



PRINT | PROMO | APPAREL | COMPANY STORES

GREAT IDEAS  
— TO —  
GROW  
YOUR  
BRAND

A BRIEF HISTORY OF  
**DRINKWARE**

SEE PG. 12



2025 **SPRING** LOOK BOOK

## WELCOME TO OUR 2025 SPRING LOOK BOOK!

Welcome to our Spring Look Book! As the season blooms around us, we have highlighted some of the latest trends in apparel including mesh performance polos, breezy tunics, and light outerwear options. Get your Company Store ready for spring with fresh, on-trend looks. Whether you're preparing for upcoming sporting events or just enjoying the warmer weather, we've got you covered with jerseys, polos, and even custom adhesive eyeblacks. Discover the best promotional items for outdoor fun this spring. We will also take you through a brief history of drinkware as we highlight some of the trends over the years. Learn more about our creative services and how we can help you with your art, marketing, or design needs. Read on to hear more about our core values at Symphonix, and what makes us unique. Don't forget to check out our client spotlight as well.



SCAN ME

**SYMPHONIX.AGENCY/SPRING**  
GREAT IDEAS TO GROW BRANDS

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BROOKS BROTHERS® MESH PIQUE PERFORMANCE POLO



APPAREL

### BUSINESS WEAR



PORT AUTHORITY® WOMEN'S LUXE KNIT BUTTON TUNIC



MERCER+METTLE® LONG SLEEVE MODERN OXFORD SHIRT



CARHARTT FORCE® SNAG-RESISTANT POCKET POLO



### OUTERWEAR



PORT AUTHORITY® BREAKWATER 1/4-ZIP PULLOVER

PORT AUTHORITY® BREAKWATER OPEN CARDIGAN



ECO FRIENDLY

PORT AUTHORITY® C-FREE® RAIN JACKET



NAUTICA WAVESTORM SOFTSHELL VEST

# CASUAL



ALLMADE® HEAVYWEIGHT RECYCLED COTTON TEE

DISTRICT® WOMEN'S PERFECT WEIGHT® CVC TEE

DISTRICT® PERFECT WEIGHT® ICON TEE



NEXT LEVEL APPAREL® UNISEX TRI-BLEND 3/4-SLEEVE RAGLAN TEE



TRAVISMATHEW GLENVIEW STRIPE POLO

# HEADWEAR



NIKE SWOOSH BUCKET HAT



CARHARTT® FLEXFIT 110® MESH BACK CAP



SPORT-TEK® REPEAT VISOR

NEW ERA® PIVOT STRETCH BAND SNAPBACK CAP



# SPRING SPORTS



SPORT-TEK® CLUB SHORT SLEEVE CREW

SPORT-TEK® CLUB 7" SHORT



SPORT-TEK® RIVAL REVERSIBLE JERSEY

SPORT-TEK® CLUB 5" SHORT



NEW ERA® DIAMOND ERA FULL-BUTTON JERSEY



SPORT-TEK® CLUB COLORBLOCK POLO



CUSTOM ADHESIVE EYEBLACKS

Browse more apparel at

[symphonix.promo](https://symphonix.promo)

