



ON TREND. ON TIME. ON BUDGET.™

# Gemline®

## **BUSINESS COMMUTER AND FREQUENT TRAVELER BENEFITS PROGRAM**

Working Professionals

GEMLINE.COM : THE ONLY PLACE TO FIND EVERYTHING WE MAKE.™





Working Professionals

# THE POWER OF PROMOTIONAL PRODUCTS

This program was designed to help professionals stay organized, productive and healthy during business commuting and travel. A productive, healthy and happy workforce is a key component of a solid business structure. Programs created to promote the welfare of employees are beneficial to the long-term growth of the business.

Promotional products remain less expensive per impression than most other forms of advertising. The investment in ad specialties is modest, more targeted and allows for much greater levels of interaction with consumers than other forms of advertising.

This illustrates the power of promotional products:

- 83% of respondents like receiving a promotional product with an advertising message
- 88% recalled the advertiser
- 82% own 1 to 10 promotional products
- 53% use promotional products once a week or more

We can help develop a comprehensive business commuter and frequent traveler benefits program with a core focus on the following:

- Improving employee organization
- Maximizing employee productivity
- Encouraging a healthy lifestyle

*Stats provided by PPAI*



### AVERAGE COMMUTE

It takes workers about 25.4 minutes on average to get where they're going.

*\*Credit Donkey Nov. '15*



### INCREASING COMMUTE

Commuting times have steadily increased in the U.S., and the rising problem of congestion has only exacerbated the issue of wasting time, money and fuel.

*\*Psychology Today, Jan. '15*



### COMMUTING CULTURE

Close to 143 million Americans aged 16 and older commute to work each day. That's about 45% of the population.

*\*Credit Donkey Nov. '15*

In today's business environment, many employees are commuting to work often 25 minutes or more. Workers in metropolitan areas experience the highest rates of "mega-commuting," which involves commutes of more than 90 minutes.

Commuting has proven to have negative effects on employee's professional and personal wellbeing. It can cause bad moods when arriving at work and coming home, increased lateness and missed work, and worsened cognitive performance and productivity. It can be a major source of stress due to the unpredictability and a sense of loss of control. The ride to work is also associated with increased blood pressure, musculoskeletal problems, lower frustration tolerance, and higher levels of anxiety and hostility.



A fortune 500 company, recently relocated its headquarters to a metropolitan area. The company anticipated the toll that the additional commuting and traveling would take on their employees both professionally and socially. A commuter benefits program was created to alleviate the negative effects of commuting and frequent travel.

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The commuter benefits program was announced to the employees at the new facility's open house. This comprehensive program, included tax-free savings measures, public transportation discounts, parking vouchers for carpoolers and promotional products. The products were selected to lessen the burden of a lengthy commute by allowing employees to stay organized and healthy.

Staying organized and productive is important for any employee and even more so for those that have longer commutes or travel frequently. Prior to the first week of inhabiting the new facility, employees were provided with a brochure explaining the new commuter benefits program. The brochure featured a number of products intended to help them adapt to their new travel schedule. The product assortment included: backpacks, luggage, business bags, and cargo organizers. These products were chosen for the program because of their unique organizational features, ease of mobility and carrying comfort.

While organization and productivity are important, the company also identified the health of their employees as a big focus of this program. Studies have found that longer commutes are linked to poor health. Therefore, the company wanted to encourage healthy behaviors and physical activity. The new facility featured a state of the art fitness center with exercise classes. To encourage participation, the company provided health trackers, hydration bottles, lunch coolers and sport bags. These items were given to employees quarterly as rewards for consistent participation in the classes and use of the fitness center.

## RESULTS

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**The commuter benefits program was well received** as 75% of their employees participated in the program. 42% of employees frequented the fitness center at least once a week. Despite the relocation and the inconvenience of a longer commute for many, employee turnover did not increase in the first year in the new facility. The company plans to continue this program, while incorporating feedback from employees.

