



HERE'S WHAT'S TRENDING: USA-MADE PROMO ITEMS

by Goldstar Pens

How often would you like customers to think of your brand? Once a year? Monthly? Or how about daily? Most would agree that daily brand reminders are ideal. That's why mixing up your promo offerings with everyday-use items like writing instruments and drinkware is a great strategy. Here, we're highlighting popular made in USA promo items—a hot topic with consumers in light of international tariffs. Not only do these items offer excellent value, they also help create daily brand impressions.

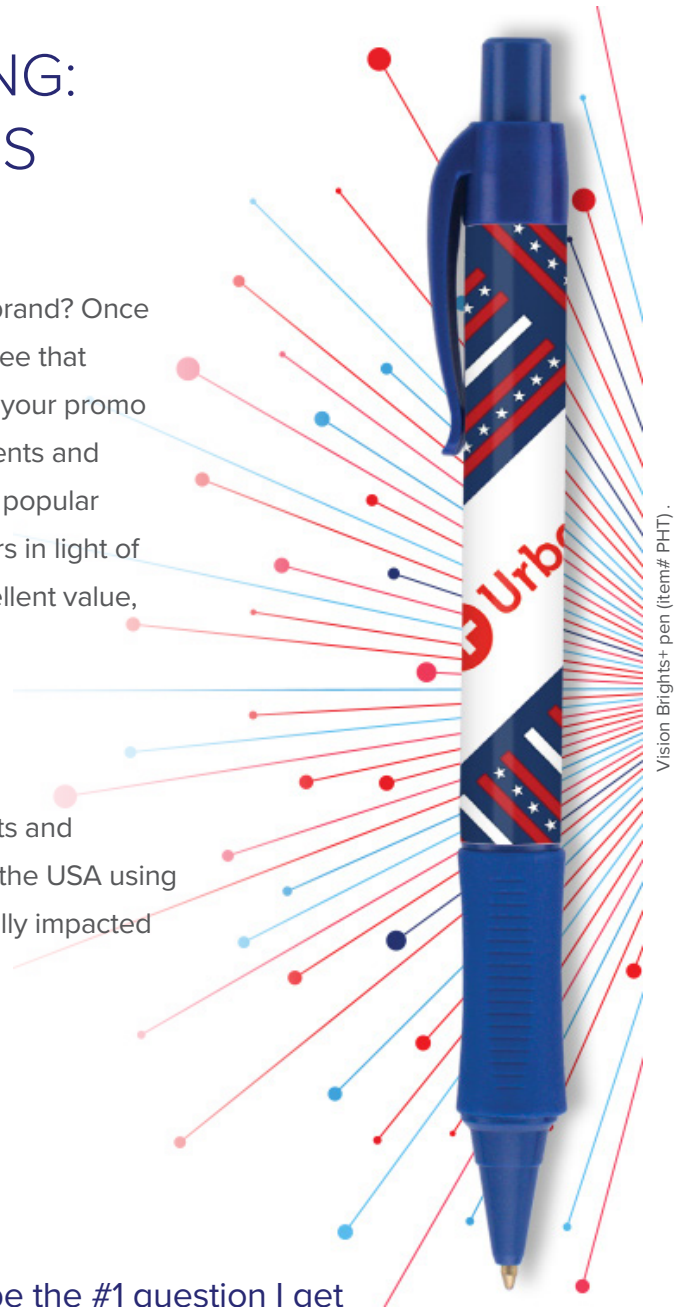
Benefits of Made in the USA Promo Items

At Goldstar you'll find more than 50 writing instruments and drinkware items that are made in the USA or made in the USA using domestic and imported parts. These items are minimally impacted by international tariffs, if at all, and offer:

- ✓ Deep product inventory
- ✓ Low minimum order quantities
- ✓ On-demand manufacturing

“ ‘Is this made overseas?’ has got to be the #1 question I get from clients looking for water bottles. Drinkware made here stateside [USA] is a big selling point.” –Alena P.

All Goldstar USA-made drinkware is FDA-approved, BPA-free, lead-free, CA Prop 65 compliant and CPSIA certified.



Vision Brights+ pen (item# PHT).





Does made in USA matter to end-buyers?

Research tells us yes. Below is a breakdown of these findings by vertical market, courtesy of the Advertising Specialty Institute (ASI).^{1,2}

- **Hospitality:** 80% of end-buyers said they preferred USA-made promotional products
- **Technology:** 66% of end-buyers said they preferred USA-made promotional products
- **Real Estate:** 76% of end-buyers said they preferred USA-made promotional products
- **Retail:** 72% of end-buyers said they preferred USA-made promotional products
- **Financial/Insurance:** 70% of end-buyers said they preferred USA-made promotional products



1. ASI End-User Market Research, Counselor, January 2018. 2. ASI End-User Market Research, Counselor, February 2018.

- **Healthcare/Medical:** 72% of end-buyers said they preferred USA-made promotional products
- **Nonprofit:** 72% of end-buyers said they preferred USA-made promotional products
- **Manufacturing:** 76% of end-buyers said they preferred USA-made promotional products
- **Professional Services:** 76% of end-buyers said they preferred USA-made promotional products

Explore the different USA-made items you can add to your next promo haul at www.goldstarpens.com.

More articles can be viewed online at <https://blog.goldstarpens.com>.

1. ASI End-User Market Research, Counselor, January 2018. 2. ASI End-User Market Research, Counselor, February 2018.

