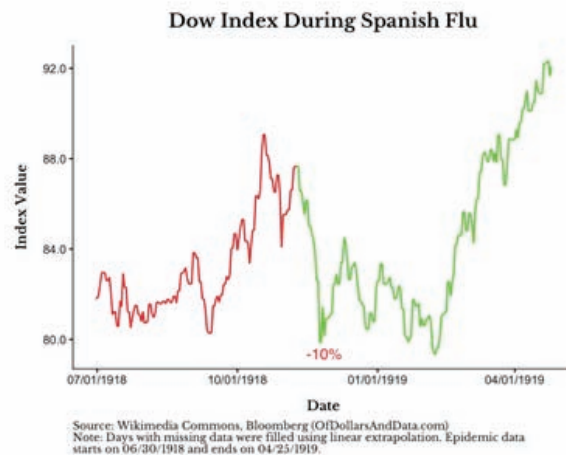
Contact webstores@vantageapparel.com to get started.

The Importance of Consumer Culture

by Seth Barnett, *April 2020*

One of the many identifiers of western society that makes our economic system unique is that of our consumer culture. We are a society based on consumption and this drives much of the machinery of our economics. Consumer identity is one of the areas we now see as having been impacted most significantly by the closures associated with COVID-19. While we can assume that this has an adverse impact on those directly missing out from traditional consumerism, retail stores being among the first that come to mind, this impact has a ripple effect throughout our economy that eventually touches everyone. Many of us are in a business that is being left out from some facet of our traditional economics. Adjustment and adaptation have become the new norms. The important question that continues to arise is what will it look like when businesses open back up and will that return be economically impactful enough to stabilize our entire market?

To get an answer we have to first need to look backward. We are learning a lot about our present health crisis by looking at the Spanish Flu Pandemic of 1918. Though, like many in research, I will argue that we can only use this insight as a framework for what is happening today. The world 100 years ago was completely different, and our response now must also be completely different. While there is much to be learned medically from our last great pandemic, we can also learn a great deal about economics.



The Importance of Consumer Culture

by Seth Barnett, April 2020

Similar to the events of our day, in 1918 businesses abruptly closed as a means of easing the flu's spread and the markets reacted harshly. But what should be noted is that markets did return. The Spanish Flu Pandemic would not be declared over for nearly two years but during that time an ease of business restriction began to improve commerce. By the time the pandemic was officially over in December of 1920, the market had more than stabilized.

Looking at other economic recovery periods such as that after the last great economic recession, a familiar pattern begins to emerge. The pattern also shows the value of small business. Small businesses are the first to support economic stability. Our consumer culture has a special place for small businesses. That then triggers a supply chain response that is also productive. Eventually, the economic machine begins to run as usual (if not better than before).

We must hold out hope that the efforts we put in today will pay dividends tomorrow. We cannot lose sight of the fact that temporary marketplace maintenance means that we hold our seat at the recovery table. Consumer culture will be back and, more importantly, it will be strong. Over the past weeks, we have begun to see that China is experiencing that familiar recovery economic pattern. Consumer-centric businesses are up and that is helping fuel an economic recovery. We too will have our moment. Until then, we can manage expectations and ensure that we do not lose our place.

The proverbial north star for this situation will be consumerism. This has a translation into all business and all buying decisions. The strength of our consumer culture will help guide our economic intervention and our recovery.

SAFETY ADDED



The most popular retractable pen in promotional products, with PrevaGuard™ – an antimicrobial additive which helps suppress the growth of bacteria, algae, fungus, molds and mildew on the pen.



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Offer valid through July 31, 2020. One-time use only. One special offer per order only. Catalog quantity only. Can be used on any end-user order but cannot be used in conjunction with other promotions, including co-ops or special quotations. All other terms and conditions apply. No cash value. Visit bicgraphic.com for complete product details, including minimum quantities. Void if altered, copied, transferred, traded, sold or where prohibited, taxed or restricted by law. BIC®, the BIC Graphic logo, bicgraphic.com, Good Value®, Koozie® and all related trademarks, logos, and trade dress are trademarks or registered trademarks of BIC Graphic and/or its affiliates or licensors in the United States and other countries and may not be used without written permission. ©2020 BIC Graphic, Clearwater, FL 33760.

BIC graphic WRITING INSTRUMENTS

Supplier Member News

Check with each supplier for the most up to date information as the information below may have changed.

Marken Design Cast Lapel Pins for Pandemic Frontline Workers Show appreciation for these valuable Healthcare Professionals & First Responders!! Many Styles to choose from!

Pin styles are USA Made at min 125pcs per style and available in Goldtone, Silvertone or Antique Pewter finish & include Military Clutch & Individual Polybag.

Production Time is 8-10 Working Days from receipt of order.

Marken Industries
56 Barnes Street
Pawtucket, RI 02860
800-262-7536 FAX: 401-726-3399
info@markenind.com

Hub Promotional Group

Hub's production facility is still closed as we wait for the stay-at-home mandate to be lifted later in May. I've updated the PPAI website.

We are accepting factory direct orders from our vendor in China on our 4 most popular Javalina Stylus pens: skus 331, 332, 336 and 339. Our essential sales team is providing quotes.

We also have been doing some fun Virtual Trade Shows, and have started a marketing initiative around the idea that "pens are like toothbrushes. Some things in life aren't meant to be shared." #keepthepen (leave the germs).

We are happy to report that our sister companies Origaudio Promo, HandStands Promo and BCG Creations have been operating through all this. BCG has started producing a line of Clean Key keychain tools called Untouchables.

Our sister company Best Promotions has been producing Covid Safety kits complete with two different kinds of face coverings. Also our sister company Beacon promotions is open for business again!

Supplier Member News

Midnite Snax

Stay connected to matter where you are! Midnite Snax has hundreds of creative food gift ideas that can be drop shipped direct to home! From virtual happy hour gift sets to healthcare heroes and graduation, we've got you covered. Visit our website to view all our themed flyers in one convenient place:

<https://midnitesnax.zoomcustom.com/flyers>



ETS Express

For the creative ways to engage we do have a link on our website. This would connect to our inside team which we then distribute to their respective regional sales manager.

Here is the link and attached you will find the banner used. If you can add a hyperlink that would be fantastic.



Chocolate Inn/Lanco

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Tip – for creative ways for clients to engage with their customers – Ask them what's their favorite promo item and why.....(making it interactive). I created a video and posted to LinkedIn, attached.



Supplier Member News



Coffee, Organic Tea, Hot Cocoa Gift Box – One \$20,000 3 count gift box order was used by a real estate company to market their vacation homes. One company used the 16 count gift box as an employee birthday program. A golf tournament used our 3 count gift box with a golf ball design on the single cups as a promo event reminder. A large tech company and trucking company used the 16 count gift box and 6 count as a holiday thank you. Any of the gift boxes has been a proven hit for many distributors for self promo. Shipping is low and the creative freedom makes a wonderful Promotional Product. We also have a few options with a custom foil label, biodegradable cups, and additional promo labels to be placed on the outside of the 3 count and 6 count gift boxes.

Coffee, Organic Tea, Hot Cocoa Single Cups – One large healthcare agency loves our custom labeled coffee and the repeat orders continue to pour in automatically. They are great for waiting rooms like healthcare, dental, banking, accounting, auto dealerships, auto mechanics.