# BUSINESS COMMUTER & FREQUENT TRAVELER BENEFITS PROGRAM

## STAY ORGANIZED ON THE GO



#5187



#6418

## STAY ORGANIZED ON THE ROAD



#8683



#8639



#4060

## STAY FIT & HEALTHY



#4270



#9038

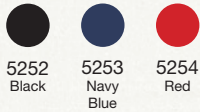


#60800



*New*  
Ollie Computer Backpack

AS LOW AS \$14.98R  
MINIMUM 25



Impact Vertical Computer Messenger Bag

AS LOW AS \$19.98R  
MINIMUM 25



Matrix Computer Backpack

AS LOW AS \$24.98R  
MINIMUM 25



Pioneer Computer Backpack

AS LOW AS \$29.98R  
MINIMUM 12



*New*  
Travis & Wells™ Transit Computer Portfolio

AS LOW AS \$44.98R  
MINIMUM 12

6418 Black





*New*  
American  
Tourister  
Voyager  
Computer  
Backpack

AS LOW AS \$49.98S  
MINIMUM 12



96016  
Black



Samsonite  
Xenon™ 2  
Travel Tote

AS LOW AS \$49.98S  
MINIMUM 12



95040  
Black



Samsonite



*New*  
Samsonite Tectonic2  
Computer Messenger



95072  
Black

AS LOW AS \$69.98S  
MINIMUM 6

Samsonite

*New*  
Samsonite  
Road Warrior  
Computer  
Backpack

AS LOW AS \$79.98S  
MINIMUM 6



95074  
Black



Samsonite





*New*

## Life In Motion™ Compact Cargo Box

AS LOW AS \$6.98R  
MINIMUM 50



8680  
Black



8681  
Royal  
Blue



8682  
Red



8683  
Apple  
Green



LIFE IN  
MOTION  
BRINGING YOU BACK TO THE WAY YOU LIVE

## Life In Motion™ Primary Cargo Box

AS LOW AS \$9.98R  
MINIMUM 50



8639  
Santa Fe  
Red



8641  
Black



8643  
Royal  
Blue



LIFE IN  
MOTION  
BRINGING YOU BACK TO THE WAY YOU LIVE

## *New Color Added* Everyday Carry Caddy

AS LOW AS \$12.98R  
MINIMUM 25



3905  
Black



3906  
Royal  
Blue &  
Black



## Prime Utility Tote

AS LOW AS \$14.98R  
MINIMUM 25



1590  
Black



*New*

## Deluxe Carry Caddy

AS LOW AS \$19.98R  
MINIMUM 25



3798  
Black



3799  
Royal  
Blue &  
Black



GardeningStore



Collapsible for  
easy storage





## Geneva Getaway Bag

AS LOW AS **\$6.98R**  
MINIMUM 50

6840  
Black &  
Pattern



## On-the-Go Organizer

AS LOW AS **\$9.98R**  
MINIMUM 50

8424  
Black



## Samsonite Andante 22" Wheeled Duffel

AS LOW AS **\$39.98S**  
MINIMUM 12

95018  
Black &  
Grey

Samsonite



## Samsonite SoLyte 20" Spinner

AS LOW AS **\$159.98S**  
MINIMUM 6

95030  
Black &  
Grey

Samsonite



**New**

## American Tourister® iLite Max 21" Spinner

AS LOW AS **\$99.98S**  
MINIMUM 6

95027  
Black



Convenient  
hideaway ID tag







*New*

## Power Play Sport Bag



4275  
Black



4276  
Royal  
Blue



4277  
Red



4278  
Electric  
Lemon

AS LOW AS \$5.98R  
MINIMUM 50



## Spartan Sport Bag



4270  
Black



4271  
Royal  
Blue



4272  
Red

AS LOW AS \$13.98R  
MINIMUM 25



## Billboard Convertible Sport Bag



4265  
Black



4266  
Royal  
Blue

AS LOW AS \$17.98R  
MINIMUM 25

## The Edge Cooler

AS LOW AS \$8.98R  
MINIMUM 50



9291  
Black



9292  
Royal  
Blue



9293  
Red



## Igloo® Diesel Cooler

AS LOW AS \$19.98S  
MINIMUM 25



9038  
Gunmetal  
Grey



Thank you for being  
**AWESOME**

Add inspirational  
messaging!





## Thirst Flip-Top Tritan Water Bottle - 20 oz.

AS LOW AS **\$5.98R**  
MINIMUM 50



## Thermos® Hydration Bottle with Meter - 24 oz.

AS LOW AS **\$9.98S**  
MINIMUM 48



GENUINE  
**THERMOS.**  
BRAND

## *New* Vertex™ Revive Waist Pack

AS LOW AS **\$9.98R**  
MINIMUM 50

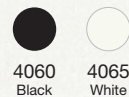
3913 Black



**VERTEX™**  
TECHNICAL SERIES

## Bolt Ear Buds with Mic & Volume Control

AS LOW AS **\$7.98R**  
MINIMUM 50



## Get Fit Health Tracker

AS LOW AS **\$64.98R**  
MINIMUM 6

70360 Black  
70361 White



Comes packaged  
in a gift box

# GlobalSolutions™»

Your Source for Direct Import & Custom Products.

## World-class service & design.

- Save up to 30% or more off of standard catalog prices by ordering overseas.
- Take an existing Gemline product and modify it to meet your specific needs.
- Work directly with our team of designers to develop completely custom products to truly WOW your customers.

### Completely Custom Product



Interior features organizational pockets for laptop, clothes and more!

Insulated compartment



## GEMLINE.COM

**THE ONLY PLACE TO FIND EVERYTHING WE MAKE.™**

View our website for our complete product offering, product details, pricing and up-to-date item inventory. At Gemline, we are committed to providing you with new products EVEN FASTER. Check out our website for fresh styles and new product launches throughout the year!