

# 40 Examples of Unique Merchandise to Inspire Your Branded Merch Program

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We're The Branded Merchandise Experts Who Ideate What You Haven't Thought of Yet



## Table of Contents

A Message from Our Founder, Lee Wandling	3
Spirits Merchandise Programs That Drive Brand Awareness	4
Custom Branded Swag & Employee Outfitting	6
Bold, Eye-catching Signage	8
Branded & Licensed Merchandise Stores	10
Expo & Event Large Scale Displays & Niche Swag	12
Cre8ed by ImageSeller	14
Our Customizable Managed Merchandise Program Overview	15
Hear from Our Clients	18
Experience the ImageSeller Difference	19





## A Message from Our Founder, Lee Wandling

At ImageSeller, we believe that merchandise is a powerful brand-builder.

It's a tangible way to tell everyone: from team to vendors to clients, exactly who you are.

For over 30 years, our team continues to thrive on sourcing the hardest-to-find products, getting the best prices, and nailing the perfect design. When it comes to merchandise, we know how to get it done and get it delivered on time.

Along with creating some of the most impactful, brand-building merch out there, we have additional services to help you manage your merchandise programs.

We won't try to sell you 1,000 flimsy items that end up living on a shelf - we want to set you up for success with just enough items for your business's needs.

We have the real-life experience, the strategic knowledge, and the heavy book of best-of-class manufacturer connections to be your brand's long-term managed inventory supply partner.

When you want your Branded Merch to inspire, encourage, disrupt, or unite, work with us.

*Lee Wandling*





## Spirits Merchandise Programs That Drive Brand Awareness

There's nothing worse than doing hours upon hours of research to find what you believe to be the best custom branded merchandise for your distillery only to receive a brittle, poorly engraved glass with your logo on it that won't even withstand an industrial dishwasher.

To make matters worse, subpar products ultimately destroy your brand reputation and end up swept into the trash.

At ImageSeller, we believe that merchandise is a powerful brand-builder. It's a tangible way to tell everyone: from your team to vendors to clients, exactly who you are by creating some of the most durable merch out there.







## Custom Branded Swag & Employee Outfitting

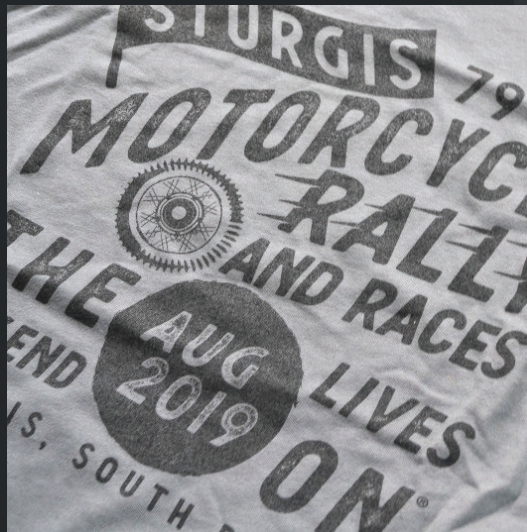
We get it. No one wants to deal with keeping up with inventory, let alone call their CFO and say that they have \$250k of uniforms that no one is using.

We'll help you sleep at night by using our decades of experience to help you make sure you keep the right items on-hand: sizes, colors, etc., so that your inventory is actually used.

We're not going to oversell you inventory for a quick buck. Our mission is to be your merchandise partner for the long haul.









## Bold, Eye-catching Signage

Did you know? Custom signage increases brand awareness by 47.7% and boosts the average purchase amount by nearly 30%.

If those facts aren't enough, eye-catching custom signage can improve your customer's experience and increase sales and loyalty, too.

You've probably heard that the first impression is often the last, and the signage you choose to represent your brand is no different. You have 8 seconds to capture your audience's eye, and the right brand signage allows you to advertise the right message, to the right consumer, at the right time.







## Branded & Licensed

The goal of merchandising is to increase customer engagement to create a better experience and increase revenue.

As your creative agency partner and extension of your team, we know that you're tired of the bland, boring, cookie-cutter, and uninspiring merch stores.

That's why we work with you to strategically amplify your brand's unique identity to connect and build an emotional relationship with your audience.