Coffee, Organic Tea, and Hot Cocoa would be great to send to essential workers: please seek your list of essential workers for your area. This would be great way to reach out to your employees working from home for any business to feel connected or even as a ZOOM meeting reminder.

Spring Water – The first story is my own. I am the president of the Juniata Valley Spirit Boosters Club. I came up with a creative plan to use custom water as a fundraising opportunity. I titled it spirit water and went to work on obtaining sponsorships at \$250 each spot. This covered water for our cheerleaders for the season. We used the water to hype up the crowd at special games by giving them out in the stands. We also did a special send off to our football players and coaching staff for the playoff games. We used the water at any function that our cheerleaders were associated so their logo on that water was seen and talked about many, many times during a wonderful football season. The amount of people that wanted to buy and give a donation for water was surprising. Many people are doing humanitarian work at this time feeding those in need or even our essential workers. Help your company or your customers do more by maybe using the spirit water example.

Supplier Member News

For high school graduation consider our Premium Quality pennant. This pennant is wrinkle free so go ahead and mail it! Best sizes: 9x24, 12x30. Full color imprint included. Minimum quantity 25 pcs.



Timbuk2

We are currently targeting creating pitch decks for when business comes back utilizing lifestyle images and other marketing collateral to create engaging presentations that a distributor can simply pass to their client base without doing a thing. Some of the collateral we are including is recent press around Timbuk2 repurposing and pivoting our factory to make masks in partnership with bay area sports teams for donation to hospitals and organizations within our community. See the link below:

<https://www.nbcbayarea.com/news/coronavirus/sf-bag-maker-turns-t-shirts-from-bay-area-sports-teams-into-protective-masks/2280281/>

Incentive Concepts

We deliver the best, better. Better service, better business practices, and a better reflection of brand values. And what we deliver is the very best. Incentive Concepts markets, sells, and distributes highly desirable merchandise and we create the perfect experience to deliver corporate gifts. Incentive Concepts makes business better by helping companies reward their employees and their customers — positioning brands in an environment of integrity and reward — and creating a culture of loyalty that strengthens the bottom line while growing business.

<https://www.incentiveconcepts.com/live>



Supplier Member News

Starline

Theme #1: Keeping Remote Workers Connected

Details: Sending Personalized Drinkware with the company name & employee name.

Special Offer: Free Personalization for remote workers, reduced drop ship fee (\$1/piece), waived residential surcharges *not available on 3rd party accounts. Offer valid through 06/30/20

Flyer: <https://cdn.starline.com/documents/flyers/distancedisconnection.jpg>

Theme #2: 2020 Graduations

Details: Personalized bags & drinkware provides a tangible way for grads to feel connected. Everyone in the class receives a personalized tumbler with their school logo / year / name. Great for starting social campaigns where grads can post pictures.

Special Offer: Free Personalization for grads & teachers, reduced drop ship fee (\$1/piece), waived residential surcharges *not available on 3rd party accounts. Offer valid through 06/30/20

Flyer #1: https://cdn.starline.com/documents/flyers/eblast_GradKits_EU.jpg

Flyer #2: https://cdn.starline.com/documents/flyers/flyers_GradKits_EU_US.pdf

Theme #3: Healthcare Provider Appreciation / Preventing Accidently Sharing Germs

Details: Adding personalization to drinkware helps employees avoid accidently sharing germs by drinking from the wrong tumblers.

Special Offer: Free Personalization for healthcare providers, reduced drop ship fee (\$1/piece), waived residential surcharges *not available on 3rd party accounts. Offer valid through 06/30/20

Flyer#1: https://cdn.starline.com/documents/flyers/flyers_FreePersHCP2_2_EU.jpg

Flyer#2: https://cdn.starline.com/documents/flyers/flyers_FreePersHCP_EU.jpg

Supplier Member News

Theme#4: Dry Bags – Clean off outside of bag while keeping contents inside dry & safe.

Details: A lot of people are now looking to keep their personal belongings separated from their work-space when they travel outside their homes, and are looking to dry bags since they can be washed off without affecting the contents inside.

Special Offer: Free Personalization for remote workers, reduced drop ship fee (\$1/piece), waived residential surcharges *not available on 3rd party accounts. Offer valid through 06/30/20

Flyer#1: https://cdn.starline.com/documents/flyers/flyer_DryBags1_EU.pdf

Flyer#2: https://cdn.starline.com/documents/flyers/flyers_DryBags2_EU.jpg

Theme #5: Back To Work Series

Details: Focuses on items that will aid back to work efforts/Promotions

Flyer: Wireless earbuds https://cdn.starline.com/documents/flyers/flyers_wirelessbuds_EU_US.jpg

Flyer: Wireless charger https://cdn.starline.com/documents/flyers/flyers_wirelesscharging_EU_US.jpg

Flyer: Lunch Cooler Bags 1 https://cdn.starline.com/documents/flyers/Flyers_FFTcoolers_EU.jpg

Flyer: Drinkware https://cdn.starline.com/documents/flyers/eblast_BTWDrink_EU.jpg

Flyer: Dry Bags <https://cdn.starline.com/documents/flyers/backtoworkDryBags2.jpg>

Flyer: Lunch cooler Bags 2 https://cdn.starline.com/documents/flyers/eblast_BTWLunchBags_EU.jpg

Theme#6: Essential Workers - Transportation

Flyer: https://cdn.starline.com/documents/flyers/flyers_truckdrivers_EU_US.jpg

Theme#7: Contactless Delivery

Flyer: https://cdn.starline.com/documents/flyers/eblast_CTLDelivery_EU_US2.jpg

Supplier Member News

Theme#8: Social Distancing, Hi-Vis Apparel

Flyer: https://cdn.starline.com/documents/flyers/flyers_safety_COBRANDHV2.jpg

Theme#9: Face Shields

Details:Produced by Starline, Made in the USA, Tested to ANSI/ISEA Z87.1-2015

Flyer: https://cdn.starline.com/documents/flyers/flyer_FaceShields_US_EU_2.jpg

Additional flyers (more added daily):

<https://www.starline.com/resources/tools/eflyers-and-specials>

Royal Apparel

Here is a quick recap of our Mask offerings and our customers have been shifting their business here. Below are thumbnails of our different face masks. Cost see the below “as low as” that is your cost. We have over a half a million masks available between our on hands and goods coming this week. Note on the style FMJRSY you can select your color, as well as the Camo version.

On the FMRIB1, and FMSPX we shipped these assorted colors , keep that in mind for screen sprinting (cant select color)

CFS Promotional Products

NEW! ON-THE-GO
INDIVIDUAL WIPE

**Features: No Alcohol, Towel Biodegradable,
100% recyclable**

**Ingredient: Water, Benzalkonium Chloride,
Sodium Hydroxide**

Supplier Member News

Cloth: Spun Lace

Wipe Size: 7.5 x 8"

Scent: Unscented

Certifications: FDA, MSDS, ISO 9001

Weight: 0.35 oz.

