

bullet[®]
RIGHT ON TARGET GIVEAWAYS



LABEL[®]
DRESS TO IMPRESS



Avenue[®]
CAREFULLY CONSIDERED GIFTS



NEW PRODUCT INSPIRATION GUIDE 2017



- ✓ 5 NEW STYLES
- ✓ 15 NEW ITEMS
- ✓ RETAIL INSPIRED DESIGN
- ✓ INTRODUCING COPPER INSULATION

DRINKWARE

BY AVENUE

HOT
COLD



Hours indicated may vary depending on item construction, material, ambient conditions, and use.

Drinkware Insulation Chart

Based on successful retail drinkware pieces, we have designed a better way to drink with style. Whether you prefer your beverage HOT or COLD.

Insulation refers to how the materials and construction prevent temperature change – basically, the ability of a piece to keep a beverage at its original temperature, whether it's hot coffee or ice water. Insulation is achieved through double-wall construction, which has two purposes – to eliminate condensation from cold beverages on the outer wall and maintain the temperature of the beverage within the inner wall.

There are several types of insulation, and we offer them all. It just depends on your budget and the type of performance you're looking for in a drinkware product.



HOT 2 hours
COLD 4 hours

AIR INSULATION

Air between inner and outer walls

GOOD

Hot: 2 hours
Cold 4 hours



HOT 3 hours
COLD 6 hours

FOAM INSULATION

Foam between inner and outer walls

BETTER

Hot: 3 hours
Cold 6 hours



HOT 5 hours
COLD 15 hours

VACUUM INSULATION

No air between inner and outer walls

BEST

Hot: 5 hours
Cold 15 hours



HOT 8 hours
COLD 24 hours

COPPER VACUUM INSULATION

No air between inner and outer walls + copper plated inner wall

SUPERIOR

Hot: 8 hours
Cold 24 hours



107007



107008



107004



107006

- ✓ EXPANSION OF ENTRY PRICE POINTS
- ✓ NEW STYLE SUITABLE FOR HIGH GLOSS ENGRAVING
- ✓ 4 NEW STYLES

WRITING INSTRUMENTS

BY AVENUE

BALMAIN
PARIS



10654600



10681300



10681600



10682900



10669900



10681900





107031



106881



107000



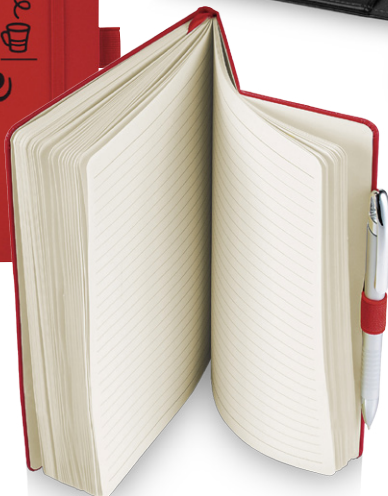
106830



106808



107028



- ✓ EXPANSION OF MARKSMAN NOTEBOOK COLLECTION
- ✓ NEW COLOURS IN BESTSELLING JOURNALBOOKS
- ✓ RETAIL INSPIRED GEOMETRIC DESIGN

