

## market spotlight

# government

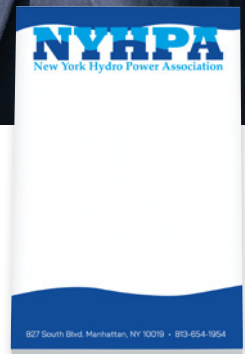
### perfect for...

campaigns  
police & fire departments  
emergency management agencies  
public health departments  
substance abuse prevention programs  
youth & family services  
departments of parks and recreation  
public works departments  
city or county government offices  
departments of motor vehicles  
military recruitment offices



### did you know?

81% of government end-buyers keep a promo item because of its utility.



**NS4A6A25** | Souvenir® 4" x 6" Scratch Pad, 25 Sheet  
Made from FSC®-certified paper, this scratch pad is a practical desk essential to capture quick notes, phone messages, or reminders.



### 26097 | Koozie® Backpack Cooler Chair

This versatile backpack cooler chair, with a durable steel frame supporting up to 250 lb., is perfect for park and recreation departments to use during outdoor events, providing staff with a portable seating solution.



**BPS** | Souvenir® Pencil Solids  
Crafted from FSC®-certified wood, this pencil is a great choice for educational programs run by government agencies.



**15807** | KAPSTON® Pierce Backpack  
Designed for function and form, the KAPSTON® Pierce Backpack offers a secure, professional solution for government employees who need a durable, tech-ready bag with a modern look for everyday fieldwork or agency travel.

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\*Source: ASI End-Buyer Research

**product use ideas: 45140C**

**The Good Value™ Budget Mug - 11 oz. (Colors)** is a budget-conscious way to promote public service pride.

**Use it as a:**

- Hand out for library patrons during National Library Week
- Welcome gift for new city or county residents
- Giveaway for citizens who attend neighborhood watch programs or firehouse open houses
- Awareness builder about recycling or energy efficiency campaigns
- Token of appreciation for volunteers who contribute to civic projects
- Way to recognize veterans during base reunions or VA hospital outreach programs
- Thank-you to campaign donors or staff



**CDKW038** | The Viking Collection®  
Nova Tumbler - 20 oz.

*Featuring double-wall vacuum insulation and a press-in lid, this stainless steel tumbler is ideal for field officers in environmental agencies, keeping beverages at the desired temperature during outdoor assignments.*



**45140C** | Good Value™ Budget Mug - 11 oz. (Colors)  
*This classic ceramic mug, available in multiple colors, is perfect for office break rooms, providing staff with a durable, reusable option for their daily hot beverages.*



**4251** | Triumph® Calendars American Splendor Desk Calendar  
*With photographs of beautiful locations from across America, this compact desk calendar supplies inspiration while acting as a quick planning tool for busy civil servants.*



**32408** | Good Value™ All-Over Charging Cable 2A  
*Equipped with multiple connectors, this charging cable is ideal for emergency management agencies to distribute during disaster preparedness campaigns, ensuring residents can keep devices powered during natural disasters.*



scan for more ideas!

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