

Meet a Square With an Attitude

Discover how to turn the Southwest staple of a bandanna into a dual-purpose promo for anyone.



Teach your clients to give gifts that satisfy their customers' craving for fun and function. Here are **five application ideas** and **selling tips**:

PROMOTION

1

Be mindful when drinking.

When you sell, keep in mind the activity going on around the product being promoted. Anytime a beverage is being enjoyed, there's likely an event going on or a meal being consumed. A bandanna makes a lovely napkin, invitation, flag to wave in excitement or memento. It can even become a little tablecloth! Beverage brands such as Mountain Dew, Starbucks, Crown Royal, Tito's Vodka, Bud Light, Coors Light and Jack Daniel's have all "tied one on" with a bandanna promotion.



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FUNCTIONAL



2

Think beyond human.

Bandannas are great for pets too. Approximately 3.2 million shelter animals are adopted each year, according to the ASPCA. That's a whole lot of bandannas to sell. A collar channel can even be sewn right into the top hem to make the bandanna extra functional. Don't just think of humane societies and groomers — banks, real estate companies, pet-friendly restaurants and hotels will love these as well. Now that's a bow-wow worthy idea!

Fun Stats Make it a Triple Win!

What do today's promotional product recipients want? When asked why they keep an item*:

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

Give your clients something fun, and functional and colorfully imprinted! The experts at Caro-Line Bandanna Promotions make it happen. 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

AWARENESS

3

Cash in with colorful awareness.

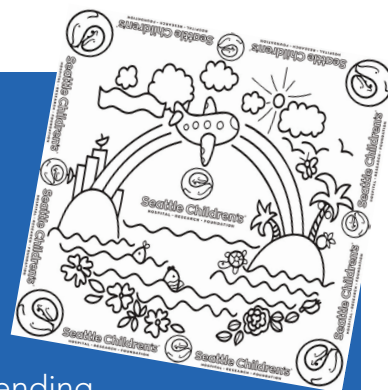
Companies are spending an average of \$693 per employee for wellness-based incentives, according to a 2015 Fidelity Investments/National Business Group on Health survey. An imprinted bandanna is an effective reminder that employees can wear or hang on the wall of their office. It could highlight goals, important steps in a healthcare plan, healthy food choices or a team motto. The bandanna could also signify an awareness month and color.



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Fun Stats Color Me A Bandanna

There are approximately 250 children's hospitals in the United States spending approximately \$104.3 million a year on community benefit programs. Target healthcare providers with customized designs relaying a wellness message to parents or kids. The bandanna can become a coloring canvas. You can even enjoy an add-on upsell with the need for permanent, washable or fabric markers!



CHEER!

4

Score more!

A bandanna comes in more than one size and shape. Rather than the standard square, it can be cut as a triangle for easier wear “cowboy” style or made smaller to be fit as a hankie. Some folks like to roll them as a headband. This is a favored way to wear bandannas in a sports stadium when afternoons get hot. Folks like to wave their hankies with team logos to show their pride! Step-and-repeat patterns on full-size bandannas look grand. Sell all three for a real home run!



MEMORIES

5

Make it memorable.

Think of the bandanna as a souvenir. In this way, it's perfect for your travel, entertainment and hospitality clients. Pitch it as a lightweight item that travels easily. It can even be tied to a suitcase for identification. Sell the fact that bandannas can hang on a wall, be worn or sewn into a pillow to display on a couch or bed. They're collectible. They're gender neutral and all ages love them. You can cover them with logos and art — sometimes the more the better!

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VIRGINIA
IS FOR
LOVERS

Choosing the Right Bandanna Printing Method

Caro-Line has been making and printing bandannas for **30 years**. It offers you 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.