



FEATURING
12 days of
Swagmas



2025 **WINTER** LOOK BOOK

WELCOME TO OUR 2025 WINTER LOOK BOOK!

Winter is right around the corner and we’re here to help you prepare for the months ahead, from thoughtful employee gifts to stylish, functional apparel for every industry. With the end of the year approaching, there’s no better time to refresh your promotional items and apparel... whether it’s cozy winter apparel for your team, thoughtful gifts for clients, or new branded pieces to make your company stand out.

Inside, you’ll find our favorite seasonal apparel picks for both inside and outside the office, along with our go-to apparel staples that work all year round. We’ve also added a festive twist with *The 12 Days of Swagmas* (scan the QR code to watch our team’s merry performance), plus tips on how we make gift giving easy no matter the season or occasion.

You’ll also discover The Power of Promotional Products, highlighting just how many impressions branded items can make, and our best tips for standing out at trade shows, whether you’re exhibiting, attending, or hosting. Plus, don’t miss our two client spotlights that showcase creative partnerships and real-world results.

So, grab something warm to sip on and explore our latest look book... your guide to a season of style, connection, and brand impact.



SYMPHONIX.AGENCY/WINTER
GREAT IDEAS TO GROW BRANDS



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PORT AUTHORITY
COLLECTIVE SOFT
SHELL JACKET



NIKE BOMBER JACKET



MERCER+METTLE®
QUILTED LINER JACKET



NEW ERA® STS ¼-ZIP
& ½-ZIP



CUTTER & BUCK
CASCADE ECO FLEECE
QUARTER ZIP JACKET



PORT AUTHORITY®
SWEATER FLEECE VEST



UNDER ARMOUR
STORM INSULATE JACKET

COMFY CASUAL

PORT AUTHORITY®
COZY ¼-ZIP
FLEECE SWEATER



EDDIE BAUER®
FULL-ZIP & ½-ZIP
MICROFLEECE
JACKET



STANLEY/STELLA CRUISER
2.0 HOODED SWEATSHIRT

ALLMADE® ORGANIC CVC
FLEECE FULL-ZIP HOODIE

JERZEES® NUBLEND®
COLORBLOCK RAGLAN HOODIE

BUSINESS CASUAL



PORT AUTHORITY® PLAID
FLANNEL SHIRT



PORT AUTHORITY
WOMEN'S PLAID
FLANNEL TUNIC



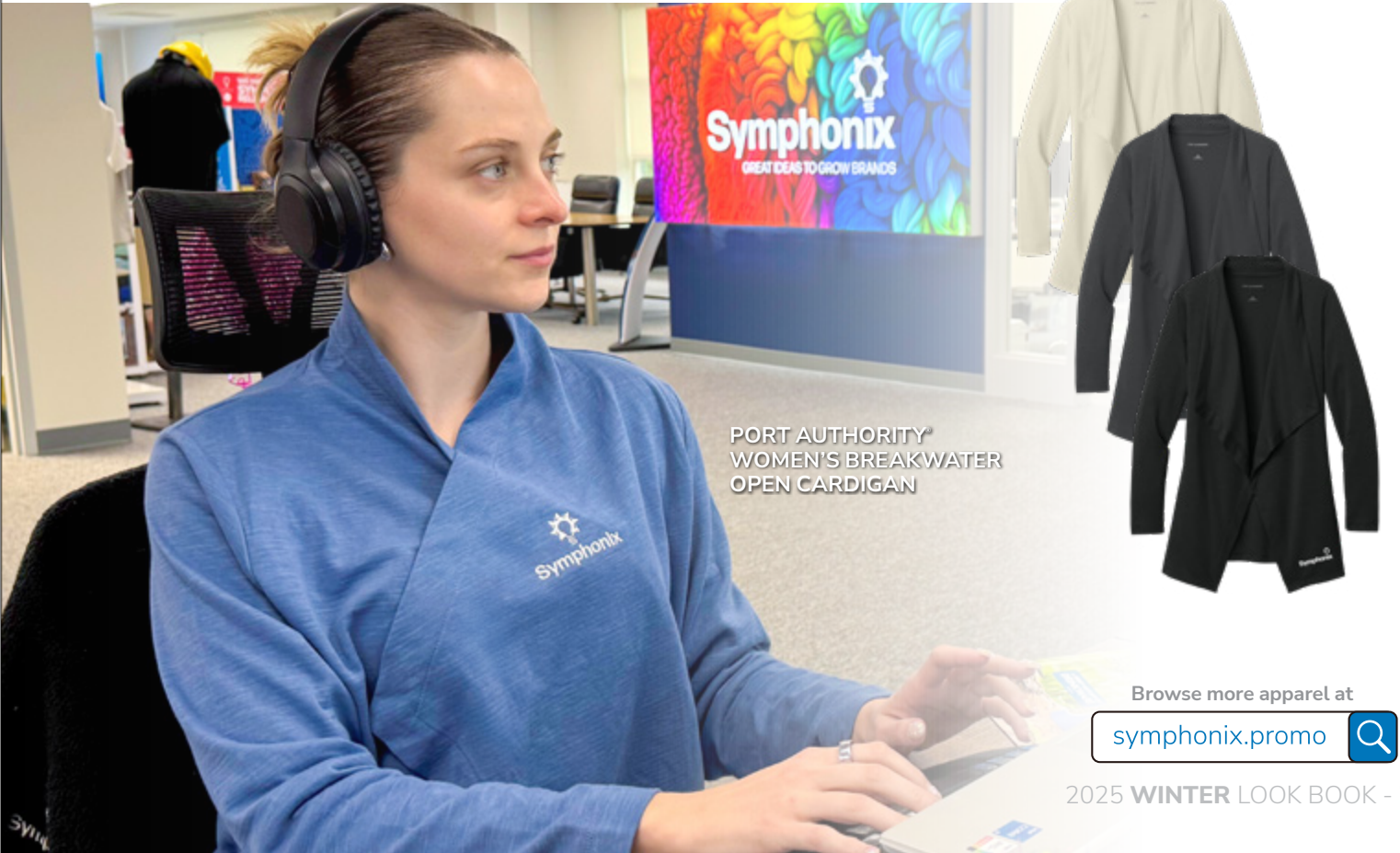
CUTTER & BUCK EPIC
EASY CARE NAILSHEAD
WOMENS DRESS SHIRT



CUTTER & BUCK STRETCH
OXFORD STRIPE MENS
DRESS SHIRT



OGIO® WOMEN'S
COMMAND LONG
SLEEVE SCOOP NECK



PORT AUTHORITY®
WOMEN'S BREAKWATER
OPEN CARDIGAN

Browse more apparel at

symphonix.promo

EVERYDAY BASICS FOR EVERY BUDGET

No matter the season, we've always got you covered with the basics. At Symphonix we pride ourselves in making smart recommendations based on budget, timelines, and preferences. These are some options that have been popular with our clients this year arranged by price point and quality. A good/better/best chart if you will.

