



INSIDE:
APPAREL
BAGS
DRINKWARE
OFFICE
TECHNOLOGY
AND MORE!

IDEA GUIDE

Branded Merchandise Curated for the Automotive Industry

IDEA GUIDE

Promotional products drive real impact in the automotive industry—whether it’s building customer loyalty, engaging employees, or elevating presence at dealerships, trade shows, and events. This guide curates ideas for client connection, team engagement, and event marketing to keep your brand top of mind and in the driver’s seat.

SMART SHOPPING GUIDE



RESPONSIBLE PRODUCT SOURCING

Brands committed to supply chain transparency, validated, and certified by 3rd party organizations



B CORP PARTNERS

Climate Neutral, Certified B Corporation, brands that strive to minimize their environmental impact



OWNER DIVERSITY

Representation of various demographic groups, in its ownership structure



BRANDS THAT GIVE BACK

Brands that contribute and support key sustainability initiatives



ECO-FRIENDLY

Our eco-friendly styles use plant-friendly materials.
1% of sales donated to nonprofits via 1% for the Planet



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AUTOMOTIVE OBSERVANCES - US & CAN

JANUARY

- National Technology Day (Jan 6)

FEBRUARY

- National Battery Day (Feb 18)

MARCH

APRIL

- National Distracted Driving Awareness Month
- National Car Care Month
- National Work Zone Awareness Week (Apr 20-24)

MAY

- National Transportation Week (2nd week of May)
- National Defense Transportation Day (3rd Friday in May)
- National Road Trip Day (Friday before Memorial Day)
- National Automotive Dealer Day (May 19th)

JUNE

- Automotive Service Professional Month
- Our Roads, Our Safety Week (early June)
- National Automotive Service Professionals Day (Jun 12)

JULY

- Collector Car Appreciation Day (2nd Friday in Jul)
- Operation Safe Driver Week (Mid July)
- National Day of Motoring (Jul 24)

AUGUST

SEPTEMBER

- National Truck Driver Appreciation Week (2nd week of Sept)
- National EV Charging Day (Sept 13)

OCTOBER

NOVEMBER

- Road Safety Week (3rd week of Nov)
- National Seat Belt Day (Nov 14)
- National Go For a Ride Day (Nov 22)

DECEMBER

- Older Driver Safety Awareness Week (1st week of Dec)

EMPLOYEE & TEAM ENGAGEMENT

Boost morale and recognition with branded gear for service teams, sales staff, and dealership employees



1625-40

**Hearth Ceramic Mug with FSC®100% Wood Lid/
Coaster 15oz**

Key Features:

- Included wooden lid doubles as a beverage coaster
- Stylish matte exterior finish

\$22.63

Decorate With:

Laser | Color Print SilkScreen

MOQ: 72

SM-2950

BuzzTurn Recycled Bluetooth Speaker

Key Features:

- 3-watt speaker output - delivers clear audio for home or on-the-go use
- Built-in microphone and music controls - easily manage calls and audio
- Up to 4-hour battery life - offers extended listening at maximum volume

\$22.37

Decorate With:

Digital Inkjet



MOQ: 50



19534

Men's MAXSON Softshell Jacket

Key Features:

- Waterproof, breathable, three-layer constructed outer layer
- Water repellent finish
- Articulated elbows and ergonomic sleeves

Blank as low as **\$59.95**

Decorate With:

Embroidery | Digital Transfer | Deboss

MOQ: 12



SM-7475
6-Can Lunch Cooler

Key Features:

- Large zippered top for easy access and cleaning
- Front slash pocket for extra storage
- Adjustable carry strap

\$13.75

Decorate With:

Color Print SilkScreen | Embroidery | Digital Transfer

MOQ: 60

1226-24
Flare Telescopic LED Magnetic Flashlight

Key Features:

- Push button on/off
- 3 LED retractable telescopic flashlight with magnet head

\$17.50

Decorate With:

Color Print Pad | Laser

MOQ: 50



16309
Men's WILCOX Short Sleeve Performance Polo

Key Features:

- Polyester textured knit with wicking finish.
- Snag-resistant
- Tagless heat transfer label for added comfort

Blank as low as **\$29.10**

Decorate With:

Embroidery | Laser | Deboss | Digital Transfer

MOQ: 12

EMPLOYEE & TEAM ENGAGEMENT



1625-66

Arctic Zone® Titan Thermal HP® Copper Tumbler 20oz

Key Features:

- Constructed from durable 18/8 grade stainless steel
- Keeps drinks hot for eight hours or cold for 24 hours
- Wide mouth makes pouring easy and comfortable

\$30.22

MOQ: 24

Decorate With:

Laser | Color Print SilkScreen | Digital Color Print

1921-09

5.5" x 8.5" FSC® Mix Ambassador Bound Journal

Key Features:

- 80 sheets of cream lined FSC® Mix paper
- Built-in elastic closure, ribbon page marker, and expandable accordion pocket