PROMO



Bottle opener integrated into strap

TRAVISMATHEW CRUISE 24-CAN COOLER



9-CAN GOLF COOLER BAG

Fits inside shoe compartment of most golf bags



Symphonix

GREAT IDEAS TO GROW YOUR BRAND

BLOOMIN' WILDFLOWER SEED PAPER WITH BOOKMARK

OUTDOOR FUN



ROLL-UP PICNIC BLANKET



WATERPROOF DRY BAG



13-PIECE GRILL MASTER BBQ SET



Symphonix

BEST MAGNETIC COOLIE



GAME DAY FOLDING TABLE



DOUBLE SEATER FOLDING CHAIR



3PC DISC GOLF SET

## DRINKWARE

ELVIN 28OZ RECYCLED STAINLESS FLIP STRAW BOTTLE



LARQ PUREVIS™ BOTTLE

PureVis™ UV-C LED technology for self-cleaning and water purification



DRAKE 16OZ ECO-FRIENDLY VACUUM INSULATED TUMBLER



## HOUSEWARES



KITCHI MAGNETIC MEASURING 8-PIECE SPOON SET



SEVENTH AVENUE APOTHECARY OCEAN MIST AND MOSS 11OZ CANDLE



WELLABLE AMBIENT LIGHT HUMIDIFIER



ZILI 44OZ SILICONE STORAGE CONTAINER



ZILI SILICONE MULTI-PURPOSE FOOD STORAGE BAGS - 8OZ & 16OZ

## BAGS & TRAVEL

OGIO® CONTROLLER PACK



RETRO SPORT MULTIPURPOSE TOTE



PORT AUTHORITY® CLEAR CROSSBODY BAG



## TECH



AUTO VENT/DASHBOARD 10W WIRELESS CHARGER AND PHONE HOLDER



TIKI SPEAKI™ WIRELESS SPEAKER LANTERN



SOLR WIRELESS POWERBANK



15W BAMBOO FOLDING CHARGER WITH DIGITAL CLOCK

Browse more promo items at

[symphonix.promo](https://symphonix.promo)

# A BRIEF HISTORY OF DRINKWARE

Attend any meeting—whether for work or school—and you will notice that nearly everyone has brought a reusable beverage container. Not only is reusable drinkware trendy and in high demand, but it also provides significant brand exposure at a low cost when used as a promotional product.

Research from ASI (Advertising Specialty Institute®) indicates that branded drinkware tends to be kept longer than any other promotional item, leading to an impressive average of over **3,162 impressions** throughout the item's lifetime. So, how did the popularity of drinkware evolve into the current trend of branded items?



**1880s**  
Breweries began using beer-glass advertising to promote their products. Early advertising glasses featured color-embossed logos or utilized acid-etching silkscreen processes. By the 1930s, beer glasses often displayed the brewery's name and slogan in paint.



**1930s**  
During the Great Depression, businesses distributed free colored glassware to customers as an incentive to make purchases. This glassware, known as 'Depression Glass,' came in pink, yellow, crystal, or green translucent machine-made varieties.



**2010s**  
The trend of reusable items and retail brand drinkware surged, largely influenced by the VSCO girl aesthetic, which highlighted drinkware as both a functional item and a fashion accessory.



**1990s-2000s**  
Branded drinkware continued to thrive in popularity. Promotions featuring drinkware frequently became conversation starters, often linked to popular TV shows.



**1980s**  
Travel mugs gained popularity due to coffee club promotions at convenience stores, which offered patrons discounts on refills when they purchased a mug. In 1983, the introduction of the built-in cup holder in U.S. vehicles, with the advent of the minivan, contributed to the spread of travel mugs.



**1970s**  
Popular fast food chains promoted collectible glassware and dishes at their restaurants, often collaborating with movie releases.



**2020**  
The popularity of reusable drinkware experienced a slight decline due to COVID-19. However, as people began to commute, rejoin gyms, and reconnect with friends, interest in reusable drinkware surged again. Recent data indicates that **60% of U.S. adults now opt for a reusable bottle.**



**2021**  
According to PPAI research, drinkware became the **second highest-selling product category** in the promotional merchandise industry.



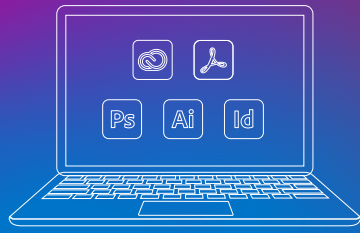
**2022-PRESENT**  
With social media becoming the primary means of connection, the popularity of branded drinkware has soared even further. Consumers proudly showcase their favorite tumblers, particularly the Stanley cup, and their bottles online.

