

New Year, New Products

Boost Sales In 2006 With These New Products

BY LISA HORN

ONE THING IS CERTAIN—there is no shortage of new products in this industry. Whether new colors, styles or applications, the latest generation of promotional products will be unveiled this month in Las Vegas at The PPAI Expo.

Here's a selection of products—from apparel and electronics to writing instruments and food gifts—that caught the eyes of *PPB's* editors. Now when your clients ask, "What's New?" you'll have ideas right at your fingertips.



Dye-No-Mite!

Unless you were a fan of the TV sitcom *Good Times*, you may not remember JJ's catch phrase. But every time he said "Dy-no-mite!" thunderous applause erupted from the studio audience. If you want to hear cheers for your next promotion, this tie-dyed tee will get hands clapping. With its vivid color, fashion-cut narrow width and tapered sleeves, the Autumn Spiral tee is all about good times.

Dye-No-Mite. Phone: 614-767-1958. Website: www.dyenomite.com. UPIC: DyeNo439.

Cold Fusion

You don't have to be a scientist to recognize the union of function and fashion creates a lot of chemistry. The Fusion jacket features a matte finished PrimaBond™ polyester shell that's been treated to be water-resistant. The lightweight taffeta nylon in the upper body allows for easy on and off. Wear it, and you'll look downright saintly.

Charles River Apparel. 800-225-0550. Website: www.charlesriverapparel.com. UPIC: CRA.



Light The Way

The next time severe weather leaves you in the dark, don't wonder if the batteries in your flashlight have power. With the Dynamo Self-Charging Emergency FM Radio, you'll never need batteries or bulbs—just wind it up anytime to charge. It features a FM auto-scan radio, three LED light flashlight, emergency siren, cell phone charging adapters and power cord.

Sweda Company LLC. Phone: 626-357-9999. Website: www.swedausa.com. UPIC: SWEDA.



A Fresh Taste

What do you get when you combine gourmet chocolate chip cookies with milk- and white-chocolate covered pretzels? A recipe for a great tasting promotion that will have clients eating right out of your hands. Since the combo is shipped the same day it's baked, there is no fresher way to begin a lasting relationship with your next customer.

Fresh Beginnings. Phone: 229-242-0237. Website: www.freshbeginnings.com. UPIC: FRES0003.



Catch Of The Day

If you want a great catch without going to Seattle's Pike Place Fish Market, the Something Fishy Aqua Clock delivers. Featuring decorative floating figures in vibrant liquid, the combination desk/travel clock vertically displays time, alarm settings and date—plus it has a built-in flashlight. That's a lot of fish for not much bait.

Ariel Premium Supply, Inc.

Phone: 314-890-0330.

Website: www.arielpremium.com.

UPIC: ARIEL. >>



Finders Keepers

Why is it that you can never find your keys when you're late for that special meeting with a client? You'll never lose your keys again with the Finders Key Purse. Just attach the clasp to the key ring and rest the hook on the purse's edge—emblem on the outside, keys on the inside. Also works with briefcases, pockets and backpacks.

Emblematics, Inc. 800-421-6735. Website: www.emblematics.com. UPIC: EMBL0002.



Liquid Lounge

When you think of a liquid-filled shot glass, you may imagine that it's overflowing with your favorite vodka or other liquid libation. But these two- and four-inch clear acrylic shooters feature an isolated liquid-filled bottom section where a custom 2-D or 3-D logo floats in a liquid that can be PMS color matched. While the glass is certainly visually appealing, it can't guarantee the shot will go down any smoother.

Hirsch Presentation Systems USA, Inc. Phone: 201-840-0565. Website: www.hirschusa.com. UPIC: HIRSCH.



Life's A Beach

January: temperatures are plummeting and snow is accumulating. The balmy days of summer are a mere memory. But the summer months will be here again just as sure as the calendar reads June. Make sure you're ready to hit the beach with this Mesh Chair. Its low profile and wide footprint offer maximum stability and comfort. Tuck a towel and sunscreen into the coordinating tote bag, and you'll be beach bound in no time.

Southern Plus. Phone: 706-376-5151.

Website: www.southernplus.com.

UPIC: southpls.



Pro Shop Style

Even if your short game isn't on par with the pros, you can at least look like one in the Arnold Palmer Polo. Made from a Tanguis cotton and micro-polyester fabric, this garment has a distinctive flat-back ottoman rib with raglan sleeves for comfort. While not guaranteed to improve your game, it will definitely enhance your appearance on and off the greens.

One Stop. Phone: 616-784-0404. Website: www.onestopinc.com.

UPIC: ONES0001. >>



A Stained Innovation

Coffee on your linen trousers. Spaghetti sauce on your crisp, white oxford. When was the last time you were happy you had a stain on your clothing? But when you wear apparel decorated with the Image Based Weathering Technique, a “stain” never looked so good. Logos and images are “stained” directly on tees, sport shirts, totes or aprons—all in the same production run. What an innovative idea!

Innovative Apparel. Phone: 407-328-1852.

Website: www.innovativeapparel.com. UPIC: gjbwpbj.