Inner Pack: 250 pieces/box

Carton Qty: 1,000

Carton Weight (GW): 23.80 LBS

Dimensions: 15 x 14.5 x 9"

Individually Packaged

Manufactured: Turkey - FOB NJ, USA

- Each push container holds ONE 7.5" x 8" wipe
- 250 push containers in each box
- Perfect for having wipes handy when on the move
- Individually packaged Wipe
- Kills 99% of germs
- More Effective Than 70% Alcohol Wipes

~ Push wipes use a Benzalkonium Chloride (BZK) solution

~ Results: Test results show a significant higher reduction in total bacterial counts during a week of BZK based sanitizing wipes versus a week of 70% ethanol sanitizer use. © 2019 Association for Professionals in Infection Control and Epidemiology, Inc. Published by Elsevier

- Flexible and expandable cloth with a larger coverage area compared to ordinary wipes
- Never drying technology, wet on demand , always moist when needed
- FDA, MSDS, ISO 9001
- Patented Technology

Supplier Member News

Innovation Line

Innovation Line remains open for business as a supplier in the Essential Critical Infrastructure space including to the Healthcare and Public Health industries. Our wide ranging product line includes Essential products such as hand sanitizers, first aid kits, face coverings, eye coverings and more. Seemingly every day products like insulated and standard totes, Identification products, zipper pouches and labels/stickers can be used to support critical infrastructure in the food, hospital/healthcare and emergency responder sectors. Unless otherwise noted on our website, we will remain open and do our best to provide essential products to assist essential and critical industries during this time.

Innovation Line has taken unprecedented proactive measures to protect the health of our employees. We have implemented the guidelines provided by the U.S. Center for Disease Control (CDC), including their recommendations on personal hygiene and social distancing and we have gone even further. Upon arriving at our production facilities, all employees' temperatures are taken and anyone with an above normal reading is sent home. Employees then sanitize their hands and wear gloves. Each employee wears a facemask and is positioned 6 feet apart from each other. Social distancing is practiced throughout the day, including during breaks and lunch. We sanitize and disinfect work areas before, during and after each shift.

<http://www.innovation-line.com/statementcovid19.php> [innovation-line.com]

Supplier Member News

Peerless Presents:

Special price
\$26.50 (C)
Includes a multi color logo on 1 position
NO set up

Pizza Bag
Insulated to retain heat
600D heavy polyester
Transparent PVC front pocket
210D polyester lining
2" wide tape closure
2" wide webbed handles
Color: Navy

Bring YOUR BRAND Home!

Can hold 2-3 large pizza boxes

pizzurri

PIZZABOY

We are currently changing our focus by manufacturing items that will keep employees and customers safe as the economy begins to open back up.

KEEPSAKE

products usa

discover the power of packaging...

Supplier Member News

3M Promotional Products

Here is an idea: One thing I have seen people do to stay in front of their customers: We have a stock Motivational 4x6 pad that can be mailed out to recipients with a top sheet. This top sheet can be a letter. These can also be individually shrink-wrapped and mailed to recipients directly from our facility .

S & S Activewear

Creative/Marketing opportunities:

- o This week we are focusing on 2020 graduating classes (flyer attached)
- o We've had a lot of requests for a piece focusing on celebrating this year's graduates so we hope this is a useful piece, especially for those customers who have been impacted by school and university closures.
- o While graduates aren't able to have the traditional graduation ceremony they'd planned for, they still want to be recognized for this achievement so we've put together 3 groupings of product to help provide some inspiration:
- o High School Graduates: Best-sellers in the high school market
- o College Pride: Ideas for college graduates, as well as incoming college freshman
- o Young Professional Graduate: Business casual alumni attire for those going out into the corporate world.
- o It's also important to remind customers that these ideas can be great for graduate's parents as well.

Maple Ridge Gifts

Please visit their website for case studies

I have the some case histories attached, and a super fun video on work from home ideas!

<https://mapleridge.com/work-home-gifts>

<https://vimeo.com/410743187>

Case Histories:

https://mapleridge.com/sites/default/files/Casino_CH.pdf

https://mapleridge.com/sites/default/files/RemoteEmployees_CH.pdf

https://mapleridge.com/sites/default/files/Kitting_CH.pdf

Supplier Member News

SAGE® ANNOUNCES SAGE ONLINE 16

SAGE Online 16 contains over 200 new features and enhancements, including a brand-new Project Management area, refined search capabilities, 10 holiday-themed email campaign templates, and much more.

SAGE, the leading provider of information, marketing, and business management solutions to the promotional products industry, is pleased to announce the official launch of SAGE Online 16. The latest version of their flagship solution includes over 200 new user-driven additions, designed to streamline workday efficiency.

“We’re excited to be releasing so many new enhancements that our customers have requested,” Eric Natinsky, SAGE CEO, commented. “We always listen and try to implement as many of their ideas as we can to help them become more efficient, more creative, more productive, and all around more successful.”

A brand-new Project Management area has been included in SAGE Online 16 where distributors can easily view and manage all projects with just one tool and track the status of each project, all while improving their team’s organization. The Project Management area was created exclusively for the promotional products industry and can be customized to each distributor’s specific workflow. This addition also includes a client portal to streamline communication on each project. Clients can view a project’s status, approve proofs, pay bills, upload artwork, and be notified of any activity associated with a project.

Other new features to SAGE Online 16 include a refreshed, modern look, with automatic, less intrusive software updates. Upgrades to the product search area include several new criteria such as the ability to search for end quantity pricing, filter by SAGE Inspire Catalog participating suppliers, and more. Additionally, teams can now track accrued or paid commission and run commission reports through the SAGE Order Management module.

Users will also see a new, in-depth product ratings system that combines both supplier and product ratings all in one place. This new system enables users to leave product comments and see rating trends. Suppliers will be notified via email regarding their ratings and will have the opportunity to respond to comments.

Supplier Member News

The new SAGE Online 16 also includes ten holiday-themed marketing email campaign templates for distributors to send to their clients as well as ready-to-go catalogs in the SAGE Print Studio. These catalogs are editable and fully customizable so products can be added or removed, and the pricing can be adjusted to meet each distributor's individual needs.

SAGE Online 16 is available now. Subscribers will receive an "update available" prompt upon logging into SAGE Online as soon as the new version is available to them. There is no additional charge for the upgrade.

SAGE encourages distributors who are not already SAGE subscribers to take advantage of its complimentary 30-day Total Access subscription. [Visit their website](#) to get started with SAGE Total Access, which includes SAGE Online, SAGE Web, and SAGE Mobile.

About SAGE

SAGE, based in Addison, Texas, is the leading provider of information, marketing, and business management solutions to the promotional products industry. In addition to SAGE's flagship SAGE Online™, SAGE Web™, and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end-buyer catalogs, artwork services, payment processing, tradeshow, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry's non-profit association as well as Promotional Products Professionals of Canada (PPPC), Canada's non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.

Supplier Member News

AAkron Line Donates Face Mask Ear Savers to Frontline Workers

AAkron Line, a top 40 promotional products supplier and manufacturer, has donated over 5,000 face mask ear savers to frontline workers in their local communities in Western New York, Chattanooga, TN, and San Francisco, CA. AAkron Line recently introduced an exclusive design of an ear saver that allows elastic bands of the face mask to be comfortably hooked together to prevent rubbing behind the ears. The Fask Mask Ear Savers are made in the USA of a latex-free, thermoplastic rubber.