\$13.48

MOQ: 72

Decorate With:

Deboss | Color Print SilkScreen | Digital Inkjet



SM-8403

Cap America Poly/Cotton Trucker Mesh Back Cap

Key Features:

- Medium profile six panel structured cap
- Modified flat visor
- Poly/cotton blend with trucker mesh

\$23.85

MOQ: 24

Decorate With:

Embroidery





SM-2818
Optic Wireless Charging Phone Stand

Key Features:

- Place your device in the horizontal position to charge

\$21.81

MOQ: 50

Decorate With:

Digital Inkjet | Color Print Pad

3750-16
Grayley 15 Inch Laptop Backpack

Key Features:

- Roomy zippered main compartment
- Computer sleeve fits most laptops up to 15"
- Easy-access front pocket with vertical zipper

\$30.18

MOQ: 50

Decorate With:

Digital Transfer | Color Print SilkScreen | Embroidery



EMPLOYEE & TEAM ENGAGEMENT

94%

of employees feel valued when they receive company-branded merchandise.

CUSTOMER & CLIENT CONNECTION

Strengthen loyalty with branded auto accessories and lifestyle products that keep your dealership or service shop top of mind



1401-49

15" x 18" Recycled 200g Microfiber Waffle Towel

Key Features:

- 15" x 18" size - ideal for on-course cleaning and drying needs
- Microfiber waffle texture - provides superior absorbency and effective cleaning
- Metal grommet and hook - attaches easily to golf bags for quick access

\$9.88

MOQ: 100

Decorate With:

Embroidery | Digital Transfer

SM-2396

UltraHyde Silver Key Ring

Key Features:

- Features UltraHyde strap
- Metal split key ring

\$6.27

Decorate With:

Laser

MOQ: 300



1602-21

Peak Recycled Insulated Sip Or Swig Mug 24 oz

Key Features:

- Built-in flip straw and spout - flip straw for sipping and flap-open spout for chugging
- Double-wall vacuum insulation with copper lining - keeps drinks cold up to 48 hours and hot up to 12 hours
- Condensation-free exterior - prevents moisture buildup on the outside

\$27.58

MOQ: 24

Decorate With:

Laser | Color Print SilkScreen



7143-77

Dual Power Long Charging Cable Kit

Key Features:

- Includes two 39-inch long cables - versatile for charging multiple devices
- Cable 1: USB-A adapter, Type-C input, and dual-compatible 2-in-1 tip for Apple iOS devices (5V/2A, 10W)
- Cable 2: USB-A adapter, Type-C input, and Type-C output tip, supporting 20V/3.25A (65W) for laptops, tablets, and phones

\$16.57

MOQ: 50

Decorate With:

Color Print SilkScreen | Digital Transfer



SM-9983

Life-Saving Hammer

Key Features:

- Seatbelt cutter
- Double-sided metal head for breaking glass

\$7.98

Decorate With:

Color Print Pad



MOQ: 100

1401-38

Recycled Trunk Organizer with Divider, Mesh Pockets & Carry Straps

Key Features:

- Two large compartments - Keep groceries, supplies, or gear organized in the trunk
- Removable divider - Offers customizable storage for large or small items
- Crafted with recycled fabric - Made with 600D recycled polyester to reduce waste

\$51.18

MOQ: 24

Decorate With:

Digital Transfer



CUSTOMER & CLIENT CONNECTION



5050-08 48" RPET Umbrella w/ Reflective Trim

Key Features:

- Reflective trim increases visibility, day or night
- Recycled, PFAS-free canopy material
- Vented canopy to withstand strong wind gusts

\$36.48

Decorate With:

Digital Transfer | Color Print SilkScreen

MOQ: 18



3900-10 Repreve® Ocean 12 Can Tote Cooler

Key Features:

- Large zippered top for easy access and cleaning
- Large, durable shoulder straps
- Front lash tab to attach accessories

\$36.38

Decorate With:

Color Print SilkScreen | Digital Transfer | Embroidery

MOQ: 40



SM-6949 Billy 26oz Eco-Friendly Aluminum Bottle W/ FSCr 100% Bamboo Lid

Key Features:

- Constructed from 100% post-consumer recycled aluminum
- FSCr-Certified bamboo lid
- Convenient flip-top straw lid

\$13.85

Decorate With:

Color Print SilkScreen

MOQ: 108



SM-8409

Cap America Perforated Performance Snap Back Cap

Key Features:

- Mid profile six panel structured cap
- UV protection and moisture wicking
- 110 Technology sweatband with adjustable plastic snap back closure

\$35.85

Decorate With:
Embroidery

MOQ: 12



7194-53 Chipolo POP

Key Features:

- Worldwide range - POP works with the Apple Find My or Google's Find My Device
- Loud sound - Make your Chipolo ring with a loud sound to find your things quickly
- Extra features - Ring your phone (even if it's on silent), customize the ringtone, and more in the free Chipolo companion app

\$47.99

Decorate With:
Digital Inkjet

MOQ: 15



CUSTOMER & CLIENT CONNECTION

83%

of consumers are more likely to do business with a company after receiving a promotional product

EVENTS, CONFERENCES & OUTREACH

Drive visibility and brand recall with giveaways at auto shows, community sponsorships, or dealership events.