Plus, we have decades of experience in creative merchandising, and we have seen our fair share of on-site and online retail displays and methods. We are here to offer solutions to the roadblocks you may face.









## Expo & Event Large Scale Displays & Niche Swag

The Data Is In: Your audience doesn't want cheap event promotional swag. And your marketing closet full of unwanted, useless promotional products that you've tried (and failed) to give away can attest to it.

It's time to niche down who you give promotional products to.

An unfortunate truth: Conference attendees will judge brands based on the swag they hand out. Which can cause your event manager anxiety as they struggle to balance their budget against the embarrassment of picking something that nobody likes.

A simple solution to this dilemma is to invest in items that are good quality and well-designed in a smaller quantity and choose to be more strategic about whom you target while at the event.

PS - Remember, poor quality items (Ex. a phone charger that ends up not working) — ultimately destroy your brand reputation rather than help it.









## Cre8ed by ImageSeller

We custom-built Cre8ed by ImageSeller to solve some of the most challenging and complex issues large merchandise programs face: ensuring brand consistency, managing massive inventories, the painstaking product procurement process, and the headaches caused by decentralized and virtual team swag distribution. (Sound familiar?)

With over 20 years of direct experience working with brands like Brown-Foreman and Jack Daniel's, we deeply understand that unsold inventory is the same as throwing money away.

The ability to have the right inventory at the right time is key, and we have the experience, the knowledge, and the connections to be your fully-managed, strategic merchandise supply partner. Allowing you and your team to focus on the most pressing areas of your business.



## Our Customizable Managed Merchandise Program Overview

### Ideation & Design

Most branded swag has been seen before, and the industry lacks innovation, but not with ImageSeller. We help you think of what you didn't even know was possible or what's trending at the moment.

Our expert graphic designers work with you to capture the perfect design on each piece before you make a decision on which products to buy and mock up several variations for your view and approval.

### Sourcing & Procurement

Our established relationships with suppliers allow you to have the highest quality and in-demand products, some never-before-seen. Our trusted partners deliver consistently for our clients, and if we ever run into back order or stock issues, our team will be ready with high-quality substitutes that align with your budget and timeline.

We're always ordering at a volume that brings us competitive pricing for our clients, and we ensure you're getting the best price for the product from all available suppliers.



## Our Customizable Managed Merchandise Program Overview

### Project Management & Business Intelligence Tools

From ideation through delivery and inventory management, our team oversees the entire process with your team and manages the most finite of details to ensure your high-quality products are created, ordered, and delivered on time.

With our full suite of business intelligence tools, no guessing is required. Our technology and reporting capabilities upload invoices, manage expenses by territories, and track the trends in the purchases of your products. We then assist you with data-driven decisions on reordering and when it's time to discontinue certain products.

### Distribution Integration & Inventory Management

Supply chain management, kitting, custom delivery packages, and managing multiple shipments with decentralized and virtual teams are simple for our team to manage for you.

Inventory management is key for our Cre8ed clients who have an e-commerce or retail shop or those who have a high volume of orders for employee outfitting or corporate gifting. We track your most popular items and ensure there's always inventory available at our warehouses or your location.



