



DEBCO DIVIDENDS **INSIGHTS**

TREND REPORT

Q1

TOP 3 GROWTH CATEGORIES FOR Q1

1. DUFFLES
2. STATIONERY & PENS
3. DRINKWARE

42.8%
growth

35.9%
growth

17.1%
growth

Q1 TRENDING SUB-CATEGORIES

DUFFLES



Sport Bags
62% growth
WOW!



Roller Bags
26% growth

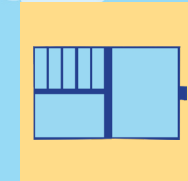


Weekend Bags
32% growth

STATIONERY & PENS



Journals
79.76% growth
WOW!



Sticky Notes
38.3% growth



Hub Pens
84% growth
WOW!

DRINKWARE



Stainless Steel
18% growth



Ceramic
89.4% growth
WOW!



Aluminum
50.5% growth
WOW!

Click on any of the above icons to view all products we offer in each category!

#1

961%
Growth
WOW!



Internet privacy is still on the rise! You can expect more requests for these



CU9408

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#2

261%
Growth
WOW!

WB3030

Yes, I'm STILL
#trending...I know, I
can't believe it either!



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Q1 TOP TRENDERS



Introducing Pantone's
colour of the year for 2020!
Use it in your imprint or find
a blue that works for you!

A reliable classic, with
TONS of use cases, at
a great price point \$ \$

#3

59%
Growth

SG9034



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Sustainable cotton
is perfect for any
brand and for our
planet!



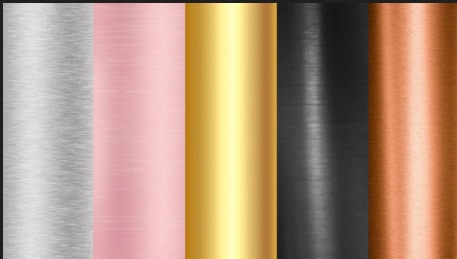
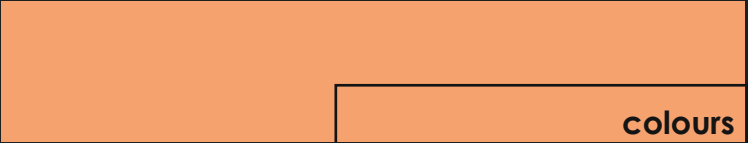
#4

51% Growth

E6060

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#trending



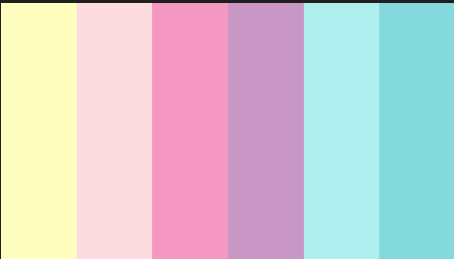
Matte with Metallic

Matte finishes topped off with metallics like gold, silver, and rose gold.



Earth Tones

Societal #trend to save our planet brings us naturals like brown, green, and blue



Pastels

Still #trending! Most popular: mint, pink, and sky Blue



OR1422
Barrow Tool™

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TO7244
Kraft Paper Tote

[CLICK HERE TO SEE IT](#)



WB9701
Cosmo Bottle

[CLICK HERE TO SEE IT](#)

TRENDING PRODUCTS



Gather Large Mesh Produce Bag
P9658

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The Specs

- 50D Polyester Mesh
- Black drawstring with toggle closure
- Front solid middle panel for decorating
- Full mesh back
- Breathable and reusable
- Strong and lightweight
- Hand wash recommended
- FDA compliant

The Stories

A local grocery store was looking for an in-store purchase product. To differentiate their product offering, and leverage the societal trend of ridding the oceans single-use plastic bag pollution they branded the gather reusable produce bag and sold it in stores. This not only improved their eco-positioning with their customers, but created a valuable new revenue stream. Furthermore, they adding a bar-code to the bag imprint area that allows the user a 1.5% discount on each order; even at a self check out!



Boxanne™ Wireless Speaker
OR2301

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The Specs

- Wireless capability up to 33 feet
- Comes with a wrist strap
- 3 watt wireless speaker with subwoofer
- Up to 5 hours of audio playtime
- Fits in your pocket
- Individually retail packaged
- On custom orders (minimum 100 pieces) add your own 6 second jingle at no extra charge

The Stories

A distributor's client had to get their groove on for a client's Nashville national conference. Dubbed "Music City," the client has requested a music-related promotional item to give to all attendees. The Boxanne's sound quality and dual surface imprint area gave them a big sound with a mighty brand impact all in a perfectly packaged, portable bluetooth speaker. With a 250 piece minimum for custom packaging, the Boxanne provides a world of endless branding and messaging possibilities.

