



FOR IMMEDIATE RELEASE

Media Contact: Keith Vincent

972-258-3040

[KeithV@ppai.org](mailto:KeithV@ppai.org)

### A Boost In Morale Equates To A Boost In The Bottom Line

**Irving, Texas (August 26, 2009)** The ability to recruit and retain top talent is key to every organization's bottom line. To motivate employees, boost sales, increase productivity and improve customer service, human resources professionals are increasingly turning toward the power of promotional products. To measure the trend, **Promotional Products Association International (PPAI)** polled attendees at the Society for Human Resource Management (SHRM) Show in New Orleans, Louisiana, June 28-July 1, 2009.

**Seventy-four percent** of those who had rewards and recognition programs in their company used promotional products in these programs and of those, more than **70 percent** cited promotional products as either “**extremely effective**” or “**effective**” in motivating, recognizing and rewarding employees.

The most commonly cited uses of promotional products in awards and recognition programs include:

- Employee Service Awards—used by 59 percent of respondent companies
- Anniversary Recognition Programs—used by 59 percent of respondent companies
- Motivating Specific Behaviors—used by 45 percent of respondent companies
- Reinforcing Organizational Values—used by 34 percent of respondent companies
- Improving Teamwork—used by 31 percent of respondent companies

The three most commonly used promotional products in award and recognition programs are:

- Wearables: t-shirts, jackets and logoed shirts were most commonly mentioned
- Recognition Awards: plaques and pins were most commonly mentioned
- Writing Instruments: pens were most often mentioned

The top five ways HR professionals measure the success of the use of promotional products in their rewards and recognition programs are:

- 52 percent of companies used employee surveys
- 34 percent of companies tracked employee turnover
- 28 percent of companies tracked customer retention
- 25 percent of companies tracked productivity
- 25 percent of companies tracked customer surveys

For more information regarding this study, click [HERE](#).

Promotional products are an essential element in the marketing mix. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can see, touch, hear, smell and even taste. Promotional products are the only way to make a sensible—and memorable—impression. For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at [www.ppai.org](http://www.ppai.org) or contact PPAI at 972-258-3040 or [PR@ppai.org](mailto:PR@ppai.org).

PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshow, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are an \$18.1 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry’s only free identification system and universal company database.

###