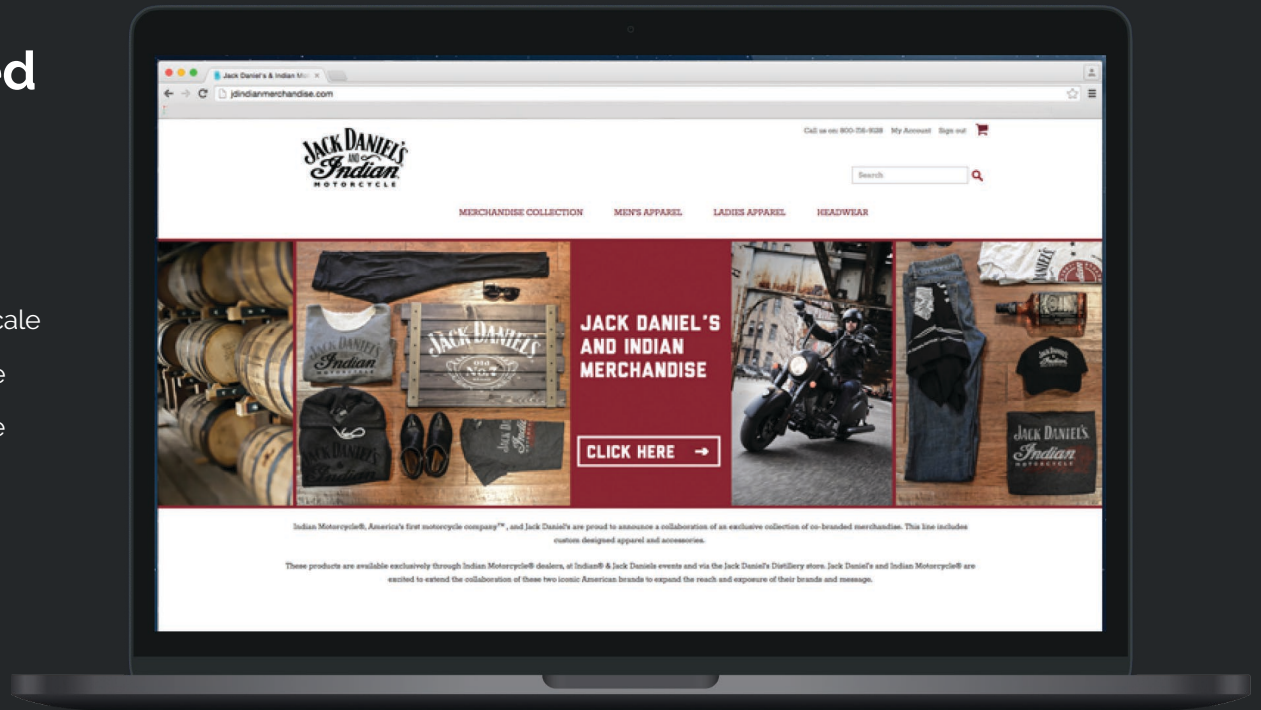


## Our Customizable Managed Merchandise Program Overview

### Online Custom Branded Merchandise Stores

Hassle-free shops that serve your brand from internal orders to the distributor level to large-scale events, your employees will be able to go online and choose and purchase merchandise to serve the field as they sell and promote.

We can even spin up an online store for you for internal or external audiences. Allowing you to meet them where they are.



## Hear from Our Clients

*"I have had the pleasure of working with the ImageSeller team on numerous projects, from licensed merchandise programs to e-commerce sites to promotional products. The results from each of those programs has continually been positive. The experience and knowledge that the ImageSeller team brings, whether it is Maggie developing a line of licensed merchandise or Aubrie negotiating contracts or Lee addressing on-site logistics and execution, the ImageSeller team is strategic and covers the details so I can focus on my overall strategy. I highly recommend ImageSeller."*

- Tobey Roush, Licensing Manager at Jack Daniel's



*"ImageSeller has been an excellent partner with Brown-Forman for many years, providing an outstanding service in the design, sourcing, and procurement of all our promotional item needs. They have also aided us in our necessity to have various internal POS websites by hosting a platform utilizing the most up-to-date, modern technology in website design. By providing all these tools, along with fantastic customer service, it allows our employees to order their supporting material with ease while also ensuring the company/brand integrity is maintained at all times."*

- Kathy Avery, Manager, POS Sourcing and Systems at Brown-Forman Corporation



**BROWN-FORMAN**

## Experience the ImageSeller Difference

Cre8ed is a program that takes the guesswork out of branded merchandise. You can count on our team of experts to:

- Provide the highest level of expertise in merchandise, inventory, and distribution.
- Develop an element of exclusivity for your brand, with never-before-seen or rare products that cause the fear of missing out (FOMO).
- Make sure that what you want is actually produced and delivered on time.
- Serve you with a singular point of contact throughout the entire process.
- Elevate your brand experience for your key audiences.
- Customize solutions to fit your specific needs.
- Centralize materials and resources.

Book a call with us now to discuss your branded merchandise needs, and let's discover how our decades of experience and our personal touch can help take your brand to the next level.

**Let's Get Started**