## A Bright Future

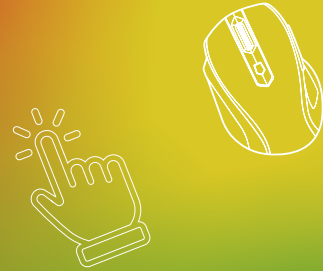
As consumers continue to become more environmentally conscious and influenced by social media, branded drinkware continues to be one of the most effective ways to promote your brand.



**LET'S GET YOUR BRAND OUT THERE!**



# Creative SERVICES



## Creativity For Hire

We are an extension of our clients' art, marketing, and design departments.

In today's world, graphic design software is easily accessible, yet many individuals find themselves unable to fully harness its potential. This gap can lead to cumbersome and costly design processes, making it difficult to stay ahead of market trends.

By partnering with our Creative Services, you unlock a vast array of skills, services, and tools that go beyond what an individual can offer. With over 10 years of experience in the Adobe suite and more, our designers bring a wealth of knowledge that allows us to reduce costs while delivering faster results.

## What We Are



**Consistent**

**Responsive**

**Reliable**

**Scalable**

**Experienced**

**Flexible**

Give us your brand guide and we'll provide pixel-perfect, on-brand art every time.

We're here when you need us and ready to execute last-minute requests.

Our dedication to project management and clear communications ensures nothing falls through the cracks.

Consistent + Responsive + Reliable = Ease of Scalability

Nothing can replace experience. Use our industry knowledge to your advantage.

Adaptability is crucial in this fast-paced environment. If your creative needs pivot, we pivot, too.

## Learn More About Our Creative Services

If you want more details about what we do, check out our Blog articles.



### Top 5 Reasons To Outsource Your Creative Services

Our Creative team is your go-to resource to get it done on-brand, on-time, and on-budget.



### Traits of an Outstanding Creative Services Team

Creative teams are the backbone of all marketing efforts, supporting the image of your brand.



### Maximize Your Space: Branding Commercial Interiors

We help businesses like yours reinforce brand identity, and make a lasting impression with interior design.



## When Do You Need Us?

The simple answer is, **whenever.**

We are here for clients who do not have in-house creative as well as those who do and need a little bit of breathing room. We have the capabilities and experience to meet you where you are and get you to where you want to be.



**TIME TO GET CREATIVE!**





# SYMPHONIX CORE VALUES

## Why Our Brand Promise and Core Values Matter

At Symphonix, service truly is a key differentiator. However, too many companies claim that service is a big part of their value proposition and fail to deliver. This has created a cynical marketplace. By publishing our core values and the actions required to live up to them, we formally declare our "Client First" approach to confidently make and substantiate the claim.

### SYMPHONIX BRAND PROMISE TO CLIENTS

We deliver tailored, innovative solutions to enhance your brand and reach your goals. With proactive communication and meticulous management, we work as an extension of your team to ensure efficient and impactful execution. We are your trusted partner, dedicated to your success.

#### INDUSTRY EXPERTISE

We leverage our firm's collective knowledge, experience, technology, and network to be knowledgeable consultants and deliver innovative solutions that grow brands.



#### PROACTIVE COMMUNICATION

We maintain open, honest, transparent communication at every stage of the process, keeping clients informed and confident.



#### EXCEPTIONAL EXECUTION

We approach every project with care, precision, and a commitment to cross the finish line.



#### RESULTS DRIVEN

Your success is our team's success, and we're fully committed to creating a positive, results-driven environment for our clients.

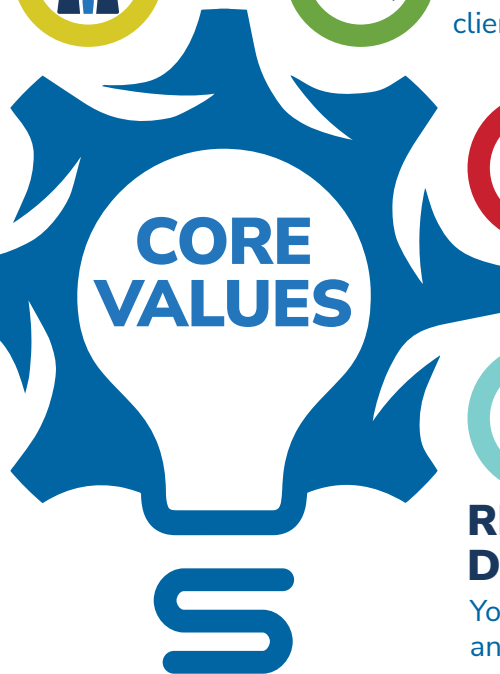
#### UNWAVERING DEPENDABILITY

We hold our collective team responsible for delivering on promises.



