

PAPER PLANE
by ✈️ POSTAL

Lookbook

2022



Owner Gift
Franchise Sidekick

Curated by **PAPER PLANE**

New Hire Box



Revisit the new hire experience

Don't read us the wrong way; We LOVE our 'average' swag boxes and they have a place in every company!

However, if you find yourself needing a break from the norm, try a premium swag experience with a small boutique vendor to leverage some unusual and luxury goods as part of the unpacking experience. Take these gorgeous, gold debossed Appointed notebooks and gourmet macarons for example!



Power Up!

Get them energized

Onboarding a new customer, employee, team or tech roll-out is a lot of work; keep your recipient's energized and motivated with hyper personalized gourmet coffee, wireless charger, a motivational read and a fun drinkware item.



Local Love

Regional Gifting

Creating a gift featuring items from a specific location is a great way to commemorate a celebration, SKO, or company culture. We love how this Nashville cookbook gave us the additional opportunity to include a handwritten note in the cover so that the gift makes a lasting impression!



ABM Strategy

Labor Day BBQ Gifts

Looking to send out a quick and witty prospecting send with collateral and minimal yet effective branding?! This Labor Day BBQ send involved the a CTA of scheduling a demo via the QR Code insert, and was ready to go in just under 3 weeks. With the simplistic branding and quick decision making of the customer, we were able to meet a tighter than expected timeline.



Prospecting Campaign



Thanks for taking a shot on us!

Looking for a clever, memorable and effective prospecting gift?! Look no further than providing both alcoholic and non alcoholic options for your prospects. These gifts will sure to pack a punch and include a clever message to tie the entire gift together.



Black Friday Campaign

Seasonal Sends

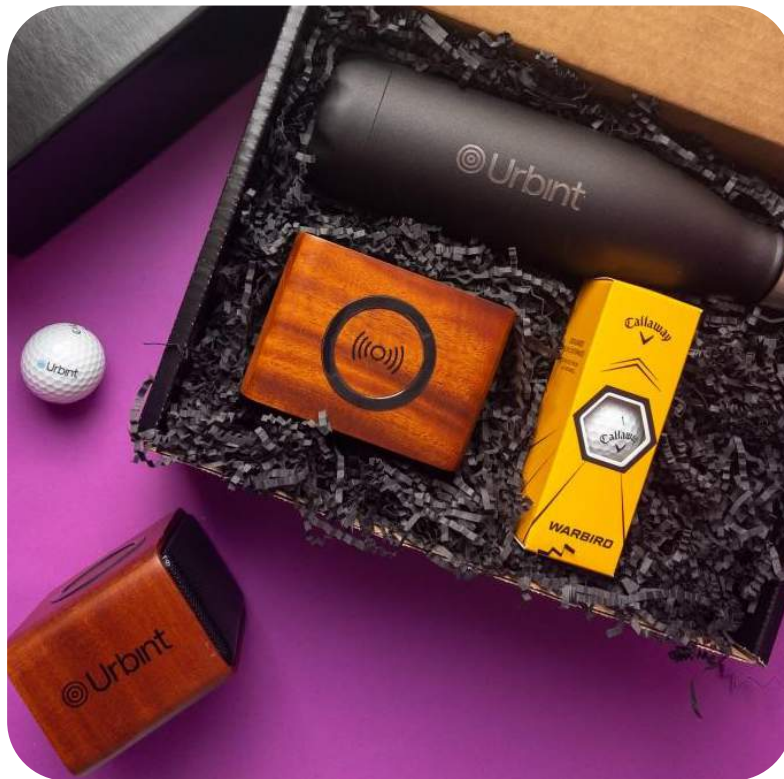
Looking to send out a seasonal gift surrounding black friday deals?! Our Searchspring “trained for this” kitted box provides a fun take on a training survival kit, with a call to action of sharing on social. Ensuring your curated gifts are clever, useful, timely, intentional and drive an outcome are important in any gifted send!



Executive Events

Celebrate in Person

Hosting a group of VIP's can be daunting; Let us help you and your team create the perfect event focused gift to welcome your guests properly! These branded Callaway golf balls, bluetooth speakers and S'Well water bottles were the perfect combination of items to accompany a golf outing sponsored by our friends at Urbint.



Give them Choices

Let them pick their favorite!

