



HERE'S WHAT'S TRENDING: ECO-MINDED™ PRODUCTS

by Goldstar Pens

From 'eco chic' items to reusable stainless steel canteens and drinking straws, the demand for 'green' promotional products is growing. Here, we're taking a look at top-searched promo product categories —bags and drinkware¹—and teeing up some Eco-Minded™ options for consideration.

Goodbye Single-Use Plastics, Hello Reusable Items

In 2014, California became the first state to enact legislation to ban single-use plastic bags. Fast-forward to today: there are eight states have bans on single-use plastic bags.² And by 2021, Canada says it will ban single-use plastics like drinking straws and water bottles, countrywide.³

From cities to countries to global brands like Starbucks and McDonald's, changes are underway for single-use plastics, and there is great opportunity for branded reusable items with staying power.

Pass the reusable drinkware

Water bottles: the second most-searched term on ESP® in 2019.¹ Reusable water bottles, stainless steel wine tumblers and drinking straws, durable party cups, and so much more. There are reusable drinkware items, including USA-made drinkware, relevant for every brand.



Explore Brights 16oz. double-wall tumbler (item #WBI-C).



Ohana 26oz. stainless steel water bottle (item #WCO-C).



Stainless reusable drinking straw (item #FET-C).





It's in the bag

Tote bags: the third most-searched term on ESP® in 2019.¹ Made with renewable, 100% cotton, these tote bags (at left) are great Eco-Minded™ options for the eco-conscious consumer. Reusable shopping bags like the foldaway tote bag (at right) are also excellent alternatives to single-use plastic bags.



Sumatra cotton canvas tote bag in 1- or 4-color imprints (item #UES).



Santorini foldaway shopping tote bag in 1- or 4-color imprints (item #UDO).

Eco-Chic Bamboo

Called the “eco design trend that’s growing wild,” by Realtor.com, bamboo is not only eco-friendly, it’s eco chic. Known as the fastest growing plant on the planet, self-renewing bamboo can grow without fertilizers or pesticides, making it an eco-friendly material. Here are two examples of Eco-Minded™ promotional products that are made with or feature bamboo.



Sticky notepad (item #NAM) made with renewable bamboo. Available for laser engraving or a full-color imprint.



The Oahu 17oz. double-wall stainless steel canteen (item #WBO-C) has a trendy bamboo accent on the lid.

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

1. ESP Web – Leading Search Terms In 2019, *Counselor*, January 2020. 2. National Conference of State Legislature website. 3. Office of the Prime Minister website.

