

# market spotlight

# finance

## perfect for...

banks  
credit unions  
financial investors  
tax advisors  
investment & wealth management firms



## did you know?

93% of finance & insurance end-buyers give promo to current customers.\*



### RS | BIC® Round Stic® Pen

*This classic BIC® pen offers over 600 color combinations, making it an ideal giveaway for banks to brand with their logo and hand out at account openings or community events.*



### 55945 | Souvenir® Armor Pen

*Boasting a rubberized metal body, chrome accents, and InstaGlide® hybrid ink for a smooth writing experience, this polished writing instrument is perfect as conference or seminar swag.*



### 8150 | Triumph® Calendars Monthly Planner

*This practical planner has a monthly layout with extra space for notes and a one-year planning calendar to help customers stay organized while keeping financial goals top of mind.*



### 2282A | Shed Rain™ Windjammer® 43" Vented Auto-Open/Close Compact Umbrella

*Show appreciation to customers during their annual portfolio review with this durable umbrella that features one-push open/close action and a vented PFAS-free canopy that resists inversion in windy conditions.*

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\*Source: ASI End-Buyer Survey

## product use ideas: 46239

Brew up big returns with the **Good Value™ Melrose Mug - 15 oz.**

### Use it as a:

- Client appreciation gift to strengthen relationships
- Employee recognition item to thank the team
- Practical takeaway from a budgeting, investing, or retirement planning workshop
- Tool to reward clients who refer friends or family
- Welcome gift when a customer opens a new account or a new employee joins the firm
- Leave-behind after customer or vendor meetings
- Prize for completing online surveys or financial planning challenges



**4276 | Triumph® Calendars The Saturday Evening Post Large Desk Calendar**  
*With nostalgic illustrations by Norman Rockwell, this desk calendar delivers a touch of charm all year long while keeping important contact info visible.*



**26175 | Addyson Etch Blanket**  
*This stylish, cozy blanket will delight employees when given as a thoughtful year-end gift.*

**46239 | Good Value™ Melrose Mug - 15 oz.**  
*With a serene matte finish and earthy tones, this modern-looking stoneware mug instills a sense of calm, making it a considerate addition to client onboarding kits.*



**40977 | Coloring Book: Be Smart, Save Money**  
*This 16-page activity book is a fun tool for teaching kids about money, making it a great choice for banks or credit unions to distribute during youth savings account promotions.*



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ideas!

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