Want to give your recipients some choosing power but don't want to overpower them? We love how this customer tackled that by offering two different Yeti models; Already have the camp mug at home? Great, pick the rambler!

This functionality is seamlessly powered by Postal Collections.



To the Ballgame

Make it a trip to remember

Take advantage of special events by sending a pre-event hype worthy gift that will have them thinking about you long after the event itself! Something location specific and gourmet, something to wear, and something practical for the trip will make sure you maximize the event to its fullest potential.



Oh Baby!

Welcome new members to the family

Shower the newest member of the company with a gift lovingly packed with something unique, something soft, something useful, and something tastefully personalized.



Design Time

Let your design team go wild

Design can be as simple or complex as you and your team are comfortable with; Want something fully customized? Feel free to ask us for the design template for any customizable item so that you and your team can go wild!!!

The design team at BuiltIn took their time with this custom belly band, mug, tracker and insert design but their hard work more than paid off.



Swag em' up!

Tastefully branded head to toe

Make sure your team is always representing the company by providing them with tastefully branded apparel and useful items they'll be reaching for all throughout the work week.



Thoughtful tech



Warm and cozy for a delightful morning!

The Ui Mug is a revolutionary self-heating mug system that maintains your coffee & tea at the perfect drinking temperature. Not only this, its charging pad can also wirelessly charge your cell phone. Simple, elegant, and convenient, the Ui Mug takes the hassle out of enjoying your favorite beverages.

Maximize flavor and ensure a pleasurable drinking experience!



Executive Adventurer



A truly VIP gift for the active recipient

Our project managers have been long time fans of BrūMate and their fun offerings; Their latest product the BackTap definitely does NOT disappoint!

This gift is perfect for the active executive who is always on the go; The BackTap is as perfectly suited for a camping trip as it is a kid's soccer game or a weekend at the beach. This backpack cooler holds 3 gallons and has a spigot for easy dispensing, 5 bottles of wine, 14 slim cans, or 12 standard beer cans.



Charm Them With Charcuterie



Endless customization opportunities!

A charcuterie experience is highly seasonal and is sure to impress even the most discerning recipient! Our favorite ways to include branding are to:

- Include a company brand on the bottom of a cheese board for discreet yet lasting impression
- Include a custom labeled cocktail syrup with a special cocktail



Share the Love

Branded swag for the whole team

Need lots of swag for a group? Die cut stickers, journals and flex fit hats are an easy and economical way to gift a group of individuals with custom branded items without having to worry about custom sized apparel.



Interchangeable Kits

New Hires AND Employee Appreciation

Looking for internal employee swag and want to be able to order larger quantities that can be interchangeable between new hires and employee appreciation?!

Try out an employee swag box that include a wide array of swag items sure to please every recipient.

Change out the printed collateral to ensure your unboxing experience is on point with messaging and call to action and you are set!



More than Tech

Branded with something just for them

We see that more and more clients are sending a branded item with something just for the recipient to enjoy - Take these pumpkin spiced gourmet almonds for example!

Sometimes focusing on more than just the branding lends an even more personal gifting experience, and higher returns on sending goals.



Customize your Event



This screams customization!

Upcoming virtual event? We can customize accompanying gifts to increase engagement and drum up the excitement in days prior to the kickoff!

This fiery send is a perfect example of how we leveraged a boutique vendor to custom label hot sauces to pair with the event theme.



Treat and Inspire



Get their wheels turning in the new year!

This new year gift provided the recipient a little bit of everything:

Something to caffeinate

Something to inspire

Something to keep them cozy

Something to keep them organized

What more could you ask for?!



VIP Coffee

Send a luxurious desk gift to your VIP's

Stun them with a luxurious desk set that they can use to settle into their morning routine; Toss in some gourmet pour-over coffee and you have a delightful gift your VIP recipients will keep going back for!



Family Box

Unbranded gift items for all

This gift box has something for the entire family. From hot cocoa, to chocolate pretzels, rose to dog treats and bedtime stories.

This gift is perfect for parents, baby and the family dog! The gifts are unbranded, but the packaging has branding elements on the insert card and shipping box.