POLO

SPORT-TEK® POSICHARGE® COMPETITOR™ POLO

NIKE DRI-FIT SOLID ICON PIQUE MODERN FIT POLO

TRAVIS MATHEW BAYFRONT SOLID POLO

SHORT SLEEVE TEE

GILDAN SOFTSTYLE® TEE

BELLA+CANVAS® UNISEX JERSEY TEE

CLIQUE ICE PIQUE MENS TECH TEE

LONG SLEEVE TEE

GILDAN SOFTSTYLE® LONG SLEEVE TEE

DISTRICT® PERFECT WEIGHT™ CVC LONG SLEEVE TEE

CLIQUE ICE PIQUE MENS LONG SLEEVE TECH TEE

VALUEMID-TIERPREMIUM

ACCESSORIES

NEW ERA® MARLED KNIT POM BEANIE

RICHARDSON FIVE-PANEL TRUCKER CAP

CARHARTT® HIGH-DEXTERITY OPEN-CUFF GLOVE

CUSTOM KNIT TOBOGGAN BEANIES

ORDER EARLY 17-22 day turnaround

FULLY CUSTOM KNIT PATTERN

SPORT-TEK® SPECTATOR SCARF

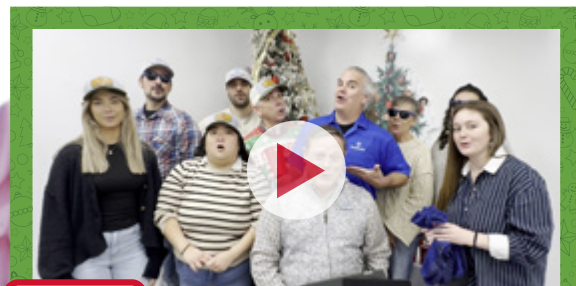
Browse more apparel at [symphonix.promo](#)

12 days of Swagmas

If you've ever found yourself humming "five goooolden rings!" between bites of gingerbread, you have the 18th century to thank. The Twelve Days of Christmas first appeared in print in England in 1780 and is thought to have originated as a playful memory-and-forfeit game—basically, a schoolyard karaoke challenge. Since then, the tune's had more makeovers than a holiday mall window, from Bing Crosby's crooning to parodies featuring everything from office supplies to internet memes. It's proof that when something's catchy and a little bit chaotic... it sticks.

Here at Symphonix, we couldn't resist giving the classic a branded remix. Our **12 Days of Swagmas** celebrates the season of giving with gifts people actually want. No partridges. No pear trees. Whether it's employees, clients, or partners, thoughtful branded gifts help strengthen connections and keep your company top of mind well into the new year.

So this year, skip the awkward fruitcake and let Symphonix be your "true love"—delivering smart, stylish swag that surprises, delights, and actually gets used.



WATCH OUR 12 DAYS OF SWAGMAS VIDEO



On the first day of Swagmas, Symphonix sent to me...

1



A Polo With My Logo

2



Charging Mousepads

3



Custom Sunnies

4



Fuzzy Socks

5



Trucker Hats

6



Bluetooth Speakers

7



Tri-Blend T-Shirts

8



Custom Duffies

9



Branded Notebooks

10



Quarter Zippies

11



Cozy Vests

12



Travel Tumblers

Give the Gift of Choice This Holiday Season

The holiday season is a great opportunity to show appreciation to your team... but if you're the one organizing the gifts, you know it can quickly turn into a logistical juggling act.

Maybe you're managing it all through spreadsheets and email threads. Or perhaps you've defaulted to picking one gift for everyone, just to keep things simple. These approaches may get the job done, but they can also create extra stress, limit personalization, and leave some employees feeling less than thrilled.

At Symphonix, we believe holiday gifting should feel as thoughtful and personal as it's meant to be... without adding extra work to your plate.

Gift Choice Without the Chaos

Employees say they prefer having a choice in the gifts they receive. It's a small shift that makes a big impact on employee satisfaction and engagement.

Imagine offering your employees a curated selection of gifts they actually get to choose from, without your team having to chase down responses or manage distribution. Sound too good to be true? It's not.



Studies have shown that

75%

of employees prefer having a choice when it comes to receiving gifts from their company. This personalization helps ensure that the gift is meaningful and appreciated.

Our Platform Makes It Simple

Whether you're sending one premium item to 50+ addresses or launching a custom store with multiple gift categories, we handle the logistics, so your team can focus on celebrating, not spreadsheeting.

