

We're Not Old, We're Wise

Our Favorite Long-Lasting Promotional Products

Two of the biggest reasons people hold onto "stuff" are sentimental value and usefulness. The same can be applied to promotional products. Longevity is key when choosing promotional products. A high-quality item that will be used for years will garner more brand impressions than a novelty item that may only be used once.

Consider these findings from the 2023 Ad Specialties Institute (ASI) Ad Impressions Study:

- 61% of consumers would keep and wear promo outerwear for 2 years or longer.
- 63% of consumers would keep and use promo drinkware for 1 year or longer.
- 54% of consumers would keep and use a promo umbrella for 2 years or longer.
- 47% of consumers would keep and wear a promo T-shirt for 2 years or longer.

We polled our most tenured employees about their longest-lasting promotional products, whether from their many years at Eco Promotional Products or from their personal lives.



T-Shirts

Michelle S: "I got it on a college visit in 1989 and now my son goes there. The t-shirt is timeless. I had a bet with a friend a few years ago. He's 6'8" and since OSU beat Indiana he had to wear my t-shirt and do O-H-I-O. It's hilarious!"



Towels

Michelle C: "My husband got this towel while on a President's Club trip 15 years ago. It's a good quality, thicker towel that I find myself always grabbing when heading to the beach or our friend's pool. It still looks great!"

Courtney: "This is my favorite bottle for indoor workouts. About seven years ago, I was given some of these bottles because there were extras from a customer job at EPP. The sports imprint isn't even a logo from one of my kids' teams. It has no sentimental value to me. The imprint is worn from so much use but it still works as good as it did when I first got it. I have no plans to replace it."

Water Bottles



Hats

Christine: "I received this bucket hat in 2003 while working at DDB Advertising. They had a pool party for all of the employees and handed out bucket hats, sunglasses, and beach towels. I use this bucket hat to this day while gardening."