“These soft and durable ear savers will help keep first responders comfortable while staying safe. It’s our way to say thank you for all they are doing,” says Devin Piscitelli, CEO and co-owner of AAkron Line.

About AAkron Line

AAkron Line is a family-owned and operated supplier that entered the promotional products industry in 1967. Over the decades, the company has won several Supplier Star and Merit Awards for service and innovation. Currently, their product line includes over 750 different items. Domestically manufactured products include stadium cups, sports bottles, pencils, rulers, yardsticks, key chains, bracelets, hand fans and much more. To view AAkron Line’s full product offerings, visit www.aakronline.com

SAAGNY Supplier Members are Here to Help – See the Following Offers:



AAkron Line Begins Production of Face Shields

Akron, NY – April 29, 2020 – Top 40 promotional product supplier and manufacturer, AAkron Line, announced today they have begun manufacturing face shields, after waiting nearly a full month for proper certification from the federal government. The new face shields will be immediately available to state and federal first responders while being available to promotional distributors next week.

“We immediately began to look at the whole spectrum of PPE products to see where and how we could use our manufacturing expertise to help in the COVID-19 fight. We have also seen first-hand numerous products that are available with no certification or documentation so we felt very strongly that whatever we did had to be done to the highest standards” says Devin Piscitelli, CEO & Co-owner of AAkron Line.

AAkron’s face shield is a FDA Listed Device and has passed ANSI testing. The test conducted and passed are ANSI/ISEA Z87.1-2015-Personal Eye and Face Protection Devices – Full Requirement , and ANSI/ISEA Z87.1-2015-Personal Eye and Face Protection Devices – Droplets and Splashes.

The face shields have an elastic band for flexible fit, a crystal clear shield and are foam padded for comfort. The company will sell the face shields with the option of imprinting or they can be purchased blank.

These face shields are the second item AAkron Line has introduced in response to the COVID-19 Pandemic. Last week the company introduced their new Face Mask Ear Saver. The ear saver is also Made in the USA of a latex-free, thermoplastic rubber which allows elastic bands of the face mask to be comfortably hooked together to prevent rubbing behind the ears.

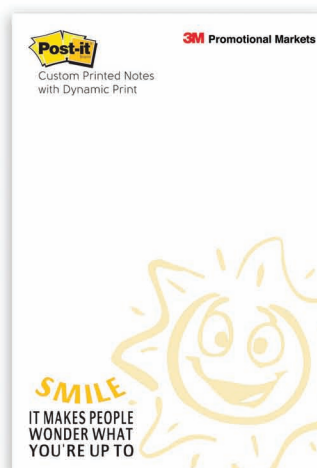
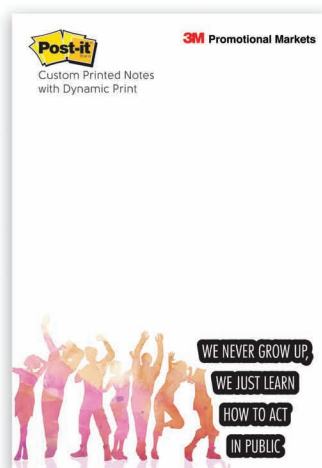
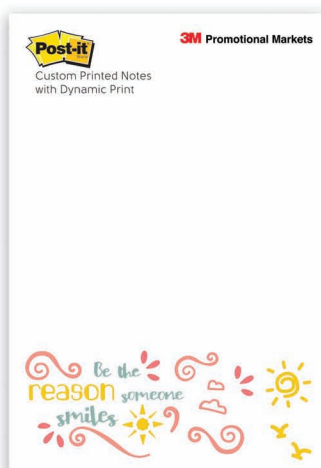
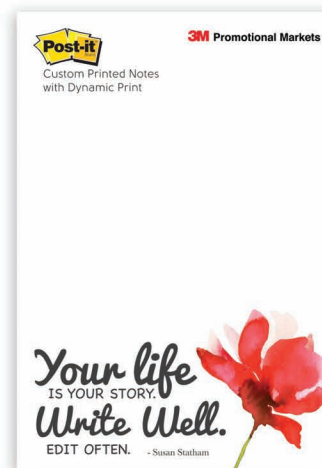
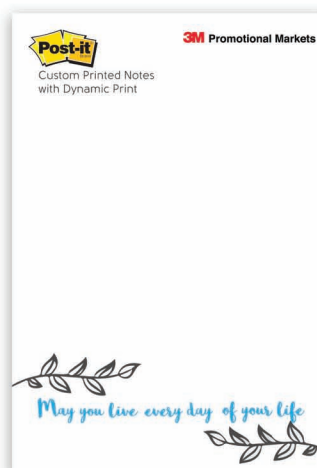
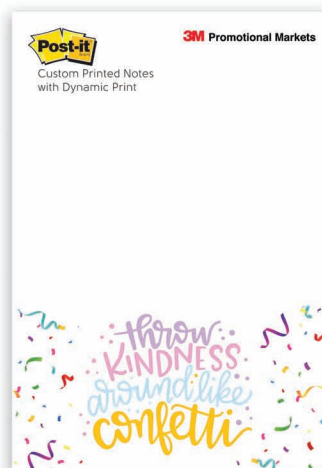
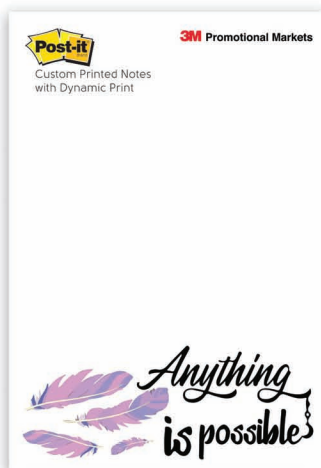
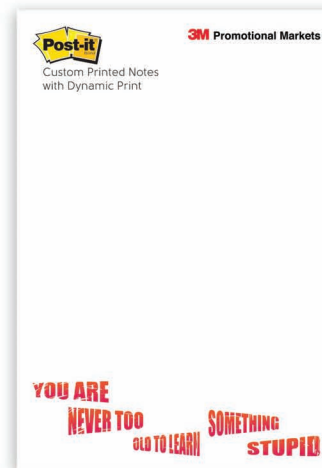
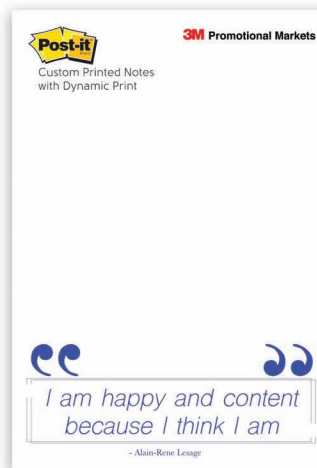
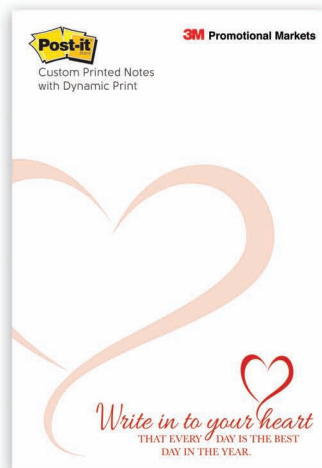
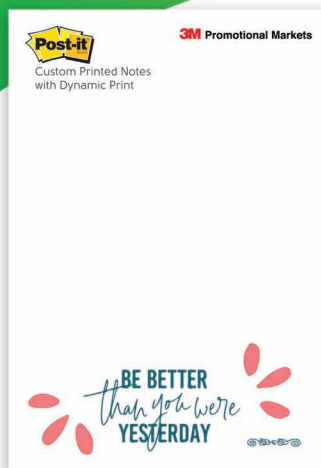
About AAkron Line

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Custom
Printed
Products

4" x 6" Pad



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Transforms

From Medal
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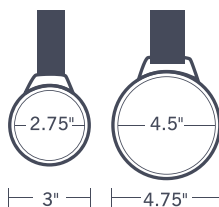
HOW IT WORKS



Medal Morphers™ arrive as a medallion with a beautiful Velcro™-detachable sublimated ribbon.