TRENDING PRODUCTS

TRENDING PRODUCTS



Exosphere Silicone Straw Case
KP9678

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The Specs

- Straight Silicone straw
- Reusable straw is bendable and flexible
- Frosty white Plastic case with hang clasp
- Straw folds into case for storage
- BPA free and FDA compliant
- Hand wash recommended
- Wider straw to help enjoy smoothies and bubble tea

The Stories

If you haven't heard the world-wide buzz about eliminating single-use plastic straws you must have been living under a rock. This client took advantage of the movement and pitched these straws to their local township. They loved the idea and used the straws as give-a-ways when residents came to pick up a new recycling bins. They branded the straw cases with their new township waste collection mobile app and encouraged residents to read about what goes into what bin and to try and reduce single-use plastics.



TRENDING PRODUCTS

Skinny Dip
HS2301

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The Specs

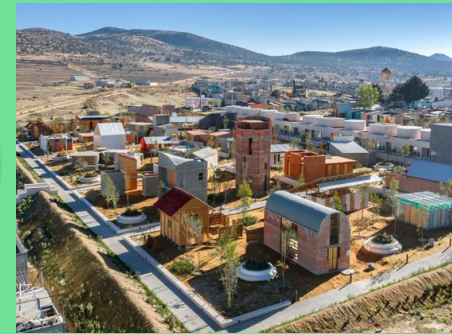
- Composite Wood
- 3 watt wireless speaker
- High quality sound
- Rechargeable 1200 mAh battery
- Wireless range: 33 feet (10 metres)
- FCC and CE certified
- Includes micro USB charging cable
- Individually retail packaged

The Stories

We found one of our clients looking for a donor loyalty gift for a local foundation that helps the visually impaired. They were holding an educational fundraiser featuring activities that involved senses other than sight; hearing, taste and touch. They branded these skinny dip speakers and gave them to all 150 participants after the "Music Therapy" session. Excited donors then took what they learned about the connection between music, mind and body, and could immediately take it home and put it into practice.

Societal Trends

what's trending



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Environmental Community

As the society continues to demand innovations to help them help the planet, evidence shows that companies demonstrating sustainable practices are seeing huge returns. These companies are looking for promotional products - like those made from recycled materials - that fall in-line with that vital positioning.



CA8634
Kelowna Cardboard Notebook

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KP8732
Slipzip Small Reuseable Storage Bag

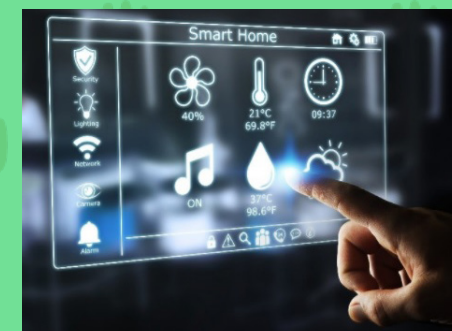
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Single-Use Plastics Bans Take Flight!

About 27 nations have active legislation to either ban or significantly restrict single-use plastics, including straws and dishware. This proactive approach not only helps limit the amount of waste, but will be a showcase for the vast array of solutions provided by the good members of the promotional product industry.



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I Want My Home To Be Smart

The idea of a smart home is no longer limited to the uber-wealthy or the tech guru. The average homeowner has started to embrace the technology, and according to S & P Market Intelligence, about 12.5 percent of all U.S. households are now considered "smart." Another promotional product opportunity? We think so!



OR2200
Onyt™ App-Enabled Smart Button

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New From Our Brands

Origaudio™



Wristler™ Wearable Speaker

The ultimate portable speaker, not just for your wrist! Use the adjustable strap to attach wristlet to various items and take your music with you wherever you venture. The Wristler is IPX5 water resistant, making it perfect for rainy day runs or use by the pool.

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Hub



Javalina Glow Stylus

This new pen takes the already famous Javalina and adds the ability to light up your logo!

The brushed silver trim and soft rubber grips adds chic style while providing superior writing comfort. The added stylus allows for use on your touch screen devices.

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HandStands® 



WaterBox

The WaterBox is a kick-ass waterproof and wireless speaker. The IPX7 waterproof rating will allow for a maximum of 30 minutes of play time **under water** at a max depth of 1 meter. 5W driver delivers crystal- clear sound. Take your tunes with you at your aquatic adventure!

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bcg



Custom Slate Coasters

If you're looking for a slick promotional piece that will provide a memorable experience for your customer, these stunning slate coasters will do the trick! The elegant slate grey matches perfectly with 2020 indoor decor trends. Give them something useful with your next promo.

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