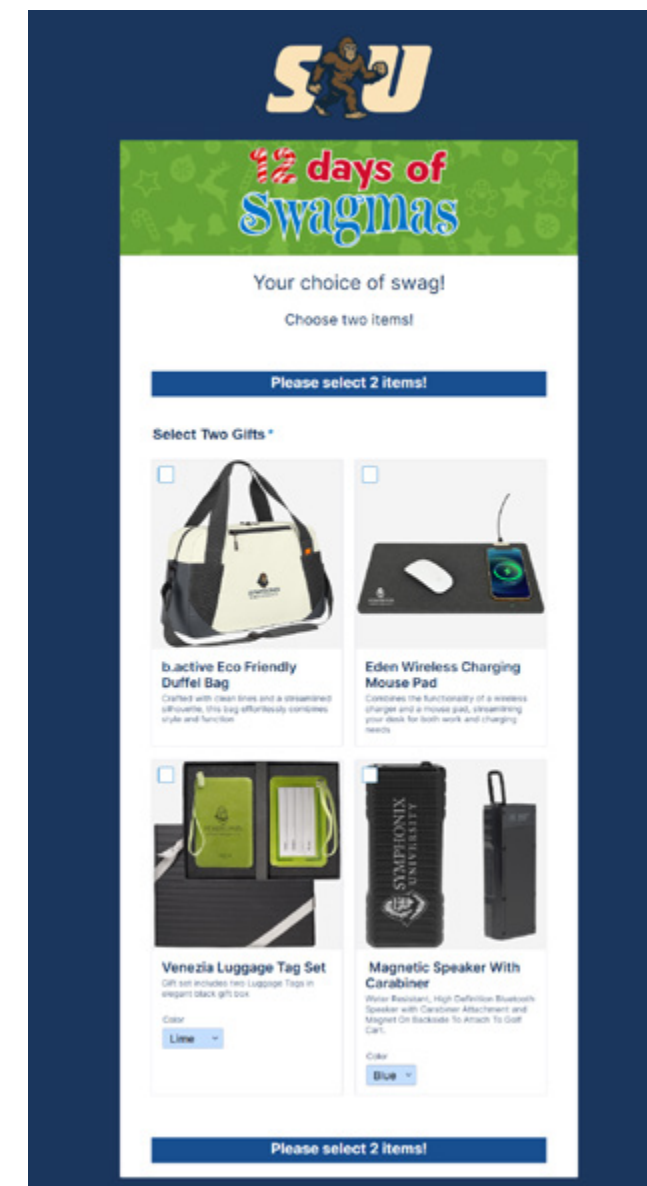
There's no need for HR to approve individual selections or manually enforce limitations... we build in all the logic on the backend, so your gifting experience runs smoothly, no matter how complex the options.

Your role?

Share a link or QR code with your team.

Our role?

Everything else... inventory, branding, kitting, fulfillment, and getting it all delivered right on time.



Pro Tip: The Presentation Matters

Great gifting isn't just about what's inside, it's about the full experience.

We can help you extend your brand beyond the product itself by:

- Customizing the packaging to reflect your company's identity
- Including branded cards, inserts, or even personalized notes for each employee

The way a gift is presented can be just as impactful as the gift itself.



DEMO OUR GIFTING CAMPAIGNS



HOW EFFECTIVE IS YOUR GIFT-GIVING CAMPAIGN?



