ON TREND. ON TIME. ON BUDGET.™

# Gemline®

RETENTION AND CAREER
SATISFACTION PROGRAM

Technology Professionals

# THE POWER OF
## PROMOTIONAL PRODUCTS

This proven program was designed to increase the retention and career satisfaction of technology professionals and decrease overall recruitment costs. The promotional products chosen for this program were selected to help facilitate engagement, improve morale and enable employees to be more efficient throughout the work day.

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

Promotional products can play a key part in your comprehensive employee retention program with a core focus on the following:

- Reducing employee turnover
- Improving morale through better onboarding and ongoing appreciation methods

With our comprehensive recruitment and retention program and a solid understanding of your organizational needs, we can help you too!

*Stats provided by PPAI*

## EMPLOYEE TURNOVER

Employee turnover rate among
Fortune 500 companies in the IT industry is the
highest among all industries surveyed.
*PayScale*

## TOTAL COSTS

Research suggests that total costs associated with
turnover range from 90-200% of an annual salary.
*Society for Human Resource Management*

**PROBLEM**

# HIGH COST
## OF TURNOVER
# AMONG
## TECHNOLOGY
## PROFESSIONALS

## UNEMPLOYMENT RATE

Unemployment rate for technology
professionals is just 2.6% – about half of
the overall U.S. labor market rate.
*December 2015 US Bureau of Labor Statistics*

## EMPLOYEE TENURE

The tech industry has the lowest average employee
tenure being estimated at around 3 years.
*SHRM's assessment on employee tenure between 2012-2013*

The turnover rate within the technology profession is the highest among all industries. Estimated costs associated with turnover range from 90%-200% of an annual salary. When an employee leaves an organization, a company loses both its financial investment in recruitment, onboarding and training costs, as well as its non-financial investment in knowledge, workplace collaboration and competitiveness.

**SOLUTION**

The tech industry is highly competitive and the battle amongst employers for top tech talent is intensifying. Therefore, it is critical for employers to successfully onboard and retain its employees. We worked with a large tech company and identified ways to facilitate engagement, improve morale and enable employees to be more efficient throughout the work day.

**ONBOARDING:**

When introducing new employees into an organization, it's important to instill in them a sense of pride in their new affiliation and welcome them to the team. As a welcome gift, we created an employee onboarding kit. The kit included a business bag, a travel coffee mug and a writing journal. The journal featured the corporate mission statement decorated on the inside cover and an insert that communicated their 5-year corporate strategic plan.

**TRAINING:**

Training has also been proven to increase job satisfaction and motivation for workers. It also increases employee retention when the training reinforces the value of the employee. Associates want to feel that the job they do is important to the success of the company and that the company is investing time and money in them to develop knowledge and skills.

To help support their training program, employees received a padfolio which included the syllabus for the training exercise as well as a writing instrument. Earbuds were also provided for use during the online portion of the program.

**RETENTION:**

Studies show that retaining employees leads to stronger teams, better morale and improved performance resulting in significant cost savings. This program consisted of celebrating employee and corporate anniversaries. Each year, the company's anniversary is celebrated with a commemorative gift, including electronic gifts such as bluetooth speakers, headphones, virtual reality glasses and drones. The employee anniversary was also recognized with a $100 gift card to redeem at their company store.

**RESULTS**

**The retention program was viewed a success** as employee attrition rate dropped from 25% to 15% within 2 years of implementing this program. In addition, the company's annual employee satisfaction survey showed significant improvement from the prior year.

# TECHNOLOGY PROFESSIONALS
# RETENTION PROGRAM

## ONBOARDING KIT

### Stay Organized

#95014

### Get Informed

#49060

### Stay Hydrated

#80230

## TRAINING KIT

### Stay Organized

#2820

### Stay Sharp

#32205

### Stay Focused

#4060

## EMPLOYEE APPRECIATION

### Stay Motivated

#70249

### Stay Fit

#70360

### Stay 3D

#3265

*New*

## Athena Travel Tumbler - 16 oz.

AS LOW AS **$6.98R**

MINIMUM 50

| | | | | |
|---|---|---|---|---|
| 60110 Black | 60111 Seattle Grey | 60112 Royal Blue | 60113 Apple Green | 60114 Red |
| 60115 Purple | 60116 Solar Orange | 60117 Malibu Blue | 60118 Pink Raspberry | 60119 Electric Lemon |

*New*

## Aviana™ Luna Double Wall Stainless Bottle - 20 oz.

AS LOW AS **$19.98R**

MINIMUM 25

| | | |
|---|---|---|
| 15025 Charcoal | 15026 Royal Blue | 15027 Aqua |

AVIANA™

*New Color Added*

## Thermos® Stainless King™ Travel Tumbler - 16 oz.

AS LOW AS **$27.98S**

MINIMUM 50

| | | | |
|---|---|---|---|
| 80030 Matte Black | 80031 Midnight Blue | 80032 Cranberry | 80033 Stainless Steel |

GENUINE THERMOS BRAND

## presse by bobble®

| | |
|---|---|
| 50110 Stainless Steel | 50111 White |

AS LOW AS **$34.98S**

MINIMUM 12

bobble
make water better.