NOTEBOOKS

BY AVENUE

STAC

10427700

10424300

13418100

10427900

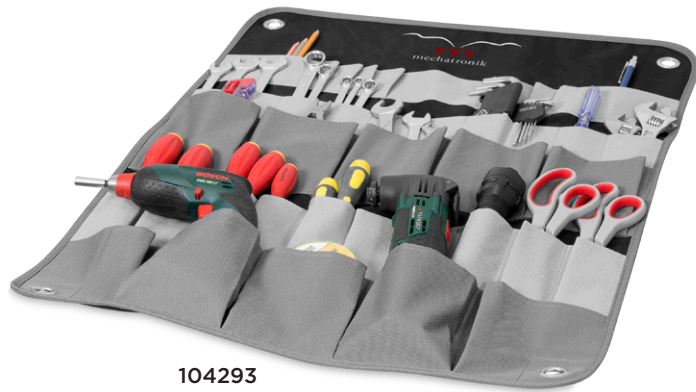
10424400

13402200

13402900

10425800





104293



104294



104290



104291



104299



104303



104258



10429500

- ✓ EXPANSION OF 5 ITEMS IN STAC
- ✓ NEW SURVIVAL TOOLS IN ELEVATE
- ✓ NEW TORCH ADDITIONS IN AVENUE

HARDWARE & SAFETY
BY AVENUE



112834



112698



112818



112838



112836

- ✓ RETAIL TREND INSPIRED
- ✓ GIFT SETS AND GIFT ITEMS
- ✓ NEW ITEMS FOR CRAFT BEER TREND
- ✓ GIFTS FOR COFFEE AND TEA

HOME & LIVING

BY AVENUE

10822900

10826200

10828900

10823000

10818700

10820800





123681



123674



108294



108296



123671



123680



108288



108292

- ✓ 13 NEW MODELS
- ✓ 4 NEW POWER ITEMS
- ✓ RETAIL TREND INSPIRED SPEAKERS
- ✓ NEW GADGETS VR AND DRONE

TECHNOLOGY
BY AVENUE

11986100



11985800



11985400



12007600



11985900



120217



120216



120243



120242



120224



120233



120222



120231



120227



NEW BRAND TRANZIP



INTRODUCTIONS IN ELEVATE,
MARKSMAN AND ELLEVEN



ADDITIONS TO THE OGIO BRAND

BAGS

BY AVENUE



bullet®

- ✓ RIGHT ON TARGET GIVEAWAYS
- ✓ BULLET BEST IN FOCUS
- ✓ HIGH VOLUME FOR LARGE SCALE PROMOTIONS
- ✓ LARGE DECORATION LOCATIONS FOR HIGH IMPACT



100450



100451



100452



100459



- ✓ 4 NEW STYLES
- ✓ IN 5 COLOURS
- ✓ LARGE DECORATION LOCATIONS
- ✓ TRITAN MATERIAL

DRINKWARE
& CERAMICS
BY BULLET



106983



106984



106982



106981



106980

- ✓ 5 NEW STYLES
- ✓ IN AT LEAST 4 COLOURS
- ✓ IDEAL FOR CONVENTIONS AND SHOWS
- ✓ CONVENIENT USE BY DIVIDERS AND SPIRALS

NOTEBOOKS

BY BULLET



- ✓ 13 NEW STYLE BALLPOINT PENS
- ✓ 2 NEW HIGHLIGHTERS
- ✓ 3 NEW STYLUS BALLPOINT PENS

WRITING INSTRUMENTS
BY BULLET



118104



118105



118109



123877



126111



100442



102205

102207

102206

102208

- ✓ 2 NEW STYLE SUNGLASSES AND ACCESSORIES
- ✓ EXPANDED LANYARD COLLECTION
- ✓ LANYARD DESIGNED FOR DOMING
- ✓ COOLING PACKS AND FANS

KEY CHAINS,
BADGE HOLDERS
& MORE

BY BULLET



104487



104287



104283



104289



104281



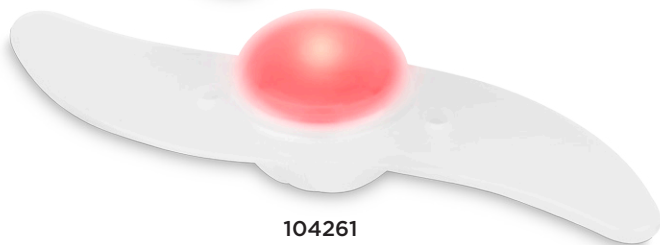
104285



104282



104280



104261



104284

- ✓ 10 NOVELTY LIGHT ITEMS
- ✓ BIKE AND RUNNING LIGHTS
- ✓ HOME AND CAMPING LIGHTS
- ✓ BLOW OUT TABLE LIGHT

KEY LIGHTS & TORCHES

BY BULLET



- ✓ 14 NEW MODELS
- ✓ 3 NEW VR GLASSES
- ✓ BLUETOOTH SPEAKER WITH DECORATION
POSSIBILITY ON GRILL
- ✓ ENTRY LEVEL EARBUDS

TECHNOLOGY
BY BULLET



120249



120256



120252



120266



120258



120263



120262



120247



120261



120265

- ✓ FASHIONABLE COLOUR BLOCK SHOPPING BAGS
- ✓ EXPANSION LAPTOP BAG COLLECTION
- ✓ TRENDY DESIGNS AT AFFORDABLE PRICE
- ✓ GARMENT ORGANISERS

BAGS
BY BULLET



LABEL[®]

- ✓ TWO STRONG BRANDS
- ✓ RETAIL INSPIRED AND DESIGNED FOR BRANDING
- ✓ DEVELOPED FOR PROMOTIONAL AND CORPORATE WEAR
- ✓ CROSS SELL OPPORTUNITIES WITH AVENUE PRODUCTS

DECORATION? YOU'VE GOT OPTIONS

Take a great style and make it your own with one of our six unique decoration methods. Whether you want to keep it simple or are looking for something bolder, we'll help you create the right look with a method and imprint location that work for your brand.