GRINCH EFFECT

Choice of Gift

SANTA EFFECT

PROMO

CORKCICLE® COFFEE MUG



PORT AUTHORITY® PLUSH PONCHO

COZY GIFTS



ULTRA PLUSH BLANKET



NATIONAL PARK COLLECTION
14 OZ CANDLE



rABS AND BAMBOO
ESSENTIAL OIL DIFFUSER



CHOCOLATE COVERED ALMONDS
MUG STUFFER GIFT SET



COOKIE TREAT MUG STUFFER
GIFT SET



MAGMA COMBO HAND WARMER
AND POWER BANK



DOPPIO STACKABLE
RECYCLED MUG SET 60Z



POUR & STORE WINE KIT



PET FLEECE
JACKET

OFFICE



EDEN WIRELESS
CHARGING MOUSE PAD



PORTIA BAMBOO
CHARGING VALET STATION



TUSCANY JOURNAL AND
EXECUTIVE STYLUS PEN SET



SCRIBBLER SHOW ACRYLIC
MONITOR BOARD



WIRE FRAME CABLE ORGANIZER



HANG4 USB HUB



MAGNETIC SPEAKER
WITH CARABINER



RHINE 2-IN-1 VACUUM
ECO-FRIENDLY BOTTLE



SWANNIES GOLF 5-IN-1
STAINLESS STEEL CAN COOLER

TRAVEL



PROTECTIVE LEATHER CASE
FOR APPLE AIR TAG



DUO WIRELESS
EARBUDS & SPEAKER



POWERSTICK POWERMAG



SKYLER iPET WORK TO
WEEKEND LAPTOP TOTE



MISSION PACK™



B.ACTIVE ECO FRIENDLY
DUFFEL BAG



ZIGOO SILICONE
COLLAPSIBLE BOTTLE



TRAVISMATTHEW APPROACH
TRAVEL CASE



VENEZIA LUGGAGE TAG SET

Browse more merch at

symphonix.promo

Are You Impressed?

THE POWER OF PROMO IMPRESSIONS

When selecting a promotional product, factors like audience, budget, and event type all matter... but one element often overlooked is **the number of impressions your item can generate**. The right product can dramatically boost brand awareness by maximizing visibility over time.

Unlike digital ads that disappear in seconds, swag has staying power, offering customers a tangible, lasting experience they directly associate with your company. Every time someone wears your shirt or sips from your mug, your brand earns another impression.

Make Every Impression Count

Each promotional item can create thousands of brand impressions throughout its lifetime:

- **Outerwear:** 7,856 impressions
- **T-shirts:** 5,503
- **Headwear:** 3,380
- **Drinkware:** 3,162
- **Pens:** 2,436
(PPAI and ASI)

With an average cost per impression of only **\$0.004**, promotional products are among the most cost-effective advertising tools available.



Quality Builds Reputation and Loyalty

Research shows that 72% of consumers believe the quality of promotional products reflects the company's reputation, and 76% remember the brand on an item they've received.

- **99%** keep promo products for over a year
- **93%** are more likely to do business with that brand
(PPAI)

High-quality, useful items not only enhance perception but also strengthen customer relationships over time.

Swag vs. Screens

PPAI's AdMap 2024 compared the effectiveness of advertising across various channels. The results? Promo products win where it matters:

- **Promotional Products:** 72% recall, 89% likeability
- **Digital Ads:** 49% recall, 62% likeability
- **Print Ads:** 64% recall, 75% likeability
- **Broadcast Ads:** 48% recall, 46% likeability.
(PPAI AdMap 2024)

They're not just remembered... they're appreciated and used daily.



SWAG

works harder, lasts longer, and costs less per impression than most channels.



Among promotional items, outerwear generates the highest number of impressions, averaging around 7,856 over its lifetime.



Key Takeaway

Promotional products remain one of the most powerful and cost-effective ways to build awareness, loyalty, and long-term impressions. Durable, useful items keep your brand visible long after the first impression, turning everyday moments into lasting connections. Make every impression count.



GET MORE IMPRESSIONS



How to Stand Out at Conferences and Trade Shows

A GUIDE FOR:

- » Attendees
- » Exhibitors
- » Hosts

Trade shows and conferences are far more than just a line item on your marketing budget. They're strategic platforms to build relationships, generate leads, showcase your brand, and stay ahead of industry trends. Whether you're attending to network and learn, managing a booth to promote your company, or orchestrating the entire event, how you present yourself directly shapes how your brand is remembered.

Just Attending? Show Up Sharp.

Even without a speaking slot or sponsorship, you represent your brand 24/7. Every interaction matters, from the coffee line to the elevator ride.