Seeing Is Believing

Don't let a smudge on your spectacles obscure your view. Keep glasses and sunglasses, including anti-reflective and mirror-coated lenses, crystal clear with Lens Cleaner Plus™. Offered in a .5-ounce pocket spray size or the standard one-ounce spray bottle, the lens cleaner can be combined with an imprinted microfiber cloth to complete the set, which is packaged in a drawstring bag. The certified formula can also clean binoculars lenses, computer screens, MP3 and cell phone panels, CDs and DVDs, making it an essential source for seeing clearly.

Natural Trends LLC. Phone: 801-221-4667.

Website: www.naturaltrends.com. UPIC: NTRENDS.



Travel Securely

With the post-9/11 regulations, luggage must be accessible for inspection. But once it's cleared for take off, how can you ensure your bag is secure and will deter tampering? With the TSA Accepted Luggage Lock, of course. It features the Travel Sentry™ logo, which alerts TSA personnel that they may open the lock without damaging it. Now that's secure traveling.

Private Label Executive Gifts. Phone: 408-866-5500.

Website: www.pleg.com. UPIC: PLEG.



Cutting Edge

When you need a promotion to cut through the clutter, sometimes a stock item just won't do. With the U Design Custom Shape Clock, any logo or image can be turned into a unique promotional gift. Additionally, you can personalize each custom-built clock for every individual, company or store location. Now that's cutting edge.

Display-Tec. Phone: 800-827-2044.

Website: www.display-tec.com. UPIC: DISP0001.

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No Sweat

When you're on the move, you never want to let them see you sweat. Stay clean and dry with this Jerzees sport shirt featuring MOVE™ Moisture Management with Odor Control. Not only does this shirt keep you cooler and drier, but it has also been specially treated to kill odor-causing bacteria. So the only fragrance that lingers is the sweet smell of success.

Russell Artwear. Phone: 678-742-8261.

Website: www.russellartwear.com. UPIC: CROS0002.

Beachfront Property

Sand is meant to be in between your toes, but it shouldn't be near your favorite beachside beverage. Keep drinks stable in the sand with the Spiker. Just insert a can or bottle into the holder and spike it into the sand near your beach towel, chair or blanket. It's beachfront property anyone can afford.

Spiker Company, Inc. Phone: 888-225-8676.

Website: www.spikercompany.com. UPIC: spiker.



Stars In Your Eyes

Boldly go where no promotion has ever gone before. With the Polaris 60 AZ-AR Telescope, you'll have a lifetime of space exploration at your fingertips without ever having to board the *Enterprise*. It features a 60mm refracting lens and two 1.25-inch eyepieces that make viewing easier and offer a wide visual field. This is one way to get stars in your eyes.

Swiss Army Brands, Inc. Phone: 800-243-4066.

Website: www.swissarmypromoproducts.com.

UPIC: swisarmy.



Sanitize The Write Way

Working a tradeshow is a hard day's work, picking up catalogs and samples from the miles of exhibitors' booths. And just when you sit down to enjoy an afternoon snack, you realize you need to wash your hands but the restroom is at least 10 aisles away. No need to worry, the 2-In-1 Pocket Sprayer™ will come to the rescue. Filled with hand sanitizer, this pen pulls double duty on and off the show floor.

Custom HBC Corporation.

Phone: 952-442-8242.

Website: www.customhbc.com.

UPIC: hbcspec. >>

Relaxation Ritual

Sometimes it's just not practical to whisk away to a luxurious spa for a week of decompression. That's for movie stars. For the rest of us, it's hard to find a minute of quiet time between your boss asking about that overdue project and your kid needing to be picked up from soccer practice. But relaxation can be had. Just slip into the SoyBu Micro Chenille Robe and watch your cares slip away. This revolutionary new chenille is so sumptuous that even celebrities will be jealous.

Colorado Trading & Clothing Company.

Phone: 303-393-1202.

Website: www.coloradoclothing.com. UPIC: 4824.



Tunes 2 Go

It's no secret that people will work harder when there's a reward for exemplary performance. The Delphi XM MyFi® is an attractive addition to any sales incentive program. Hear more than 150 digital XM channels live coast to coast with this personal XM satellite radio. And with the ability to store up to five hours of fresh new XM content, you'll be able to enjoy XM anywhere—at home, in the car...and on the go.

Incentive Concepts.

Phone: 314-801-1505.

Website: www.incentiveconcepts.com.

UPIC: INCE8489.

Don't Be Left Hanging

Inevitably, people spend a little too much time unwinding at the bar when socializing at tradeshows or sales meetings. But hangovers can be bypassed with the Hangover Survival Kit. Filled with antacid, pain reliever, lip balm, mints, bandages, antibacterial wipes and stain remover, this handy pack is one to be kept close at hand.

Ready 4 Kits - Custom Gear. Phone: 603-352-9546. Website: www.ready4kits.com.

UPIC: KITS.



International Pedigree

With its Premec tip from Switzerland and Dokumental ink from Germany, the Montego Pen has worldly style—and you don't need a passport to get it. With features such as a vented soft bubble grip, shiny chrome trim, crescent-shaped clip and creative vented designs in barrel and grip, this contemporary pen is offered in a rainbow of tropical colors. Who knows, when writing with it, you just might be carried away to the exotic isle of Jamaica—if only in your mind.

Hub Pen Company. Phone: 617-471-9900.

Website: www.hubpen.com. UPIC: HUBPEB. 