Easily pop the insert out from the frame (held in by a magnetic system).

Place insert into frame slot for display on shelf or desk



PRODUCTION: 3+ weeks from final art approval
THICKNESS: 6mm
PACKAGING: Polybag

Also Available!

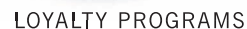


**Printed metal inserts.
Reversible & double-sided.**
3" Medal Morphers™ only

ITEM	SIZE	25	50	100	250	500	1000	1st Col	Add Col	Brights	Stock Velcro™ Ribbon	Custom Ribbon
910ZMM275	3"	25.00	17.90	14.70	13.90	13.30	13.00	0.65	0.45	0.88	1.05	*See page 41 Domestic Sublimated Ribbons
910ZMM450	4 3/4"	36.30	31.30	28.30	25.80	23.80	21.80	1.4	1.2	1.50	1.05	
910MMDISC275	3"	19.80	13.90	12.50	11.40	10.80	10.40	N/A	N/A	N/A	1.05	

6A4G

Embed almost anything* in custom designs!



Any shape, with or without color-fill.

DIMENSIONS: Priced as 2" but other sizes available.

WINDOW CAPSULE INTERIOR: 7/8" diameter, 2.5mm tall

PRODUCTION: 25+ days from final art approval

PACKAGING: Polybag

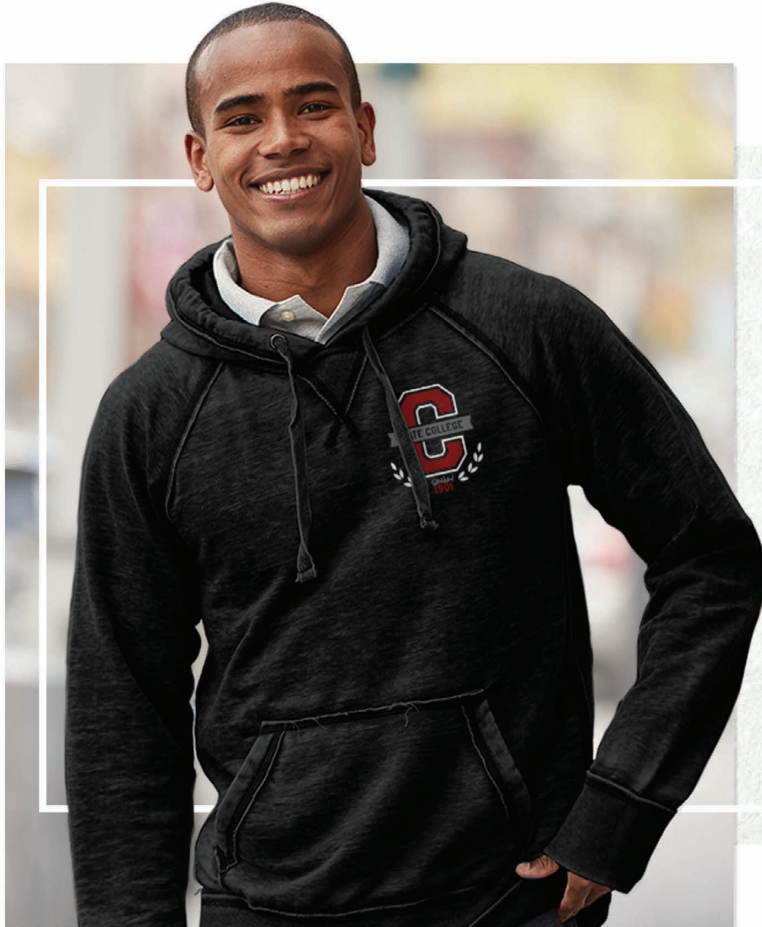
ASSEMBLY: Contact us to determine best approach for embedment materials.

*Not suitable for liquids or gels

Shawn Fernandes - shawn@ATdesigns.com

Erich Lichtner - Erich@ATdesigns.com

ITEM	SIZE	100	250	500	1000	SET UP	PER COL
912CT200	2"	11.60	9.00	8.00	7.00	220	0.10
4A2G							



GRAD KITS

★ *Class of* ★
2020

Celebrate the Class of 2020

Show the graduates of 2020 that the tassel was worth the hassle with graduation kits for every type of grad. Schools and universities across the country are celebrating students' hard work by sending them customized graduation kits—a feel-good assortment of apparel that lets the Class of 2020 wear their school colors with pride and show off their ultimate achievement.

maria.condaras@bellacanvas.com

★ GRAD KIT ★

High School Grad

With so many high school seniors having their school year cut short and graduation ceremonies canceled, it's even more important to honor this valued tradition. Check out our apparel ideas to kick-start your creativity and put together a graduation kit that celebrates this momentous milestone.



TOP: Dyonomite 200CY • Jerzees 88WTKR • Richardson 115 • BELLA+CANVAS 3739 • Hanes 4980 • Next Level 6051
BOTTOM: Champion 8180 • Champion S600 • Liberty Bags 8881 • Anvil 887L • Alternative 2910

★ GRAD KIT ★

College Pride

Graduation season is almost here, and many students said farewell to the colleges they called home. The gift of a custom college apparel collection is the perfect memento for a graduating senior to commemorate their college years. Or, if a future college freshman has been accepted to the college of their choice, fire up their school pride with a gift of comfortable college apparel.



TOP: BELLA+CANVAS 7503 • Alternative 5058 • Yupoong 6245CM • Independent SS1000C • Comfort Colors 4410 • J. America 8915

BOTTOM: Next Level 5013 • Boxercraft Q10 • Oakley 921425ODM • American Apparel BB453W • BELLA+CANVAS 3413

★ GRAD KIT ★

*Young Professional
Grad*

As college graduates prepare to start their careers and new lives, consider giving a selection of corporate casual pieces featuring their alma mater to help put their best foot forward once they enter the corporate world. This special kit is the perfect idea to help them transition and take on new challenges.