Here's your "Attendee Essentials" checklist:

- **Branded Apparel:** Coordinated polos, button-downs, or quarter zips make your team look polished and professional (bonus: easier to spot each other in crowded rooms).
- **Branded Bags & Totes:** From sleek laptop backpacks to stylish totes, branded bags are functional and give your logo prime real estate.
- **Branded Tech Gear:** Think earbuds, charging cables, power banks, and phone wallets... both handy and appreciated.
- **Printed Marketing Materials:** Make sure you have business cards, printed one-pagers, and smart giveaways (add a QR code to direct new contacts to your site or LinkedIn).
- **Travel & Comfort Items:** Lip balm, mints, reusable tumblers, branded hand sanitizers, small but mighty when you're on the go.
- **Branded Travel Gear:** Luggage tags, organizers, or even custom carry-ons if you're feeling fancy.



Exhibitors: Run a Booth That Demands Attention

If you're managing a booth or sponsoring an exhibit, welcome to the spotlight. This is your moment to attract, engage, and be remembered. Flashy graphics won't cut it without intentional branding and a cohesive visitor experience.

Booth Branding Must-Haves:

- **Booth Infrastructure:** Modular backdrops, pop-up displays, branded table throws, retractable banners, and floor graphics all help you stand out in a sea of sameness.
- **Print Collateral:** Have brochures, sell sheets, business cards, and presentation folders ready. Don't forget pre-show mailers and post-show thank-yous to stay top of mind.
- **Digital Integration:** Use QR codes to link directly to product demos, landing pages, or lead capture forms.
- **Promo Giveaways:** Tech gadgets, socks, tote bags, tumblers, and caps... useful = memorable.
- **VIP Thank You Gifts:** Treat key clients, partners, or leads with high-end, personalized gifts.
- **Team Apparel:** Keep it sharp and consistent. Add name badges and lanyards to keep things professional and approachable.



Hosting the Conference? Time to Pull Out All the Stops.

Running the whole event? Hats off to you. You've got logistics to manage, people to impress, and an experience to deliver. The good news: Symphonix handles the heavy lifting.

Conference Host Essentials:

- **Event Signage:** Branded welcome banners, directional signage, and room signs ensure smooth navigation.
- **Attendee Materials:** Lanyards, badge holders, printed agendas, and attendee welcome kits set the tone for a seamless experience.
- **Speaker & VIP Gifts:** Premium, customized gifts to thank attendees.
- **Room Drop Kits:** Surprise and delight attendees with curated gifts waiting in their hotel rooms.
- **Branded Decor Touches:** Custom cups, napkins, coasters, and koozies.
- **Pre- & Post-Show Mailers:** A thoughtful way to say, "can't wait to see you" and "thanks for coming!"



CLIENT SPOTLIGHT

FROM CONCEPT TO KEEPSAKE: A CREATIVE JOURNEY

THE SITUATION: Flow Control Group (FCG) was preparing to celebrate a remarkable milestone—ten years of growth, innovation, and success.

To bring this vision to life, their VP of Human Resources turned to Symphonix. The ask was clear but ambitious: **deliver a full suite of creative, branded, and experiential materials that would capture the spirit of FCG’s journey.** This meant everything from concept development and storytelling to design, production, and installation—on a fast-paced timeline.

THE SYMPHONIX SOLUTION: Our team managed everything end-to-end—creative development, design, sourcing, production, and installation—ensuring every detail tied back to the milestone and the “summit” theme of achievement.

- **10-Year Storybook:** A 28-page commemorative book chronicling FCG’s journey from start-up to industry leader
- **Basecamp Guidebook:** A 186-page employee resource that distilled FCG’s processes, culture, and values into a practical guide for team members
- **Celebration & Game Posters:** Several smaller posters and a large commemorative version designed for team signatures—later framed as a tangible reminder of the event and the unity behind FCG’s success
- **Promotional Items**
 - A plush yeti mascot, complete with a custom FCG logoed t-shirt
 - Branded headlamps, a nod to exploration and the light guiding them into the next decade
 - Mini custom Reach The Summit Flags, that employees could display as a keepsake of the journey
 - Classic basecamp ceramic mugs, perfect for everyday use
 - 10th Year Anniversary Branded backpack buttons, designed to spark pride and visibility as employees carried them beyond the office.

