



HOLIDAYS  
— MADE —  
SIMPLER

2024 **WINTER** LOOK BOOK



## WELCOME TO OUR WINTER 2024 LOOK BOOK!

Welcome to our Winter Look Book, where the season's chill meets the warmth of style. As the temperatures drop, we have highlighted cozy, yet practical apparel suited for every occasion from the office to your favorite outdoor winter activities. Discover some of the latest trends in promo as well as all the gear you need for smart and safe travel.

Our selections are curated to refresh your Company Store for the upcoming season. Check out our spreads on awards, QR codes and labels. Read on to hear more about event planning as we break down everything you need to know when it comes to hosting your next golf tournament from signage to swag bags. Settle in, get cozy and enjoy!



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



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# APPAREL



CUTTER & BUCK  
CASCADE ECO  
FLEECE QUARTER  
ZIP JACKET







DRI DUCK MELANGE HEATHER FLEECE

CORE365 PREVAIL  
PACKABLE PUFFER VEST



UNDER ARMOUR  
STORM INSULATE JACKET



CUTTER & BUCK  
EPIC EASY CARE  
NAILHEAD WOMENS  
DRESS SHIRT

CUTTER & BUCK  
STRETCH OXFORD  
STRIPE MENS  
DRESS SHIRT



BROOKS BROTHERS® WASHABLE  
MERINO V-NECK SWEATER

## ACCESSORIES



TWO-TONE  
KNIT SCARF  
WITH FRINGE

TOUCH SCREEN GLOVES  
WITH RPET POUCH



PANTONE MATCHED  
JACQUARD KNIT BEANIE  
AND DRESS SOCKS



PROMO

MINK EVER SOFT THROW BLANKET



MAGMA COMBO HAND  
WARMER AND POWER BANK







16 OZ. FELLOW CARTER  
3-IN-1 SIP SYSTEM



40 OZ. PELICAN PORTER™  
TRAVEL TUMBLER - GLOW  
COLLECTION



20 OZ. BRÛMATE POUR  
OVER TUMBLER



THE SMARTNOTEBOOK® SMART FLEX



iCOOL® ELWOOD MULTI-  
FUNCTION RECHARGEABLE  
LED WORKLIGHT



ANKER® SOUNDCORE GLOW  
MINI BLUETOOTH SPEAKER



MAGNETIC LAPTOP  
SWIVEL PHONE MOUNT



BINGHAMTON RPET  
PADFOLIO W/ WIRELESS  
PHONE CHARGER



ALL IS BRIGHT LARK COOKIES  
& TUMBLER GIFT BOX



HOLIDAY CHARM ORNAMENT



FULLY CUSTOM  
KNIT PATTERN

CUSTOM KNIT HOLIDAY STOCKING



# TRAVEL SMART



MENS GENEVA  
ECO PACKABLE  
INSULATED  
PUFFER JACKET



Drawstring pouch  
for easy packing



WOMEN'S TENTREE  
CLOUD SHELL PACKABLE  
PUFFER JACKET



HIGH SIERRA TERRA TREK  
CARRY-ON LUGGAGE



REBOUNDTAG SMART  
LUGGAGE TAG



## TRAVEL FOR BUSINESS



EXECUTIVE DURAHYDE  
ZIPPERED PADFOLIO  
WITH FSC® MIX PAPER



FULL COLOR LINQ  
DIGITAL BUSINESS CARD



VERTEX®  
BROOKLYN  
TECH SLING



VOYAGE FULL COLOR  
LUGGAGE TAG



TRAVERSE BUSINESS  
CARD HOLDER

## TRAVEL FOR PLEASURE



MOPHIE® SNAP+ 5000  
MAH WIRELESS POWER  
BANK W/ STAND



LUGGAGE ACCESSORY  
AND BEVERAGE CADDY



SONY TRULY WIRELESS  
NOISE CANCELING  
EARBUDS



PUFFER RECYCLED 15"  
LAPTOP TOTE



HIGH SIERRA FORESTER  
RPET 22" DUFFLE BAG



# AWARDS

## CELEBRATING SUCCESS IN THE WORKPLACE

### Who Doesn't Love a Good Trophy?

Recognizing employees for their hard work and achievements is essential for business success.

It fosters a positive work environment, boosts morale, and encourages high performance levels. When employees feel valued, they are more likely to be satisfied in their positions and remain committed to their roles, leading to higher engagement and loyalty.

### A Lasting Impression

Physical awards possess a lasting impact that digital recognition lacks.

