


PRODUCTS

The PPAI Expo in Las Vegas displays the newest ad specialty items on the market in 2010. Check out 17 that our editors found.

By Joe Haley



For three days in the middle of January, ad specialty and incentive suppliers displayed their latest wares in Las Vegas. The PPAI Expo was the scene, and distributors attending the show busily hustled through the aisles trying to identify the items that would be perfect for their clients' promotions in 2010.

Counselor's editors were also on the scene in Las Vegas. Check out the 17 items that really caught our eye during the show. And also make sure to go to www.asicentral.com to see our videos from the show, including an exclusive interview with Scott Siegel, incoming chairman of PPAI and president of supplier R.S. Owens (*asi/75530*).

To BET ON



RETRACTABLE SOUND

The earbud yo-yo keeps earbud cords neat and orderly. Pull the earbuds out to use and then a slight tug gently retracts them. Companies in the music industry can use in any number of promotions or events.

Available from Covington Creations; (877) 327-2831; www.earbudyo-yo.com



TIC-TOC

This round-face, analog wall clock measures about 12 inches across, has an ample imprint area and is inexpensive with a high perceived value. Makes a clever tie-in for "time is running out" type promotions.

Available from CPS Keystone (asi/43051); (800) 772-8247; customerservice@keystoneline.com

H 2 ... OH!

This water bottle is made from 100% recycled plastic and will lessen a carbon footprint by 60%, easing the concerns of those clients who feel guilty about handing out bottled water.

Available from Chameleon Beverage (asi/44555); (800) 989-2028; aracelyt@chameleonbeverage.com



BURNING RUBBER

This pencil is made from recycled tire rubber. Just the thing for your clients in the auto industry who want to bill themselves as eco-friendly.

Available from Dixon Ticonderoga (asi/50150); (877) 947-7666; promo@dixonusa.com



DESKTOP ACCESSORY

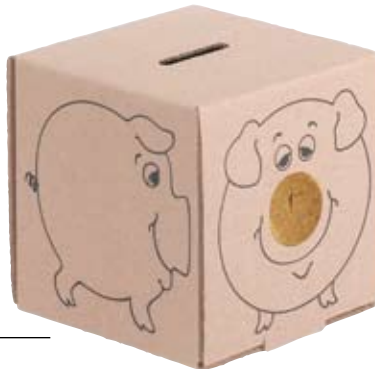
This Post-It caddy keeps a desk in tip-top shape as it provides a place for office essentials. Holds pens, markers, Post-It Notes and more. Makes a nice employee appreciation gift.

Available from 3M Promotional Markets Dept. (asi/91240); (800) 328-2407; art@3mpromote.com

COIN COLLECTOR

This piggy bank is constructed of 100% recycled cardboard and the snout/stopper is manufactured from 100% wine bottle corks. Your clients in the banking and financial industry can use for eco-friendly early-saver promotions geared toward kids.

Available from Valley Casting ([asi/93235](tel:asi/93235)); (800) 695-8260; info@valleycasting.com



ORIGAMI RADIO

These speakers come unfolded in an all-over imprinted box. When assembled they form into your choice of a square or triangle shape. Great idea for a radio station to give away during remote broadcasts.

Available from OrigAudio; (847) 852-3353; sales@origaudio.com

COOL COOKIE

A non-toxic eco-friendly gel inside this scarf absorbs water, and when worn around the neck, keeps the wearer cool.



No refrigeration needed. A good bet for walk-a-thons and charity runs.

Available from Koolgator ([asi/65579](tel:asi/65579)); (208) 342-2535; bwaller@koolgator.com

WE'RE #1

The classic foam rubber #1 finger is updated to include a can cooler. Perfect for tailgating events for any sport.

Available from Spirit Industries ([asi/88740](tel:asi/88740)); (800) 231-9853; info@spiritindustries.net



HATS OFF TO ...

This baseball cap comes in a variety of color combinations, making it suitable for any company or sports organization. And it's inexpensive to boot.

Available from Legend Mktg. Group ([asi/66955](tel:asi/66955)); (800) 369-5343; sales@legendmg.com

FLASH OF BRILLIANCE

This light-up pitcher and cocktail glass will certainly brighten up any party inside a dark venue like a bar or nightclub. Firms in the food and beverage industry can use in multiple promotions.

Available from Howw Manufacturing ([asi/61952](tel:asi/61952)); (800) 223-4699; info@howw.com



NOD IF YOU AGREE

This small bobblehead doll affixes to the brim of a baseball cap. Also comes with a desk stand and a suction cup, allowing it to attach to nearly any surface. Your clients can get the likeness of any sports star – or custom 3-D figure.

Available from Sports Marketing Pros; (800) 449-2611; danny@sportsmarketingpros.com



MIGHTY MOUSE

This compact mouse is great for use with a portable laptop. Includes a button that, when pushed, launches a predetermined Web site. Perfect for when your clients announce a major overhaul of their Web sites.

Available from KTI Networks (asi/63776); (800) 275-6387; sales@ktipromo.com

SQUEAKY CLEAN

This small bottle of hand sanitizer comes in the shape of a shirt. Customize the label to make the shirt look like it's a doctor's lab coat, safari camp shirt, tuxedo, etc. The choices are limitless.

Available from Points of Light (asi/78825); (800) 854-8275; orders@polpromo.com



WHAT'S LIGHT UP DOC?

These bunny ears light up and turn any spring celebration into a truly festive event. Perfect for fun Easter-related promotions.

Available from ALightPromos.com (asi/34194); (888) 217-8800; custom@alightpromos.com



TOP EMBELLISHMENT

This cap topper attaches to the button at the top of most baseball caps. A variety of shapes available. Consider them a fun promotional giveaway for sports organizations.

Available from Top-It; (626) 394-9093; rick@top-it.biz



TIE ONE ON

This golf ball marker actually attaches to a shoelace so that when the user bends to pick up his ball on a green, the marker is easily within reach. Marker would make a nice addition to a golf course pro shop's offering or as a gift to participants in a golf tournament.

Available from PinLine (asi/96235); (800) 755-8088; info@pinline.com

