

## WEAR YOUR BRAND!

Lasting Impressions offers expertise in selecting and decorating the perfect garments for corporate wear, uniforms and promotions.

From an industry standpoint, nearly 30% of all promotional merchandise spending is allocated to branded apparel. The next largest category (Writing Instruments) captures less than 10% of industry budget. You may wonder what the business reasons are for investing in this type of promotional product.

Here are three reasons we recommend wearing your brand:

**Identity and Branding:** When you provide employees and customers with branded apparel, you are transforming these people into mobile billboards for your brand and supporting

your marketing efforts every time they wear your logo. The more often someone sees your brand, the more likely they are to make a purchase.

**Building Community:** When employees wear branded apparel, they silently communicate that they belong to something larger than themselves. Most people are happier and perform better when they feel that they are part of a community.

**Trust and Professionalism:** Wearing branded apparel communicates a level of professionalism to your customers. It shows your company is serious about what you do and how you look, which inevitably impacts your approach to serving customers.

## CASE STUDY: BRANDED APPAREL



Proliance is a premier group of orthopedic surgeons with locations in Bellevue and Issaquah, Washington. Proliance specializes in the diagnosis, treatment, and rehabilitation of general orthopedic conditions and sports injuries.

### OBJECTIVE

Provide Proliance a collection of wearables to outfit the employee team on an annual basis.



### PROJECT SCOPE

- Include winter and summer wear for administrative and executive use.
- Styles must be comfortable for daily wear, provide long term performance and communicate a quality equal to the Proliance brand of excellence.
- Customer giveaways for sporting events were also included in the project.

### PROCESS

Lasting Impressions invited the Proliance leadership team to our local facility and provided an exclusive two hour showroom experience where styles, colors and price points were pre-selected based on the client's stated criteria. The leadership team was able to evaluate the fabric for quality and color matching. Preferred garments were modeled to confirm garment cut and fit.

Lasting Impressions provided decoration advice and collaborated with the Proliance leadership team on every garment selected to maximize the Proliance brand.

### DEPLOYMENT

Employees chose their own pieces based on the menu of options pre-selected by the leadership team. To facilitate easy ordering, the final selection of garments was uploaded into a FREE custom website so employees could see product images, review garment specifications and make the best choice for their body type and work requirements.

Employee orders were routed automatically through the custom website to an administrator at Proliance who then aggregated employee selections and a final order was emailed to Lasting Impressions for decoration.

*Continue to the next page to see the Apparel Collection »*

## WEAR YOUR BRAND! — APPAREL COLLECTION

A sampling of the branded apparel is showcased below.



*Polo Shirt*



*Polo Shirt*



*1/2 Zip Pullover*



*Soft Shell Jacket*



*Shrug*



*Golf Wind Jacket*



*Hat*

*Get started today!* For help in selecting and decorating the perfect apparel for corporate wear, uniforms or promotions call us at 425.822.6651 or visit [LastingImpressionsGifts.net](http://LastingImpressionsGifts.net).