They serve as tangible evidence of an individual or team's hard work, dedication, and achievements. Physical awards can be tailored and customized to reflect the unique contributions of each recipient, conferring a more profound and distinctive sense of recognition. Unlike verbal or digital accolades, physical awards can be prominently displayed, continually reminding recipients of their accomplishments and further motivating them, knowing that their efforts are acknowledged and valued.



Every month we recognize one of our exemplary team members for their willingness to go above and beyond. We call this the 'Kicka\*\* Award.'



### Employing Recognition

To implement an effective employee recognition program, it's important to consider the unique needs and preferences of your workforce.

- Establish clear criteria for what constitutes award-worthy performance.
- Encouraging peer-to-peer recognition, celebrating milestones, and offering personalized rewards are just a few ways to create a dynamic and meaningful recognition program that resonates with your team.
- Thoughtful consideration should be given to the timing and presentation of the awards. Regular award ceremonies or public presentations of awards during team meetings can heighten the impact of recognition.



## Types of Awards

Physical awards come in a vast number of materials, shapes, and sizes. This variety offers options for any budget and the ability to personalize them for the recipient.

**Need some ideas?** Our Account Managers have collective decades of experience sourcing awards for numerous clients.

- **Trophies**
- **Plaques**
- **Medals**
- **Certificates**
- **Custom Awards (Crystal/Glass)**
- **Engraved Pens**
- **Award Ribbons**
- **Desk Nameplates**
- **Customized Gift Items**
- **Pins or Badges**



Stackable Milestone Awards



Plaques



Polystone/Resin  
w/ Example Presentation Box



Full Color Print and Laser Etched  
Clear Lucite Crystal



Certificates



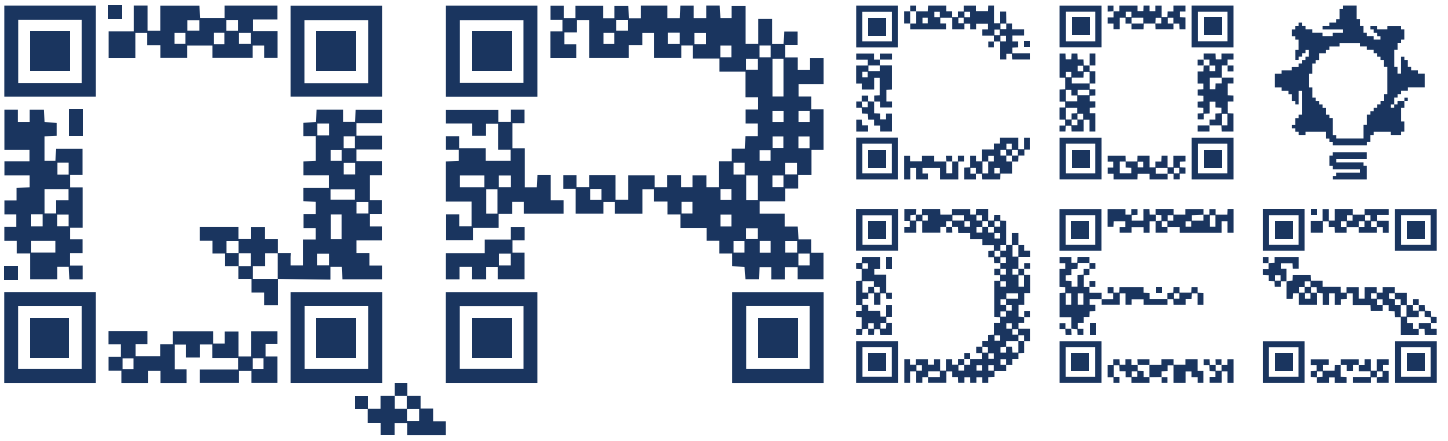
Trophies and Cups



**WANT TO SHOW YOUR APPRECIATION?  
WE CAN HELP!**







## What Is A QR Code Exactly?

QR stands for Quick Response. These codes can be scanned with a smartphone to instantly take users to a website, download an app, view a menu, or access any online content you want to share. They're like little portals to the digital world, and they're super easy to use.

