

It is *extremely important* in today's world to find cost effective ways *to make your business memorable* and get noticed. Grab attention and be remembered for less than a penny per impression with these branded promotional and apparel products.



MASKS

80% of consumers wear masks all or most of the time when in public



4,235

Number of impressions per promo mask over its anticipated lifetime



An imprinted mask that costs \$5 will have a CPI of just over

1/10 of a cent



52%

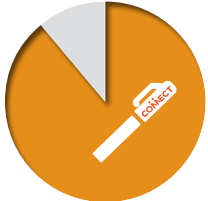
of consumers would keep a logoed mask more than



WRITING INSTRUMENTS

89%

of consumers own promotional writing instruments



3,000

Number of impressions promotional writing instruments generate throughout their lifetime



A logoed pen that costs \$1 will have a CPI of less than

1/10 of a cent



Promotional writing instruments are kept an average of



BAGS

73%

of consumers own promotional bags



3,300

Number of impressions promotional bags generate throughout their lifetime



A logoed bag that costs \$5 will have a CPI of under

2/10 of a cent



Promotional bags are kept an average of

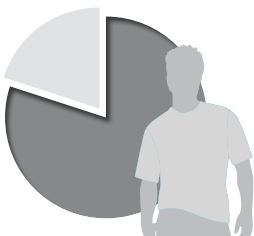


Build your brand, connect with customers and get your business noticed. Contact your Safeguard Advisor today at 855.778.3124 or visit GoSafeguard.com.

T-SHIRTS

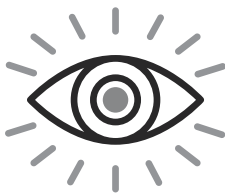
80%

of consumers own promotional T-shirts



3,400

Number of impressions promotional T-shirts generate throughout their lifetime

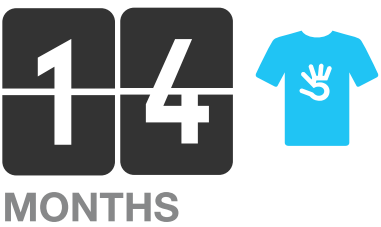


A logoed T-shirt that costs \$7 will have a CPI of only

2/10 of a cent



Promotional T-shirts are kept an average of



HEADWEAR

69%

of consumers own promotional headwear



3,400

Number of impressions promotional headwear generates throughout its lifetime



A logoed hat that costs \$10 will have a CPI of only

3/10 of a cent



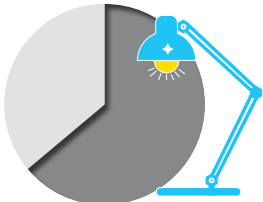
Promotional headwear is kept an average of



DESK ACCESSORIES

64%

of consumers own promotional desk accessories



1,450

Number of impressions promotional desk accessories generate over their lifetime



A promo desk accessory that costs \$5 will have a CPI of

3/10 of a cent



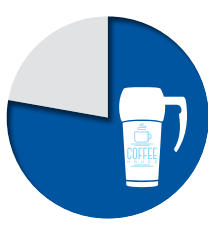
On average, promo desk accessories are kept an average of



DRINKWARE

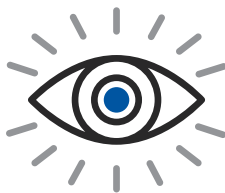
78%

of consumers own promotional drinkware



1,400

Number of impressions promotional drinkware generates throughout its lifetime



Promo drinkware that costs \$7 will have a CPI of under

1/2 of a cent



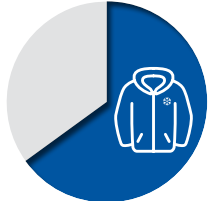
Promo drinkware is kept an average of



OUTERWEAR

67%

of consumers own promotional outerwear



6,100

Number of impressions promotional outerwear will generate over its lifetime



A promo jacket that costs \$20 will have a CPI of only

3/10 of a cent



Promo outerwear is kept an average of



The World Remembers

85% of promo product recipients remember the advertiser worldwide



Recall is highest for apparel items, as 85% recall the advertiser that gave them a shirt or hat



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