6620-33

Ambassador Square Ballpoint Stylus

Key Features:

- Includes ballpoint pen and soft rubber touchscreen stylus
- Removable protective cap
- Metal clip attaches easily to books, notebooks, and papers

\$4.08

MOQ: 350

Decorate With:

Color Print SilkScreen | Digital Transfer

SM-9566

Recycled Back Seat Car Organizer with Tablet Pocket

Key Features:

- Made from recycled materials - Constructed from recycled 600D polyester for a lower-impact design
- Clear tablet pocket - Fits most devices up to 10" for hands-free viewing
- Six mesh pockets - Store snacks, toys, wipes, and other small items

\$25.17

MOQ: 50

Decorate With:

Color Print SilkScreen | Digital Transfer



SM-2469

Recycled Polyester Reflective Lanyard

Key Features:

- Measures 1 inch wide and 21 inches long
- Side release lanyard end with classic metal hook-style clip
- Reflective strip the length of the lanyard

\$3.76

MOQ: 400

Decorate With:

Color Print SilkScreen





SM-7942

Accent Recycled 12 Can Lunch Cooler

Key Features:

- Large zippered top for easy access and cleaning
- Front slash pocket for extra storage
- Adjustable carry strap

\$14.83

Decorate With:

Color Print SilkScreen | Embroidery | Digital Transfer



MOQ: 70

SM-9337

Tonca 11-Function Multi-Tool

Key Features:

- Includes pliers, knife blade, ruler and scale, Phillips-head and flat-head screwdrivers, bottle opener, can opener saw blade, and nail file
- Comes with nylon storage pouch with belt loop

\$24.51

Decorate With:

Laser



MOQ: 50



SM-7431

Hercules Insulated Grocery Tote Bag

Key Features:

- Heat-sealed, water-resistant lining
- Zippered main compartment
- Double handles measuring 23"

\$6.88

Decorate With:

Digital Print Transfer | Color Print SilkScreen

MOQ: 100

EVENTS, CONFERENCES & OUTREACH



1400-12 LED Road Flare

Key Features:

- 5 different light functions this mimics the look of a road flare but without the danger
- Compact size and included bag to store in glovebox
- Light functions include: 3 sides on, 12 sides on, slow flash, quick flash, all on.

\$15.58

MOQ: 50

Decorate With:

Color Print SilkScreen | Digital Transfer

36102 Unisex Level Knit Beanie

Key Features:

- 100% acrylic 1x1 rib knit fabric
- Double-layer construction – provides extra warmth and insulation
- Unisex styling

Blank as low as **\$6.75**

MOQ: 24

Decorate With:

Color Print SilkScreen | Digital Transfer



1070-79 Oversized Folding Chair (500lb Capacity)

Key Features:

- Sturdy steel frame and durable 600D fabric, this chair can support up to 500 lbs.
- This XL chair has two mesh cupholders
- Folds compactly in the included carry bag for easy portability and storage

\$71.42

MOQ: 12

Decorate With:

Embroidery



SM-6890
12oz Collapsible Can Insulator

Key Features:

- Space-saving collapsible design
- Foam insulation
- Fits standard 12oz cans

\$1.63

Decorate With:
Color Print SilkScreen

MOQ: 250

SM-2939
AirTag Silicone Case and Carabiner

Key Features:

- Connect your Airtag to your purse or backpack

\$3.17

Decorate With:
Color Print SilkScreen

MOQ: 250



EVENTS, CONFERENCES & OUTREACH

71%

of trade show attendees remember the brand that gave them a promotional product.

CUSTOM KITTING

Mix and match products to create the perfect gift, and we'll kit them with decorative packaging for a personal touch

Our service includes unlimited drop ships so you can deliver gifts directly to home or offices. It's never been easier to make a big impression.





PERFECT FOR

- **New Car Buyer Welcome Kits**
- **Auto Show & Event Giveaway Kits**
- **Employee Recognition & Incentive Kits**
- **Fleet & Corporate Client Appreciation Kits**
- **Service & Maintenance Loyalty Kits**

WHAT'S INCLUDED

Sturdy Lift Top Box

Creates a more memorable gift experience.

Card for the Occasion

Choose from our templates, or provide artwork and we'll print it for you.

Better for the Planet

Box and paper are made with recycled material – and both can be recycled, too.

Decorative Packing Paper

Adds a personal touch. Choose from navy or white paper.

Custom Printed Label or Box

Make an impression from the moment the gift arrives.

