

Your Branding Strategy Just Got Easier



Level Up Your Branding & Company Swag with Boundless Network

Let's talk about branding and your company swag. Whether employee apparel or customer giveaways, branded promotional products play a key role in attracting a larger pool of prospects while ensuring your company's visibility and reputation. But the process of choosing, ordering, and managing those products can be complicated, not to mention time-consuming. *Until now.*

ICP Preferred Vendor Boundless Network has recently launched a new webstore program, and it's creating quite a buzz. The platform offers a unique and affordable opportunity to build **your very own online company store**...and it's a very big deal. Here's why:

- You can choose from thousands of name-brand products.
- No minimum quantities are required.
- Your new company store can be up and running in just two weeks.
- The cost is *only* \$80
- Orders ship in just 2-5 business days.



Why Have a Company Store?

A well-established brand sets you apart from your competitors and helps build employee and customer loyalty and trust. Online company stores (also called portal stores) help support your branding efforts by serving as a convenient, central hub where you and your company staff can access and purchase a range of branded merchandise and workplace materials. In addition, they:

- Minimize administration
- Are an environmentally-friendly way to source and distribute branded employee apparel and accessories*
- Ensure brand consistency
- Provide easy access
- Can be scaled up or down as needed

**Source: Metron Branding*

Top 4 Benefits of Branded Merchandise

1. **Brand awareness:** 83% of consumers can recall the brand name associated with a promotional product they have received.
2. **Customer loyalty:** 65% of recipients keep a promotional product for more than a year.
3. **Cost-effective marketing:** The cost per impression (CPI) of promotional products is less than other forms of advertising, such as TV, radio, and print.
4. **Increased sales:** 48% of consumers say they would be more likely to do business with a company after receiving a promotional product.

Sources: Promotional Products Association International (PPAI); Advertising Specialty Institute (ASI)

Boundless Network Makes Branding Easy

Boundless Network is the self-described “first promotional product distributor to bring together the people, product, and tech platform to turn ordinary products into extraordinary campaigns.” With creative experts and a dedicated customer service team, they’re committed to delivering service excellence and innovation. Here are just some of their “boundless” offerings:



- Company uniforms and branded apparel
- Wide selection of popular name brands
- Customer loyalty gifts and mailers
- Customer appreciation kits
- Employee appreciation
- Signage
- Onboarding kits
- Leave-behind gifts for customers/prospects
- Event giveaways
- Warehousing and fulfillment
- Full custom printed boxes



boundless
branding products with purpose

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Boundless is a preferred supplier with Carrier Corporation/ICP. To find out more about your branding options, and how Boundless Network’s products and services can help your business, visit ICPbrandstore.com, or contact Sr. Account Manager Sophia LaChat at slachat@boundlessnetwork.com or (602) 326-9351.



Can co-op funds be used? Items purchased through Boundless that are co-branded with one of ICP’s seven different brands can qualify for co-op funds as long as no competitor brands are also present. Contact your distributor for more information.