THE RESULTS: The event and materials reinforced FCG’s culture of growth, collaboration, and resilience. Employees felt recognized, valued, and inspired to continue climbing toward the company’s next summit.



GRANT WILLIAMS FAMILY FOUNDATION GOLF TOURNAMENT | 2025

How a Personalized Award Can Make an Impact

THE SITUATION: NBA player Grant Williams brought together athletes, business leaders, and community champions for a high-energy day of golf and giving. Symphonix was given the opportunity to lend a hand with the event signage, welcome gifts, print collateral, and—most notably—awards to recognize some of the organizations biggest supporters.

THE SYMPHONIX SOLUTION:

Symphonix once again sourced and kitted unique, premium welcome gifts for the golfers and celebrities.

One of the key focuses outside of the welcome kits was recognizing sponsors and their contributions to the foundation.

By honoring sponsors, you’re showing others in the community that giving back matters, inspiring more people and organizations to get involved. And let’s be honest—it adds prestige and excitement to your event, too.

Custom awards were designed and personalized along with a thank you message from the foundation.

1. OGIO Convert Pack
2. Nike Dri-Fit Club Cap
3. Holloway Golf Shirt
4. Twigs Golf Tees
5. Custom Bag Tag
6. Titleist Golf Balls
7. Engraved Divot Tool and Ball Marker
8. Nike Dri-Fit Polo
9. Tübr Travel Cigar Case
10. Yeti Yonder Water Bottle



THE RESULTS: The sponsor awards made a meaningful impression. They were well-received and added a personal, thoughtful touch to the evening.



“The sponsors loved the awards they received. One of them asked where they got them from because they wanted to use them for one of their events”

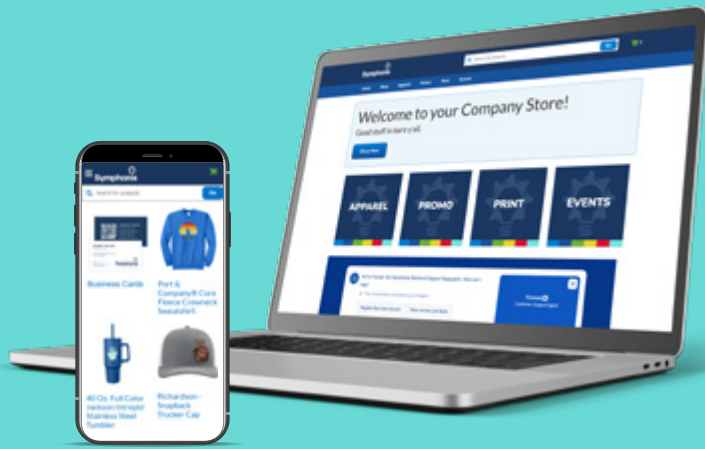
—Teresa Johnson
Grant Williams Family Foundation

Hearing that kind of feedback reminds us why the details matter. When people feel genuinely valued, it strengthens relationships and helps carry the mission forward.



VIEW MORE CASE
STUDIES IN OUR
PORTFOLIO





Your Full-Service Promotional Brand Marketing Partner

Our signature mix of creative design, fulfillment, and client-first service is the formula for bringing your brand to light with consistent, brand-compliant marketing and advertising.

- Online Company Stores
- Creative Services
- Apparel & Uniforms
- Pick, Pack, & Ship
- Promotional Products
- Events & Tradeshows
- Commercial Printing



Want to know more about Symphonix?



MEET THE TEAM →



704.372.7888 | symphonix.agency/winter

A FEW SATISFIED CLIENTS



WHAT CAN WE DO TO HELP YOU SUCCEED?