## Thermos® Connected Hydration Bottle with Smart Lid - 24 oz.

AS LOW AS **$69.98S**

MINIMUM 6

| | |
|---|---|
| 80230 Smoke | 80231 Turquoise |

**WELCOME TO THE TEAM!**

Add inspirational messaging!

GENUINE THERMOS BRAND

*New*

## Subway Messenger Bag

AS LOW AS $9.98R

MINIMUM 50

2378
Black

2379
Royal
Blue

## Impact Vertical Computer Messenger Portfolio

AS LOW AS $19.98R

MINIMUM 25

2361
Black

2362
Dark Grey

## Vertex™ Nitro Computer Messenger Bag

AS LOW AS $44.98R

MINIMUM 12

5390
Black

VERTEX™
TECHNICAL SERIES

*New*

## Samsonite Tectonic 2 Computer Messenger

AS LOW AS $69.98S

MINIMUM 6

95072
Black

Samsonite

*New*
## Taurus Backpack

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

| 5225 Seattle Grey | 5226 Royal Blue | 5227 Red | 5228 Electric Lemon | 5229 Black |

THANK YOU FOR BEING
## AWESOME

Add inspirational messaging!

## Rangeley Computer Backpack

AS LOW AS **$14.98R**
MINIMUM 25

| 5400 Black | 5401 Royal Blue | 5402 Red |

## Heritage Supply™ Tanner Computer Backpack

AS LOW AS **$29.98R**
MINIMUM 12

| 5510 Heather Grey |

**HERITAGE**
SUPPLY COMPANY
FIELD TESTED • QUALITY PROVEN

## Vertex™ Carbon Computer Backpack

AS LOW AS **$49.98R**
MINIMUM 12

| 5385 Black |

**VERTEX™**
TECHNICAL SERIES

*New*
## Samsonite Road Warrior Computer Backpack

AS LOW AS **$79.98S**
MINIMUM 6

| 95074 Black |

**Samsonite**
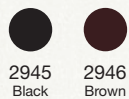
## Zebra Sarasa Gel Retractable

AS LOW AS **$1.77R**
MINIMUM 150

| | | | | |
|---|---|---|---|---|
| 46840 Light Green | 46845 Kelly Green | 46855 Forest | 46870 Fuchsia | 46875 Mahogany |
| 46882 Pink | 46883 Cobalt | 46884 Violet | 46885 Orange | 46886 Light Blue |

## Travis & Wells™ Executive Stylus /Roller Ball

AS LOW AS **$12.98R**
MINIMUM 25

32205 Black

TW

## *New* Cedar Junior Padfolio

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

2945 Black

2946 Brown

## Moleskine® Hard Cover Ruled Large Notebook

AS LOW AS **$20.95S**
MINIMUM 25

| | | | |
|---|---|---|---|
| 40060 Black | 40160 True Orange | 42060 White | 43060 Oxide Green |
| 44060 Brilliant Violet | 45060 Orange Yellow | 46060 Navy Blue | 48060 Scarlet Red | 49060 Slate Grey |

MOLESKINE®
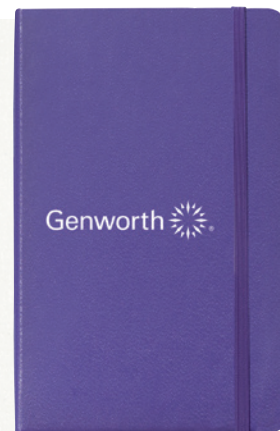
## Travis & Wells™ Leather Writing Pad

AS LOW AS **$49.98R**
MINIMUM 12

2820 Black

TW

## Samsonite Peyton Leather Writing Pad

AS LOW AS **$59.98S**
MINIMUM 6

95058 Black

Samsonite

## Bolt Ear Buds with Mic & Volume Control

AS LOW AS **$7.98R**

MINIMUM 50

**4060**
Black

**4065**
White

## Brookstone® Big Blue Ear Buds

AS LOW AS **$19.99S**

MINIMUM 25

**70262**
Black

**70263**
White

*Brookstone*

## Brookstone® Pro Bluetooth® Headphones

AS LOW AS **$119.98S**

MINIMUM 6

**70205**
Graphite

*Brookstone*

## Get Fit Health Tracker

AS LOW AS **$64.98R**

MINIMUM 6

**70360**
Black

**70361**
White

*New*

## Utopia Virtual Reality Headset

AS LOW AS $12.98R

MINIMUM 25

3265
Black

## Brookstone® Boost Power Bank 4000 mAh

AS LOW AS $29.98S

MINIMUM 12

70295
Black

70296
White

**Brookstone**

## Mighty Mini Bluetooth® Speaker

AS LOW AS $12.98R

MINIMUM 25

4001
Black

4002
White

4003
Royal
Blue

4004
Green

## Brookstone® Etch Bluetooth® Speaker

AS LOW AS $39.98S

MINIMUM 12

70266
Black

70267
White

**Brookstone**

## Brookstone® Genesis Bluetooth® Speaker

AS LOW AS $64.98S

MINIMUM 6

70249
Black

**Brookstone**

## i-Easy Drive

AS LOW AS $89.98R

MINIMUM 6

35000
Silver

# GlobalSolutions »
Your Source for Direct Import & Custom Products.

## World-class service & design.

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- 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!