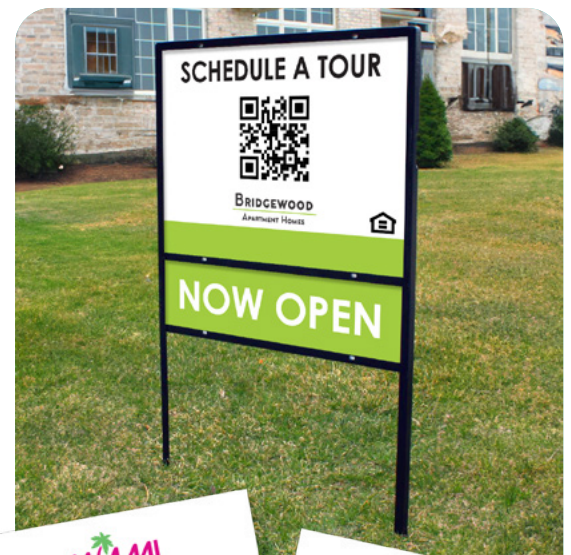
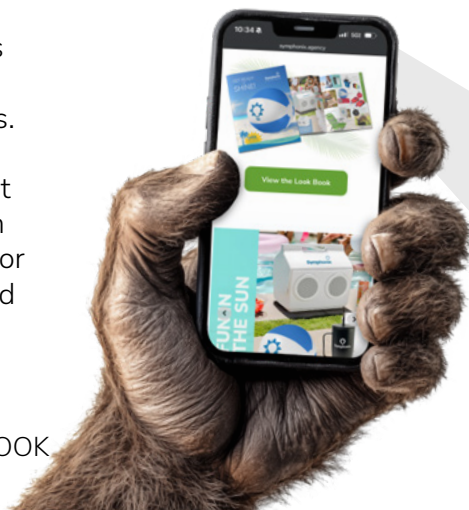
## Why Are QR Codes So Great?

**Instant Engagement:** All you need is a quick scan, and your audience will be exactly where you need them, no URLs, and no other distractions.

**Versatile and Dynamic:** You can use QR codes for just about anything including business cards, banners, and tickets. They can link to whatever you would like. You can even change the destination without having to edit the QR code itself.

**Trackable Metrics:** You can measure how successful your campaigns are with QR codes. They can be tracked to see how many people used the code, when they scanned it, and what actions they took after scanning it.

**Space Savers:** QR codes are ideal for squeezing big ideas into tiny spaces. A QR Code can link to extensive content so that you can free up space on your physical materials for a clear message and bold visuals.





# STATIC VS. DYNAMIC



## Online Reviews

Online reviews are very important for businesses. Customers rely on services like Google, Yelp and Facebook to gauge the quality of brands. Most people will not go somewhere new or engage with companies that do not have online reviews, have very few, or are under 4 stars. Reviews build trust and give your brand credibility.

Utilizing QR codes is a great way to increase the number of reviews and improve your ratings. They make leaving a review quick and easy, so customers are more likely to provide valuable feedback and enhance your online reputation.

## Variable Data QR: Hyper Targeted Direct Mail

Imagine a direct mail campaign where each piece of mail contained a different QR code and could track all the data of your mailing list. Who scanned that QR code?

Well, now you know and can follow up with the interested recipients, or plan to retarget others. These codes act as a bridge between the physical and digital worlds so we can study and improve marketing efforts.



**PHYSICAL + DIGITAL  
LET'S GET PHYGITAL!**



## Mobile Campaigns

Mobile Collection Campaigns are marketing initiatives that collect data, feedback or other information from customers from their mobile device. Common examples include surveys, polls, giveaways, and promotions.

Using a QR code makes the experience convenient and allows you to capture the customer's attention while they are the most engaged.



# EVENT PLANNING: GOLF TOURNAMENTS



## It's Never Too Early...

Winter Look Book? Golf? W...wh...wha...what?

Sure, golf tends to be played in fairer weather, but it's never too early to start planning for the event. At Symphonix we help plan all sorts of events and tradeshows, but have found that golf tournaments are popular with clients because of the number of benefits for both the brand and the community:

**Fundraising Potential:** Charity golf tournaments are a proven method for raising funds with entry fees, various brand sponsorships, and generous donations.

**Community Engagement:** Golf tournaments often bring together people from various sectors of the community, fostering local support and engagement.

**Networking Opportunities & Team Building:** The location provides a relaxed environment for participants to network, build relationships and strengthen connections with partners, prospects or colleagues.

**Brand Exposure & Marketing:** Hosting or sponsoring a golf tournament offers significant visibility for your brand. From branded signage on the course to promotional materials in swag bags, it's an effective way to raise brand awareness among attendees.



Signage and wayfinding  
for the Meineke Golf Tournament



## Details Are Important

Preparing for an event can be a major undertaking, especially if your organization is hosting. It is a forever long checklist of scheduling, visiting and booking venues, collecting registration, marketing the event to attract attendees, lining up services and meals, etc.

But what happens when everyone shows up? How will they know where they are or where to go? Will they feel welcome?

This is the last mile, and this is where Symphonix shines.