TOP: Weatherproof 198331 • Adidas A324 • Adidas A629 • Tommy Hilfiger 13H1860 • Columbia 141162 • Van Heusen 13V0466
BOTTOM: Adidas A241 • Adidas A281 • Adidas A301 • PRIM + PREUX 1976L • Weatherproof 193910

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- USE. © 2019 Association for Professionals in Infection Control and Epidemiology, Inc. Published by Elsevier I
- Flexible and expandable cloth with a larger coverage area compared to ordinary wipes
- Never drying technology, wet on demand, always moist when needed
- FDA, MSDS, ISO 9001
- Patented Technology

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Quantity	Production	Price
2,500	10-14 Days	\$0.93
5,000	10-14 Days	\$0.88
10,000	10-14 Days	\$0.85
25,000	10-14 Days	\$0.84
50,000	10-14 Days	\$0.83 (5C)

Call for pricing on larger quantities.
Ask about custom label on orders > 10,000
FOB: NJ, USA

Features: No Alcohol, Towel Biodegradable,
100% recyclable
Ingredient: Water, Benzalkonium Chloride,
Sodium Hydroxide
Cloth: Spun Lace
Wipe Size: 7.5 x 8"
Scent: Unscented
Certifications: FDA, MSDS, ISO 9001
Weight: 0.35 oz.
Inner Pack: 250 pieces/box
Carton Qty: 1,000
Carton Weight (GW): 23.80 LBS
Dimensions: 15 x 14.5 x 9"
Individually Packaged
Manufactured: Turkey - FOB NJ, USA

Pricing and production times subject to change without notice, 4/28/20.

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- Includes carry case



#MB200

- Menu/Chalk Board
- "A" frame with steel hinges
- Brown and Black wood frame available

menu
BOARD



we are
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- Classic 7' arc x 6 panel
- Wood market umbrella
- Fiberglass ribs

market
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PROMOTE YOUR "TO-GO" WITH

CURBSIDE DISPLAYS

BRANDING WHERE YOU NEED IT

POPUP TENT / PORTABLE BAR / MENU BOARD
PATIO/MARKET UMBRELLAS / STANDS / AND MORE...



NOW OFFERING 100% COTTON FACE MASK



MOQ: 100 pcs per order/Decoration available for 1k minimum

COLORS: Solid Black, Solid Navy, Solid Grey

PACKAGING: 100 pcs/bag

FOB: Fremont, CA 94538 (Shipping charges apply)

SEND ORDERS : orders@fossaapparel.com

SEND INQUIRIES: sales@fossaapparel.com

LEADTIME: Orders will be fulfilled on first come, first serve basis, as we try to meet the high demand

SKU#

FOSSA55BLK

FOSSA55GRY

FOSSA55NVY

- 4 ply cotton mask
- High quality construction
- Provide more facial coverage
- Self material earloop
- Fashionable design
- Exterior layer -100% cotton/160 g/m2 (water resistant)
- 2nd & 3rd layer- cotton mesh /60 g/m2 per layer
- Interior layer- 100% cotton jersey 120 g/m2

NET PRICING

100-5000	\$3.50	50001-100k	\$3.10
5001-10K	\$3.45	100001-250K	\$3.04
10001-15K	\$3.38	250001- 500K	\$2.95
15001-20K	\$3.30	500001- 750K	\$2.87
20001-25K	\$3.23	750001- 1M	\$2.76
25001-50k	\$3.17	Over1M	\$2.50

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Prop 65 Compliant

All sales are final (non- returnable & non- exchangeable)



Black

Solid Grey (PMS Cool Grey 11C)

Navy (PMS 289 C)



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FL-400 • Front Line • 1 3/4 x 3/8



FL-400 • Blue Line • 1 3/4 x 3/8



FL-400 • CPR • 1 3/4 x 3/8



FL-200 • American Flag Bar • 1 3/4 x 3/8



AP-13 • Front Line • 7/8



AP-77 • Thank • 7/8



AP-6 • Blue Line • 3/4



CH-160 • Celebrate • 1 1/4

Items have been enlarged to show detail.

We pride ourselves on offering quality merchandise created with the highest standards of care and craftsmanship for over 47 years.

Count on us to create the perfect token of thanks for our everyday heroes!

PRICE BOX SPECIAL				
	25	100	250	500
FL BARS	8.00	6.80	5.80	4.00
AP LAPEL PINS	3.00	2.40	1.80	1.50
CH-160	3.00	2.05	1.95	1.85
CH-160 (w/ Magnet)	4.00	3.00	2.80	2.50

(A)

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Choose from our complete selection of **pre-designed**, wide format print materials for social distance messaging.



Counter Top Displays
Economical and easy to use.
Choose 24pt paper or 3mm PVC
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Floor Graphics
Easy & durable, perfect for hospitals
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Yard Signs
Rigid outdoor signs to display a clear
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Posters
Large 22x28" posters to communicate
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Contact us to order now!



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Mask 3 Ply to this great kit!**

BRONZE

Item: P.E.T. PPE KIT

Pricing Details

Quantity	MOQ	Price
250		\$6.25 R

**Prices adjusted
with mask added.**

Product Details

Black Blue Red

Set Up Charge (per color):
1st Set Up FREE. \$60R
for each additional.
Includes the E-Mail Proof.

Kit Contents









- 2 – Wet Ones Wipes
- 2 – Diphenhydramine Packets
- 1 – Triple Antibiotic Ointment Packet
- 2 – Nitrile Gloves
- 3 – Antiseptic Wipes
- 1 – Package of Gauze
- 1 – Disposable Mask



For more information reach out to Harvey Sorin:
harvey.sorin@gmail.com
(732)371-6803

