

TOP 10 PROMOTIONAL PRODUCTS

(as published by the Promotional Products Association International 2004)

CATEGORY OF GIFTS	SPECIFICALLY	WHAT PERCENTAGE?
Wearables	T-shirts, golf shirts, aprons, uniforms, blazers, caps, headbands, jackets, neckwear, footwear	29.98%
Writing Instruments	Pens, pencils, markers, highlighters	10.61%
Calendars	Well and wallet calendars, desk diaries, pocket secretaries	7.46%
Drinkware	All glass, china, ceramic, crystal, plastic and stainless steel drinkware	6.25%
Desk / Office / Business Accessories	Folders, desk pen sets, calculators, non-dated paper products, cubed paper, scratch pads, adhesive notes, stationery	5.69%
Bags	Tote bags, shopping bags, satchels, gift bags, drawstring bags, cosmetic bags, paper bags, duffel bags, briefcases	5.45%
Recognition Awards / Trophies / Jewelry	Awards, trophies, plaques, certificates, figurines, jewelry	4.32%
Other	Examples not specified	3.76%
Games / Toys / Playing Cards / Inflatables	Kites, balls, puzzles, stuffed animals	2.72%
Textiles	Flags, towels, umbrellas, pennants, throws, blankets	2.60%

Other Categories Mentioned: Sporting Goods, Leisure Products, Travel Accessories; Housewares, Tools; Clock and Watches; Automotive Accessories; Stickers and Decals; Computer Products and Accessories; Magnets; Food Gifts; Electronic Devices and Accessories; Buttons, Badges, Ribbons; Personal, Pocket, and Purse Products.

Total sales of promotional products for 2004 were \$17.3 billion

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