

## market spotlight

# insurance

### perfect for...

health insurance  
life insurance  
auto insurance  
employee benefits brokers  
title insurance companies  
claims adjusters & risk management consultants



### did you know?

72% of finance & insurance end-buyers say promo is very important to their companies' marketing strategy\*



**DCWB** | Classic Collection Digital WideBody® Pen  
Showcase your brand across the 360° full-color barrel on this wide-profile pen, ideal for client meetings.



**MGBC20** | Good Value™ 20 Mil 4-Color Process Business Card Magnet

Perfect for agents looking to stay top-of-mind, this vibrant, full-color business card magnet keeps your contact info visible on clients' fridges or filing cabinets.



**V7870** | Triumph® Calendars Press-N-Stick Standard Calendar  
Keep your contact info front and center all year long with this customizable, repositionable 14-month calendar.



**55245** | Good Value™ Dart Pen  
Choose this budget-smart retractable for its smooth, dependable writing—great for insurance policy signings.

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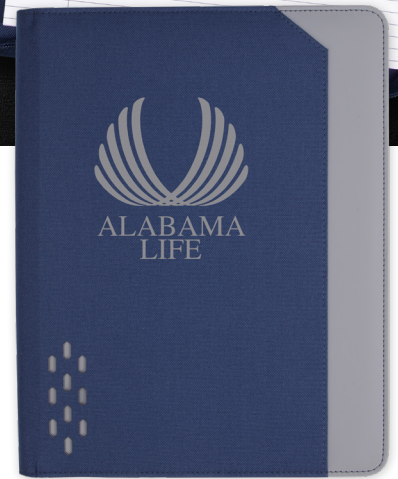
\*ASI End-Buyer Survey.

**product use ideas: 12000**

Organized coverage starts with the **Souvenir® Armor Zippered Padfolio with Armor Pen.**

**Use it to:**

- Welcome new policy holders
- Up-level agent training sessions
- Thank existing clients for referrals
- Recognize loyal customers or VIP vendors
- Reward top-performing salespeople
- Arm field employees with a helpful organizational tool
- Make a professional impression at educational seminars



**12000** | Souvenir® Armor Zippered Padfolio with Armor Pen  
Impress during client consultations with this sleek zippered padfolio and pen combo that keeps documents secure and your looking brand professional.



**16193** | KAPSTON® Willow RPET Backpack  
Reward loyal clients or new hires with this suede-trimmed backpack made from 71% post-consumer recycled PET, underscoring your company's commitment to sustainability.



**30357** | Good Value™ House Clip  
Share this magnetic house-shaped clip with clients to keep claim documents, reminders, or paperwork organized and accessible.



**CSWB** | Classic Collection WideBody® Pen  
Provide clients with a comfortable, USA-assembled pen in over 300 color combinations, perfect for signing forms and building brand awareness.



scan for more ideas!

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