When attendees arrive you want them to know they're in the right place, know how to navigate and feel like they belong. It is important to fill the space with familiar/recognizable signage and wayfinding. It is also a major bonus to offer comfort items, takeaways and gifts to let them know their presence is appreciated.

## The Swag Bag of Your Dreams

Quality apparel and promotional item selection is key to making an event gift memorable. We take the time to choose swag that is fun and distinctive while remaining on-brand and event-related.

Utilizing our extensive network of vendor partners, we can also handle sourcing, branding, kitting and delivery for any timeline or budget.

Through active account management Symphonix handles the planning, sourcing and production of marketing collateral, signage, promotional items and gifts. We are your one-stop-shop for that last mile, so you can enjoy your event.



Custom branded gift bag for the  
Grant Williams Family Foundation  
Celebrity Golf Tournament



LET SYMPHONIX HELP PLAN  
YOUR NEXT GOLF TOURNAMENT





# DISCOVER THE POWER OF CUSTOM LABELS

In today's competitive landscape, effective visual branding is essential, but custom labels serve far more than just marketing purposes. They play a crucial role in ensuring safety, compliance, and information accessibility for consumers. A well-crafted label communicates vital details, such as ingredients, usage instructions, and safety warnings, while also encapsulating your brand's story and values. By leveraging eye-catching designs, smart color choices, and engaging typography, labels not only captivate consumers but also foster trust and enhance the overall product experience.

## Types of Labels: Find Your Perfect Match

Understanding the diverse types of labels available can elevate your product's appeal. From versatile pressure-sensitive labels that adhere easily without heat to durable in-mold labels integrated during manufacturing, each type serves a specific purpose. Need a tamper-evident solution? Security labels ensure authenticity and protect your brand. Whether you're in food and beverage, manufacturing, or retail, selecting the right label type can streamline operations and enhance customer satisfaction.

A few common types of labels include:

- **Roll-Fed Labels**
- **Shrink Sleeve Labels**
- **Pressure-Sensitive Labels**
- **In-Mold Labels**
- **Thermal Transfer Labels**





## The Science Behind Great Labels

A label's effectiveness hinges on its components—from facestock materials to adhesive types. Opt for vinyl for outdoor durability or paper for short-term needs. The right inks, such as eco-friendly water-based options or robust UV inks, can bring your designs to life. And don't overlook protective features like overlaminates and topcoats that shield your labels from wear and tear. At Symphonix, our expertise ensures you'll choose the ideal combination for both aesthetics and performance.



## Let's Get Started!

Ready to discover how your company can utilize labels? At Symphonix, we specialize in creating custom labels that reflect your brand's unique identity while meeting industry standards. Our team will guide you through the selection process, ensuring you achieve the perfect balance of quality, functionality, and visual appeal. Reach out today for a free consultation and unlock the full potential of your product packaging!



**STICK WITH THE BEST.  
CONNECT WITH OUR LABEL EXPERTS.**





# CLIENT SPOTLIGHT



## FCG HEADQUARTERS INTERIOR

**THE SITUATION:** Flow Control Group (FCG) was moving into a new headquarters. Symphonix was called upon to give the interior of their new HQ some brand TLC.

**THE SYMPHONIX SOLUTION:** Symphonix got involved before the early stages of the new office construction, which allowed for open creativity and conceiving of the new space. Working closely with FCG we were able to show samples of different materials and generate detailed renderings that helped their stakeholders visualize the interior.

**THE EXECUTION:** As construction commenced we were able to get final measurements and finish artwork. With the help of our network of print partners the signage was created and installations were scheduled ahead of their headquarters grand opening event.







## KLOWEN EVENT EXECUTION

**THE SITUATION:** KLOwen Orthodontics hosted their 2024 Ortho Innovation Summit, a major event in their industry. Symphonix handled all the last mile details.

**THE SYMPHONIX SOLUTION:** After undergoing a brand refresh before the event many materials had to be reproduced. Symphonix aided in product selection, prepared a production timeline, and worked closely with creative teams to keep the event items on track.

**THE EXECUTION:** Through active Account Management Symphonix handled the sourcing and production of marketing collateral, signage, promotional items, and gifts for the event.



**VIEW MORE CASE  
STUDIES IN OUR  
PORTFOLIO**







## Your Full-Service Promotional Brand Marketing Partner

### Committed To Making Your Job Easier

We solve your brand's promo, apparel, print, signage, and digital advertising challenges through our comprehensive in-house expertise, vendor network, and online store platforms.

### Symphonix Solutions & Services

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

## For A Free Consultation



Scan: QR Code

Call: 704.372.7888

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CLIENTS



WHAT CAN  
WE DO TO  
HELP YOU  
SUCCEED?