Irish Coffee

A new spin on a fan favorite holiday

Want to send something that screams “Luck of the Irish” while still being unique and inclusive of beverage preferences? Try a custom Irish Coffee kit! This fun prospect gift has some gourmet coffee syrup, Baileys caramels, gourmet coffee, sugar sticks and two Irish coffee mugs.



Wine and Dine

White labeled California wine for them to enjoy

Help your clients and prospects wine down with a white labeled bottle of Napa wine. Multiple varieties available, some shipping restrictions apply.



Show Thanks



Budget friendly and thoughtful

We promise - It's the thought that counts when it comes to showing thanks and appreciation. You don't have to spend a fortune to gift to a large number of recipients!

While lacking any branding opportunities aside from the custom insert and shipping packaging (not shown), these gifts were all about the recipient and showing gratitude for their business throughout the year. You can bet they enjoyed every component while thinking of the sender over the Thanksgiving break!



New Year Virtual Event



Semi Branded Kitted Box

This semi branded employee virtual event box is perfect for starting off the new year with gratitude and appreciation!

With a branded company t shirt this new year box also includes a gratitude journal, pinch me therapy dough, Fatty Sundays salted caramel pretzels and a grey flannel candle.

Branded Insert Card Included but not shown.



Speaker Gifts



Post Event Speaker Gifts

This branded Event Speaker Gift box is perfect for thanking participants who attended and hosted at an event!

With a branded navy blanket, tumbler and insert card they will continue to remember your brand in the comfort of their own home.

The simplistic kraft box with stamped logo and exterior ribbon tie the entire gift together nicely. Ensuring branding is still present for those that prefer a more simple look.



Custom Brew

For coffee and tea lovers

Can't decide between coffee or tea? Send them both with a custom branded mug to enjoy their brewed beverage of choice in!

Tea Drops are one of the hottest tea items on the market, and you can't beat a custom branded small batch bag of coffee.



Pride

Celebrated in June, alive all year long

Help your customers and employees celebrate and recognize Pride month with colorful and festive small business items geared at supporting the LGBTQ movement and community!



New Hire Welcome Box



Fully Branded Kitted Box

Want to show your new employees some love? This fully branded New Hire Welcome Box includes custom branded socks, a white traditional coffee mug, faux leather journal and pen, face mask and black insulated water bottle.



Fall Gifting

Get Cozy Jump Into Fall

With the temperatures cooling off, send a seasonal thank you gift to your customers!

Custom branded pumpkin spice coffee, decadent chocolate and custom drinkware are sure to please your customers this fall!

Sleek black mailer box, black crinkle, custom branded tape and printed collateral.



Holiday Fun

A little bit of everything

Some holiday themed gourmet goodies, a holographic die-cut sticker, a tumbler perfect for fireside enjoyment. What more could your recipients ask for?!



Holiday Sip N' Taste

Winter delight in a box!

Stumped about which direction to gift? You can never go wrong with a holiday sip n' taste experience. Pair a variety of holiday morsels to sip, taste and smell with an attractive drinking vessel for use throughout the year, and a long lasting impact on your recipient.



Hot Cocoa Revisited

For group sharing and delight!

Gifting for a group doesn't have to be expensive - Swap out your standard run of the mill cocoa mixes for something a bit more gourmet, give some extra attention to design details, and voila! You have a gift on a budget that will surprise and delight a group of several recipients!

This is an excellent option when sending to an office, or a recipient who enjoys sharing with family and friends.



Winter Refined



The holiday experience with a luxury twist

Between the woodlands scents, plaid hot chocolate mix, gift color scheme and holiday themed chocolates, it's easy to love how The Aspen celebrates nature and winter with a festive flair.

This gift is perfect for any holiday occasion and any recipient!



Next Steps with Paper Plane Agency



Step 1

Discovery

We discover your ideal end recipient unboxing experience, and as a thought partner and extension of your marketing team, help bring it to life. If you are struggling with what would make an impactful gift, we've got you covered.

Step 2

Design & Source

With an understanding of your needs and desired outcomes, we connect with our network of trusted wholesale and specialty vendors and present to you a visual of branded packaged items that meet your desired budget, timeline and overall vision.

Step 3

Kit & Warehouse

Once we have selected the experience that best suits your needs Not only do we source your branded merchandise, we ensure it arrives in perfect condition. We then kit and warehouse until needed, so that your gifts are ready for sending when you see fit.

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Thank you!

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