#### CLIENT-CENTRIC PARTNERSHIPS

We invest the time to earn your trust, fostering long-term partnerships that prioritize your needs and goals.



## What's With All The Bigfoot Stuff?

At Symphonix, we understand that exceptional client service is a rare find, much like a Bigfoot sighting. In a world where subpar service is the norm, we've chosen Bigfoot as our celebrity endorsement partner. The legend of Bigfoot captivates people because it represents something extraordinary and hard to find—much like the unique level of service we provide at Symphonix.



LEARN MORE ABOUT OUR TEAM



# CLIENT SPOTLIGHT

## RHINO TOOL HOUSE CALENDAR

**THE SITUATION:** Rhino Tool House wanted to create a unique, visually captivating 2025 calendar. This calendar would engage employees and clients with the brand throughout the year while also acting as a marketing tool showcasing products and services.

**THE SYMPHONIX SOLUTION:** Symphonix provided a comprehensive, end-to-end solution for Rhino Tool House:

- Collaborated to incorporate custom illustrations and aligned the design with branding goals, ensuring the calendar included holidays and key industry events
- High-quality print production
- Seamless distribution across the U.S.

### THE RESULTS:

- **Year-Round Brand Visibility:** The calendar kept Rhino Tool House front and center throughout the year.
- **Enhanced Engagement:** Clients and employees appreciated the calendar's practicality and creative design.
- **Stronger Brand Messaging:** Key industry events and product visuals sparked meaningful conversations and served as a marketing tool.



**RHINO TOOL HOUSE**  
 "Holy cow, are those calendars a hit!!!! I wish you could see the excitement on my customers' faces when they get these. Great job Team!"

## GINKGO MARKETING AUTOMATION

**THE SITUATION:** Ginkgo Residential needed a place where all their properties could order branded apparel, signage, flyers, name tags, and swag - all while ensuring brand standards were maintained.

**THE SYMPHONIX SOLUTION:** Symphonix was able to provide Ginkgo with one centralized online company store that allows all properties to order everything they need. In addition, approval processes were implemented for their marketing team to maintain control over spending per property.



**THE RESULTS:** Once the company store was in place Symphonix implemented dynamic templates so each property could create personalized signage, apparel, business cards and other print collateral. This helped streamline the ordering process across dozens of locations, saving precious time and upholding brand consistency.

**GINKGO Residential**  
 "Working with a local company like Symphonix makes a huge difference! They care about our needs and can prep presentations for us based on historical projects we've completed with them. We are able to get hands on customer service that you can't get from a national company. Highly recommend Carol and this team!"



**VIEW MORE CASE STUDIES IN OUR PORTFOLIO**



## Your Full-Service Promotional Brand Marketing Partner

Our signature mix of creative design, fulfillment, and client-first service is the formula for bringing your brand to light with consistent, brand-compliant marketing and advertising.

- Online Company Stores
- Apparel & Uniforms
- Promotional Products
- Commercial Printing
- Creative Services
- Pick, Pack, & Ship
- Events & Tradeshows



## March 7 is National Employee Appreciation Day

Recognizing your employees' hard work builds loyalty, boosts morale, and drives productivity. Learn more about why it matters and how you can make this day impactful.



LEARN MORE 



704.372.7888 | [symphonix.agency/spring](http://symphonix.agency/spring)

A FEW SATISFIED CLIENTS



WHAT CAN WE DO TO HELP YOU SUCCEED?