

How To Tap Into New Revenue Streams This Holiday Season

'Tis the season to **fill your sleigh with more sales** by adding **print products** to your wheelhouse of services. This product category is **simple to sell** and includes **items your clients are already using and need for their business**, making securing orders a breeze.

The More the Merrier Pair Print With Traditional Promo

It's simple to start selling **print products** – just **pair them with traditional year-end promo products**. While traditional promos alone are always appreciated as **holiday and appreciation gifts**, pairing them with print products offers your clients **additional space** to share **season's greetings, special offers and words of gratitude**. Not to mention, you'll get the gift of **increasing your order sizes** at the same time.

CALENDARS + PENS



Full-color calendars are great to couple with **branded pens** so recipients can mark down important dates with ease. **Pro Tip:** Include a **special offer** for each month for even more impact!

BOOKMARKS + JOURNALS



Help end-users save their spot and keep tabs on important pages by pairing **full-color bookmarks** imprinted with a **discount code** alongside **branded journals**. They'll think of your client's brand and be reminded of this special offer every time they flip to their saved place.

GIFT CERTIFICATES + MUGS



Gift certificates make perfect presents, as they allow recipients to select the exact items they want. Recommend clients **pair them with a traditional promo** that can be used to stay warm and cozy, such as a **branded mug** which can be filled with hot coffee or cocoa.

TICKETS + LANYARDS



Set your clients up with everything they need for **holiday events, trade shows, concerts** and more by providing them with both **tickets** and **lanyards** that will keep attendee credentials secure.

HANG TAGS + APPAREL



Help **retail clients** get ahead of the **holiday shopping rush** by investing in **branded apparel** and **hang tags** to keep shelves stocked and organized. They can also include a **message of gratitude** on hang tags for **customer or employee recognition gifts**.

LOYALTY CARDS + DRINKWARE



Your clients can **thank loyal customers** with **appreciation cards** they can punch to receive a **free gift once complete**. Reward their patronage with a premium promo option such as **branded glassware** for an impressive pairing.

Secure Simple Seasonal Sales With Greeting Cards



Perfect for pairing with virtually **any traditional promo product** or simply **sending on their own**, greeting cards are **holiday staples** for a reason. There are endless ways to add them to promo orders you're already fulfilling. Make your holiday wishes for **increased profits** come true by securing orders for **greeting cards** from **DFS**.

You Can't Put a Price on Showing Appreciation

Show Gratitude With Season's Greetings



Speaking of **greeting cards**, when it comes to a **return on investment**, cards deliver an **incredible impact** for **very little spend**. Consider this: Did you know that **53% of employees** say they would **stay longer with their current company** if they **felt appreciated more often** by their employer, according to a recent study by MatterApp, Inc.? It's no surprise either why the **global greeting card market size** was valued at **\$19.25 billion** in 2022, per Grand View Research. The small gesture of showing gratitude with cards goes a long way in building **positive sentiments** toward your client's company and overall brand, whether they're sent to **employees** or **patrons**. Let clients know this is definitely a product category **worth spending on**.

Communicate **the importance of showing appreciation** toward **staff, customers, volunteers** and beyond by educating clients on these talking points and showcasing the greeting card options available through **DFS**. Let them know it's easy to add these items to their existing orders by ordering through you – they won't even have to find a new source to fulfill this **important holiday need**. Best of all, **DFS** makes it **easy to fulfill orders** for the exact type of greeting cards your clients want, thanks to their expansive assortment of **holiday messages, paper options** and **envelopes**.

Designed Phrases

- Happy Holidays
- Happy Thanksgiving
- Holiday Greetings
- Merry Christmas
- Season's Greetings
- Thank You
- We Wish You a Merry Christmas
- And more!

Paper

- 12-pt. signature white
High-quality, standard white
- 14-pt. premium white
Substantial feel, bright white
- 98-lb. white shimmer
Luminous with a subtle sparkle

Envelopes

- Silver foil-lined
- Red foil-lined
- Gold foil-lined
- Unlined

Give the Gift of Print

Help Clients Spread Cheer This Season

There are even more ways to **spread seasonal cheer** and **promote holiday events** with **full-color printed products**. Browse some of the **most popular options from DFS** below and learn how they can be used for **common end-of-year promotional needs**.



Banners

Attract attention for **holiday sales events** or decorate **corporate holiday parties** in style with **full-color banners** decked out in **seasonal designs** or graphics based on the event's specific theme.



Brochures

Not only great for educating on **new product and service launches** in the new year, brochures also make great **miniature gift catalogs**, **holiday coloring books**, **event programs** and more. The only limit is your imagination!



Coasters

Keep **drink rings** at bay while also **spreading brand awareness** by equipping clients with **full-color coasters** for their **holiday parties**, **banquets** or **fundraisers** – really, any event where drinks will be served.



Flyers

Versatile and **affordable** for any client, **flyers** are a **cost-effective** way to spread the word about **holiday events or promotions**, no matter if they're handed out directly to end-users or displayed around town.



Gift Certificates

A savvy way to **reach new audiences** and **bring in new customers**, **gift certificates** are a **common gift purchase** by end-users, so it'd be smart for your clients to invest.



Invitations

With a **wide range of events** taking place at the end of the year (think: **parties**, **banquets**, **galas** and **fundraisers**), **full-color invitations** are the perfect way to **get the word out** and **make a memorable first impression** before the event has even begun.



Labels & Stickers

There are endless ways for **labels and stickers** to be used during the **end-of-year shopping season**, from marking **gift boxes**, **retail shopping bags** and **sale items** to dressing up **appreciation gifts for staff and clients**.



Menus & Table Tents

Many **restaurants** and **catering companies** will offer **special seasonal menus** for holidays like **Thanksgiving**, **Hanukkah**, **Christmas Eve** and **New Year's Eve**. Let these clients know you can fulfill their need for **full-color menus** and **table tents** for an affordable price.



Postcards

Postcards are a **versatile** and **budget-friendly option** for seasonal needs like **invitations**, **open houses**, or simply spreading some **holiday cheer**. Be sure to take advantage of **Every Door Direct Mail® services from DFS** so your clients can **reach the local community** with ease.

Kick Off Your Snow Boots & Step Inside DFS' Virtual Showroom



Find inspiration and learn even more ways to excite and delight your clients over at **DFS' groundbreaking virtual showroom!** This **unique experience** allows you to hear from **industry experts**, browse all of this supplier's **must-see services** and access **sales tools** (such as the **virtual market section**, which is filled with **product ideas** and **sales tips**) to help your distributorship succeed – all without leaving your home.

DFS, asi/47991

To learn more, visit DFSonline.com | DFSfullcolor.com or call 800.225.9528 | 888.598.1234.

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