

# How to Turn “Made in the USA” Products Into Sales

Get sales tips on best positioning domestic-made products to your customers.



**Caro-Line™**  
BANDANNA PROMOTIONS

Caro-line produces over **6.2 million** bandannas and hankies yearly.

# 3

## Patriotic Hot Picks for Bandanna Sales



# ICONIC

## 1

### Beverages

There's a thirst for U.S.-made goods among beverage brands, whether it's big beer names, local brews or soda kings like Mountain Dew and Coca-Cola. They've been among the top buyers of bandannas, using them for everything from event promos to product display enhancement. Some brands have a natural affinity with the American story, such as Coors and the Rocky Mountains or Coca-Cola and its roots in Georgia.



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# PRIDE



## 2

### Unions

Whether it's organized labor for manufacturing or your local teachers' union, these groups look for products that have been made in the USA as a matter of principle. Bandannas offer them a versatile canvas to share their story and message in a fun and practical way. They can be worn, used to clean up with or to hang as a source of pride.





# 3

## Pets

People love their pets... so much so that the American Pet Products Association predicts spending on goodies for the little darlings will reach \$96 billion by 2020. One thing that's a given is only the best materials, inks and ingredients can go into a product for a person's pet. When presenting bandannas to your clients, show them U.S.-made options and ones that are designed specifically for four-legged friends with a collar channel sewn in for extra safety and comfort.





Willie Nelson

# LEGEND



## The Red-Headed Stranger Loves a Bandanna

An American icon, country music star Willie Nelson, is known for wearing a bandanna as a headband across his forehead. For 40 years he has insisted that his bandannas for touring and promotion be made in the USA by the manufacturing and printing experts at Greenville, SC-based Caro-Line.





# HISTORY

## Fun Facts

- Martha Washington had her husband George's image printed on souvenir bandannas, turning them into political must-haves!
- Bandannas were a cowboy's best friend in the wild American west, worn by cowpokes and farmworkers alike to protect themselves from dust on the range.
- Rosie the Riveter sports an iconic bandanna in her hair on the ubiquitous 1943 WWII poster.
- The bandanna has criss-crossed cultural niches from bikers, sailors and cowboys to miners, farmers and union workers. It has been a flag for hipsters and the LGBT communities as well as an awareness-builder for a number of wellness causes throughout the decades.
- The name bandanna comes from a Sanskrit word "Badhnati," which means to tie.
- The paisley comes from a Persian Boteh pattern that, once handed down to Western culture, evolved into a "lopsided tadpole" that Welsh immigrants to America referred to as "Persian pickles."



Use these nuggets of history to inspire your clients. The bandanna endures because it is effective and can be creatively imprinted in many ways and used for myriad purposes. Learn more by visiting [www.caro-line.net](http://www.caro-line.net).

sources: "The Vibrant History of the Iconic Paisley Bandana," Mental Floss; "The History of the Bandana" by Mads Jakobsen, Heddels





# BANDANNAS ARE A HOME RUN!

## What do today's promotional product recipients want?

When asked why they keep an item\*:

- 82% say because it's useful
- 29% say because it's attractive
- 26% say because it's enjoyable to have

Give your clients something fun and functional and colorfully imprinted! The experts at Caro-line Bandanna Promotions deliver all three. Known for their versatile, custom bandannas, this U.S. manufacturer specializes in making creative designs to fit any marketplace.

\*2016 Global Advertising Specialties Impressions Study



## Choosing the Right Bandanna Printing Method

Caro-Line has been making and printing bandannas for **70 years**. It offers two ways to decorate your bandanna. Which option you choose depends on the size of your order. Orders between 144 and 5,000 pieces can be silkscreened, which is a one-sided imprint on cloth. Over 5,000 pieces opens the door to rotary imprinting, which offers **faster production, better pricing and more color options**. Rotary printing starts with white cloth. Your design is printed on one side of the bandanna, with colors being pushed through to the back.