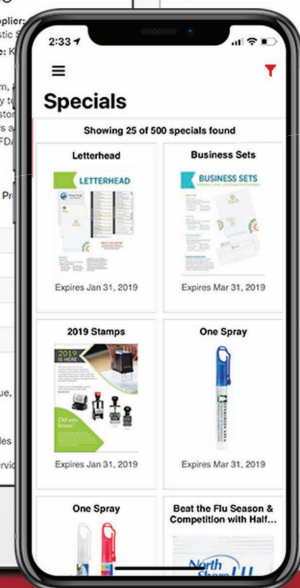
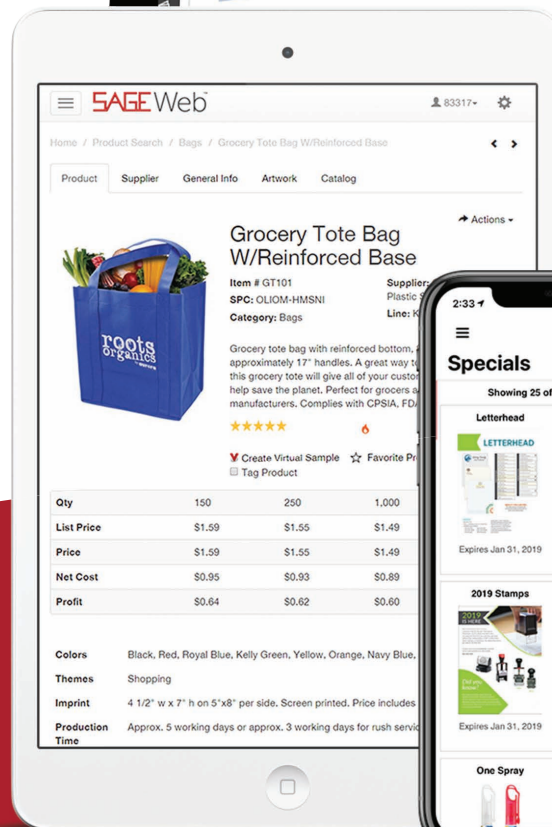
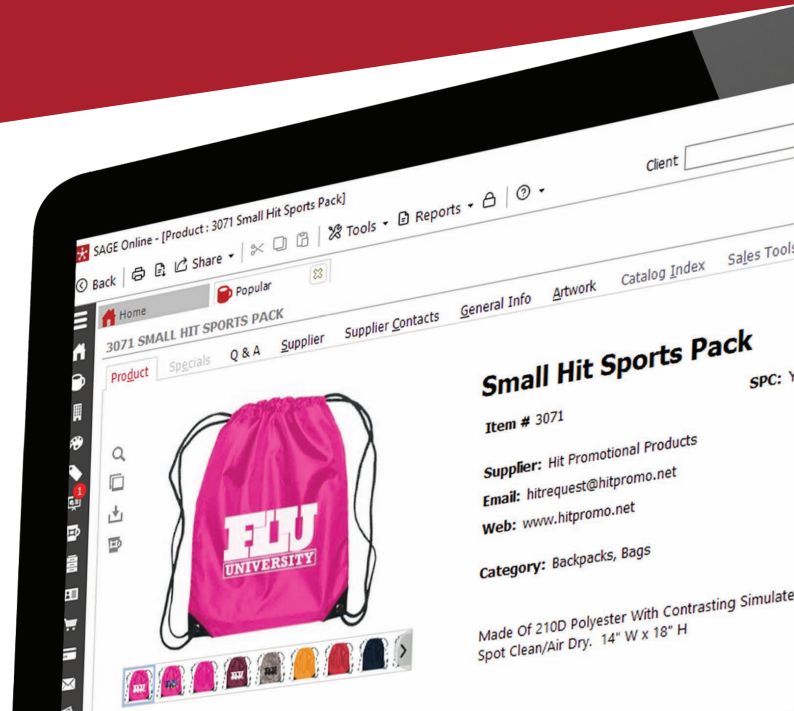
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Passing of Sid Siegel

On March 29th, Sidney Siegel one of the true pioneers of our industry and founder of Industrial Contacts, passed away from complications due to Covid-19. With little money or experience, he started Industrial Contacts, one of the first Promotional Products companies in New York City, over 60 years ago. It didn't take too long before Sid Siegel had a reputation as being one of the most creative minds our industry has ever seen.

Sid's early days started with his background in emblematic jewelry which he soon segued into a larger scope of promotional products and custom manufacturing, due to the high demand of his growing clientele. Industrial Contacts was one of the first companies to work with Japan, before China became a player, where he produced custom shaped radios such as football helmets for the NFL, top shelf liquor bottles, Brut cologne and Pepsi vending machines. The liquor industry soon became his niche. Some of his most prominent work included ceramic figurines, metal signs, and lucite bottle embedment.

Sid created and produced the Clio Award, still used today to honor the best television commercials. He was one of the first to start the company store catalog (of course in print before later technology developments) which he established for brands like Pepsi and Met Life. His creativity along with his out of the box thinking earned him the cover story of Counselor Magazine in 1974.

His ingenious and clever thinking was one of the reasons for his great success, but it was his charismatic personality combined with his sense of humor that truly made a lasting impression.

Today, Industrial Contacts is led by his son Steve and his grandson Daniel. Sid's daughter Mindy is also involved in the company and plays an important role on the sales team. The company continues to follow in his footsteps with a strong focus on the beverage industry. Sid continued to have daily conversations with Steve and Daniel about the happenings of the business and was never one to shy away from offering his advice.

Passing of Sid Siegel

Although business was his “baby” that he always cherished, nothing took precedence over his family. He was married to his late wife Joyce for 65, years who played an integral role in the success of Industrial Contacts. Nothing brought Sid more joy than spending time with family, and watching the successes and achievements of his kids and four grandchildren. His leisure time was usually spent playing golf or on the tennis court.

Sid will be missed not only by his family and friends but anyone who had the pleasure to meet him.



April 2020

It's Not Business...It's Personal!

Dear Valued Distributor Partners,

There is no question the events of the last 6 weeks have had and will continue to have a significant impact on our economy, industry, businesses and personal lives.

As you most likely know, Tekweld was designated by the State of New York as an Essential Supplier of goods to combat this invisible enemy. The biggest juggling act and our number one priority is to be socially responsible during this crisis, while also trying to meet our customers demand for essential products in the line. Two weeks ago, we were required to halt production on most of the line to give priority to hand sanitizer orders. **While each day continues to bring new challenges, we are happy to report that as of today we are again able to produce both essential and non-essential items currently.**

It is with grateful hearts that within the last week we were able to bring back 25% of our factory workers. This week we will double that number and will be well on our way to running at full capacity once again.

We very much appreciate your patience with us over the last month as we encountered several challenges that come with trying to scale to meet the demands of an unprecedented amount of increased business that accumulated basically overnight. Our CRR, KAM departments and Regional Sales Managers have worked tirelessly fielding phone calls and doing everything possible to keep you, our valued customers well informed.

IMPORTANT INFORMATION: As it relates to our current production status -

Please note that our average production time on hand sanitizer is still extended due to limited availability of product. We are filling as quickly as we can, however the current and incoming stock has been allocated to existing orders, with incoming stock already set aside for backorders. We do, however, have a waiting list and are adding purchase orders to it daily while increasing our domestic output and overseas orders to meet demand.

The rest of our product line, for the most part, can ship in 3 to 5 working days. This includes lip balm, sunglasses, cannabis products, drinkware, pet items, and more. For a complete listing, we encourage you to visit our website www.tekweld.com or flip through our [2020 books digitally on Zoom Catalog](#).

If you would like virtuals or any marketing resources, please connect with our team. We would love the opportunity to help you help your clients get back to building and strengthening their brands during this time. As we move forward, please know that our number one priority is taking care of you, our clients, and each other here at Tekweld. We are committed to providing you with the level of service you deserve while continuing to keep our employees safe. This means practicing safe social distancing, continuing to sanitize work areas, and properly outfitting employees with the equipment they need to do their jobs and feel confident about their health and safety while doing it.

In order to emerge from this unique time in our country's history, it is the companies and individuals who take charge and push forward with an attitude of optimism that will help to breathe life back into this industry. We're here for you, ready to make it happen. We also know that by partnering with each other we can all come back even stronger than we started. Let's work together to make it happen. #PromoStrong

Sincerely,

A handwritten signature in black ink, appearing to read "Taylor Tadmor".

Taylor Tadmor
President, Tekweld



Multi Media Promotions Celebrates 15 Years – Congratulations!



The Future, As I See It

– Joel Schaffer

Under the assumption that the world will return to some semblance of normalcy, the biggest question is how will that affect our business and industry as a whole? While I am firmly pessimistic about the short-term recovery of our industry, post pandemic, I am more optimistic for our long term. One thing we can all bet on, it will not be business as usual. Priorities will change, markets will disappear, needs will be different.

Now is the time to create a recovery strategy. I hear, read and watch our industry seek survival strategies and wish there was an immediate answer but, those who have the resources to wait it out and return, need to think of the day after tomorrow.