E Embroidery

With thread colours to match any logo, embroidery is always a popular choice.

- Classic look
- Up to 12 colours per embroidery
- Perfect for left/right chest and left/right bicep



L Laser engraving

Laser can be applied at virtually any location.

- Smooth, glossy finish
- Unlimited washability
- Best on mid-range colours



D Deboss

Deboss creates a subtle tone-on-tone look with a dye that's heat-pressed into the material.

- Ideal for waterproof fabrics
- Striking 3D appearance
- Apply to almost any location
- Unlimited washability



T True edge™ Transfer

This cutting-edge heat-transfer process produces remarkable clarity and precision.

- Allows for extreme detail like small text
- Four-colour process or spot colour
- Perfect for logos with many colours
- Alternative to embroidery for thin garments
- Maintains integrity of waterproof fabrics



S Screenprint

Time-tested decoration method that enables vibrant and durable graphics on virtually any material.

- Economic choice for large multi-coloured decoration
- Great choice for a distressed look and feel
- Ideal technique for T-shirts



I Infusion™

Infuses your logo into the fabric creating an untouchable decoration with razor sharp detail.

- Razor sharp with higher resolution
- Offers a comfortable, breathable decoration
- Untouchable
- Offers unlimited colours for one set up



YOUR BRAND LIVES HERE



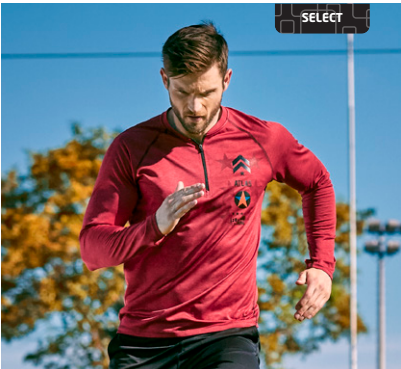
ELEVATE

- ✓ **PROMOTIONAL ACTIVE WEAR**
- ✓ **DESIGNED FOR BRANDING**
- ✓ **INNOVATIVE MATERIALS & STYLING**
- ✓ **SPORTS INSPIRED**

INTRODUCING 9 NEW STYLES

primus
crandall
quadra
bowlen
bowl
rixford

perren
tremblant
vesper
lexington



39023 **quadra**

**ELEVATE**

ESSENTIAL



39494 **bowlen**



39496 **rixford**



39490 **perren**



39492 **tremblant**



39327 **vesper**



39329 **lexington**



38096 **primus**

38098 **crandall**



- ✓ PROMOTIONAL CASUAL WEAR
- ✓ ADDS RECOGNIZED BRAND VALUE
- ✓ RENOWNED QUALITY AND STYLE
- ✓ DESIGNED FOR COMFORT

Serving aces since 1881

33244
Reflex

33342
Stance

33162
Lucky

33242
Touch



INTRODUCING 4 NEW STYLES

TOUCH

REFLEX

STANCE

LUCKY

Serving aces since 1881

NEW COLORS 2017

38011 / 38012

nanaimo SHORT SLEEVE T-SHIRT



21 pink



23 light pink



51 aqua



69 fern green



39010 / 39011 / 39012

niagara SHORT SLEEVE T-SHIRT



14 neon yellow



20 neon pink

38080 / 38081 / 38082

calgary SHORT SLEEVE POLO



21 pink



23 light pink



51 aqua



69 fern green

38016 / 38017

kawartha SHORT SLEEVE T-SHIRT



96 grey melange

38162 / 38163

vallant LONG SLEEVE SHIRT



21 pink



33098 / 33099

Advantage short sleeve polo



40 light blue



47 classic royal blue



90 grey

33236

Toss
sweater



33237

Referee
sweater



33238 / 33239

Alley
sweater



33240 / 33241

Open
sweater



68 apple green

GIVE YOUR BRAND A WHOLE **NEW DIMENSION**



Introducing HXD, a unique decoration method that offers all new possibilities for your branded apparel. What really separates HXD is the added dimension it brings to a logo, creating a subtle pop from the apparel surface.

