



# 5 SUBLIMATED SET IDEAS TO SCORE MORE SALES



**It's time to shake up your promotional product orders.**

Instead of focusing on orders with only one product type, suggest your customers order a **sublimated set**: a bundled assortment of sublimated items with the same design elements throughout. Not only will your customers' promotions make more of an impact, you'll upsell them to a higher price point, too. Read on to learn 5 of LimeLight's best sublimated set ideas to get you started.



DID YOU KNOW? 50% OF U.S. CONSUMERS OWN PROMOTIONAL BAGS!



# SET #1: SIGHTSEEING MADE EASY



**Think like a vacationer when selling to hospitality customers.**

What items would be useful on your trip? Bags are a great choice for hotels, time shares and resorts since travelers rely on them to carry all their belongings throughout their stay. Even better, each bag will be seen by tons of other vacationers in the area, giving your customers even more exposure.

## **Suggested Set:**

- Cooling towels
- Coolers
- Duffel bags
- Lunch bags





# SET #2: HAVE BUSINESS, WILL TRAVEL

**For corporate customers, suggest items recipients can use at their 9-5.**

Not only are they practical, they also make great employee recognition gifts. Working men and women will have a more favorable opinion of their employer when they're given items that make their jobs easier.

## **Suggested Set:**

- Padfolios
- Tablet cases
- Luggage finders
- Business satchels





# SET #3: TRENDY TRADE SHOW GIVEAWAYS

Stock up on giveaways for big events and conventions.

A huge amount of promotional product sales are event-driven, and everyone wants their booth to stand out. Other decoration methods can't compare with the bright, bold graphics sublimation boasts. Suggest your customers invest in unique sublimated giveaways like wearable accessories and bags. Attendees will be running over to see what business is giving out these trendy freebies.

## Suggested Set:

- Travel bags
- Luggage finders
- Neck ties
- Tote bags
- Eyeglass cleaners





# SET #4: BEVERAGE BEACH BUNDLE

**Think outside the box for your beverage customers.**

These businesses aren't just selling fizzy drinks – they're selling an entire brand image and lifestyle (think Corona's "Find Your Beach" campaign or Bud Light's inescapable "Dilly Dilly!" salute). Instead of pitching drink-related promos, try items that fit in with your customers' branding, like beach items for a summery soda company.

## **Suggested Set:**

- Bandanas
- Drawstring backpacks
- Flip-flops
- Beach towels



RESTAURANTS CAN GIVE OUT THESE ITEMS INDIVIDUALLY  
OR PACK 'EM ALL UP IN A TOTE BAG AND HAND THEM OUT TOGETHER!



# SET #5: CHILLIN' AND GRILLIN'

**Use customer knowledge to your advantage for restaurants and bars.**

You know these end-users love food, so they're likely to hold on to promos they can use at home while cooking – which means more impressions per item. A set of well-planned kitchen items will be used daily by recipients, and will keep your customers' restaurant top of mind the next time stomachs start rumbling.

## **Suggested Set:**

- Tote bags
- Aprons
- BBQ mitts
- Hot pads





Want to see some of these sublimated items for yourself? Check out this short product video to see what kinds of sublimated products LimeLight can make for you!

### **About LimeLight, asi/67557**

If you're looking for stunning promotional products, look no further than LimeLight. LimeLight specializes in designing and manufacturing custom products to meet short lead times and challenging order quantities. They're experts on sublimation printing, and give you access to their unique U.S. production facility with cutting, sewing, printing, sublimation and warehousing capabilities – everything you need to get your orders done right.

Let LimeLight show you how they can help illuminate your brand.

### **Want to learn more?**

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