As a supplier, I see a significant decrease in distributors and distributor sales forces. Those on straight commission may have little choice but to find a job with a salary and benefits. Not everyone will be able to survive a gradual rebuild in commission income. There will be a reduction in suppliers. Those who exist purely as importers may no longer be a preferred or trusted source. Small family suppliers may determine the cost of resurrecting is greater than the rewards. Remnants and assets of deceased supplier companies can be gobbled up by the top 50 suppliers. While it would tempt venture capital companies to buy a business at a cheap price, the risk may not correspond to the reward.

All businesses will immediately focus on a return to normal programs and first up is asset recovery. The key asset will be people. With the massive layoffs and terminations, they will have to bring back an employee workforce on a gradual build. Plants will rev up slowly, workers recalled. Not all trained workers will return, if asked. Some will change careers, find new jobs and simply scatter in the winds of pandemic. The first aid need will be in HR.

I doubt there will be a pressing need for a mug or key chain but, there will be a pressing need for moral builders and training aids. So, think about the tools, motivational products and contributions you can make towards solving this problem. Now is the time to get creative and even be innovative

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- be it a JPEG flyer or a flip book, be ready. Many businesses will not have immediate graphic capability, so consider offering stock designs to allow smaller business an opportunity to use a turnkey program to build employee morale. We have in our arsenal things from big graphics to desk top tools; it will not be the item but the message.

It is anyone's guess as to how much of a company's workforce will return - hiring and training will be another area of immediate need. Can you help? Can you assemble the tools to present to clients for immediate use in solving their problem?

The lessons being taught by this pandemic will stimulate an immediate uptick in safety programs. Tools will be needed to get across the health and safety message. There are scores of direct sellers offering stock thematic posters and products, consider your own. Perhaps you can team with others, perhaps you can unite with a regional association. If you go it alone, there are thousands of designers to partner with as they need future revenue, as well. Offer a royalty for all sales made with their graphics.

We excel at helping businesses with products and programs for application to their sales force. Overall, I can't see the number of salespeople anywhere near prepandemic numbers. Both sales and sales staff will have a gradual increase as the economy restores. Incentive travel may take years to return. Sales conferences may forever turn virtual.

In marketing, brand building and brand awareness may have to rely on the prepandemic basis it had achieved. This means less spending on good will, less advertising and marketing. However, the need for a business to let its customer base know "we're back", will be on the very top of their marketing needs list. Again I go back to the direct marketers with catalogs of stock graphics.

In the past, if you were opening a store, you didn't need an artist for a banner, you simply bought a stock "grand opening" banner and satisfied that need. Quick and easy. As an example, if a company such as Galaxy Balloon focused on developing stock graphics with effective promotions like "we're back", it is easy to see car dealers and other retailers all using Mylar and latex balloons to fly over their establishment.

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It is only a matter of time before we brand a surgical mask and other virus related items we are now aware of. In recent days, we have seen thousands of distributors work as procurement companies. With that in mind, there will be distributors considering a ramping up of procurement services. Does it really matter if a bottle of sanitizer is branded when needed for a non-promotional purpose? Procurement is in our future; however, we will not be able to work on the margins we love. Procurement margins are slim. There is still money to be made, but an "A" will turn to 10%. Hey, we may not be used to small margins, but huge middle-man businesses thrive on margins or markups from 5% to 15% - ask print brokers, mfg. reps in thousands of different SIC codes. I believe there is a better chance for small to medium sized companies to fill this arena over the big guys. Bigger companies will find it difficult to maintain a sales force on slim margins, unless they build substantial volume. The takeaway here, in your business rebirth, consider yet another service of your company - straightforward procurement.

The pandemic cry is "made in America". Ultimately, what is made in America is beyond your control (see my previous column). Politics aside, getting America to manufacture is easier said than done. Consumer demand for cheaper products, will not go away. "Cheaper" was the controlling dynamic that forced us to import it. Much of the product we sell cannot be made at home.

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Our search engine services (ASI, SAGE, etc.) need to bring this information forward in grandiose form. If not, you need to do this.

Some random shots:

- The association world and membership retention will be shattered.
- Education will look to comfort their student body and build immediate “normalcy”.
- The education market will need help in growing distance learning.
- Every related business will shower the healthcare workers, hospitals, etc.
- The fund-raising market will explode in an upward curve.
- Wellness programs will get more attention and funding
- Digital advertising will continue the incredible growth curve but, in face of more competition per click rate, ideas will be needed to increase response.
- Alternate distribution will be a creative endeavor.
- The USPS will see a renaissance lending to more in the mail ideas.
- Products will be repositioned as survival tools for future events. A flashlight is positioned as a home item by us, but as a tool to find victims in a catastrophe.
- Customer service will not be the same until customers return.
- Offering guaranteed sterile packaging will become common.
- Terms will shorten as cash is needed all along the supply chain
- Credit ratings will be destroyed, and pro forma terms will be more required than ever.
- Trade shows, as we know, will be dead.
- Online purchasing will take a significant share of the market as buyers have become more comfortable with the method during the pandemic.
- Face to face meetings will be much harder to get.

I wish everyone well, live long and prosper. We all recognize that daily survival is our focus but, we need to look at tomorrow. It will come, the sun will shine, and we need to be prepared, retooled and be fast out of the starting gate. It will never be business as usual.

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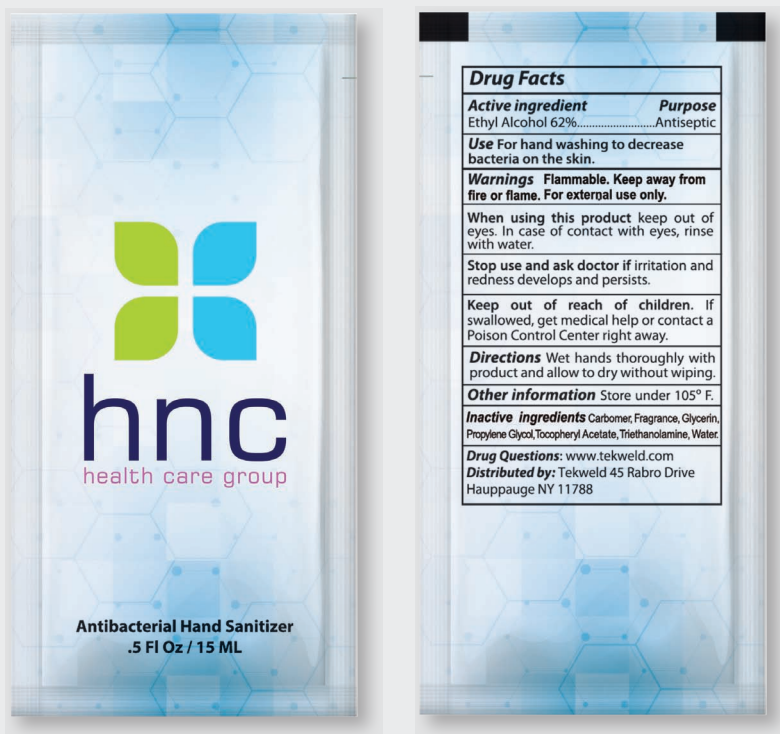
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