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March 14, 2023

TODAY'S HEADLINES



California Court Rules In Favor of Independent Contractor Status

by Brendan Menapace

A California appeals court ruled yesterday that companies could still classify workers as independent contractors under the state's Proposition 22. While this ruling mostly pertained to Uber and Lyft drivers, the fight over independent contractor status has been going on in the promo industry, too.



Guy Fieri's 'Munch Madness' T-shirt Is Dangerously Close to Trademark Infringement

by Brendan Menapace

Guy Fieri is flying dangerously close to the trademark infringement sun with his "Munch Madness" T-shirt, which parodies the highly proprietary "March Madness" logo. Fieri has plenty of parody apparel, so he clearly knows how to toe the line. Distributors can do that, too, but they need to be careful.



Bridging The Age Gap in The Workforce

by Adriane Harrison

Companies are facing the continuing challenge of integrating a multi-generational workforce and learning how to create a work environment that appeals to the youngest workers. Depending on what strategies employers have already implemented, companies may need to further adapt to attract and retain Gen Z workers.





Something Inked Expands EXIT Realty Premier Partnership to U.S.

Something Inked LLC, Nashville, is expanding its Premier Partnership with EXIT Realty Corp. International to include the U.S. market, offering exclusive promotional and branded goods to EXIT Realty's franchisees and agents throughout the United States.



PM PODCAST



Ross Youngs On Sustainability and Productivity-Enhancing Products

Ross Youngs, founder and CEO of CardNoter and the Univenture family of companies, joins Brendan today to talk about the CardNoter product, as well as some ways promotional products distributors and printers alike can be more environmentally friendly with their promotional products.



FEATURED RESOURCE



Sponsored by Prime Line

alphabroder | Prime Line Launches New Decorator's Hub

The Decorator's Hub is a resource focused on trending decoration techniques, innovative hit spots and a guide for decorators focusing on printing specific styles and fabrics. The web home also provides a Q&A section, where decorators can "ask an expert" to obtain another opinion or solution for their issue. The space offers the community of decorators inspirational blog articles, video content, and peer-to-peer sharing.



TRENDING STORIES



Why Is TikTok Obsessing Over Costco-Branded Apparel?

by Brendan Menapace

Costco’s branded apparel, featuring both its own logo and that of its house brand Kirkland Signature, is the hot new product on social media. So, what makes this apparel so sought-after aside from being hyped up on TikTok? We took a look at the decoration to try to figure it out.



Silicon Valley Bank Merchandise Pops Up on eBay Following Collapse

by Brendan Menapace

Like clockwork, after Silicon Valley Bank went down last week, people started selling branded products like cardboard boxes, wine tumblers, hats, and apparel on eBay for marked up prices, trying to capitalize on the meme-worthy moment and exclusivity.



PROMO MARKETING BLOGS



Don't Spit

by Greg Muzzillo ^{CT}_{SEP}

In Italian, there is a saying that, loosely translated, states, “Don’t spit.” What it means is that when you are in a room, “don’t spit” on the ceiling because you never know when you will need to go back in that room. Think



about it. How many times have we lost our temper or been...



FONO (Muzzillo Dictionary of Terms)

by Greg Muzzillo

We've all heard about FOMO, "Fear of Missing Out." But FONO is a different fear. FONO is "Fear of No." FONO is the No. 1 reason most people never get wealthy in this business. It's the No. 1 reason why some people fail in this business. The "fear of no" creates call reluctance...



PRODUCT OF THE DAY



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Executive Wearables - Accessories for the Modern Executive

from Minya International Corp.

Driving Strong Impressions - Automotive Keychain Collection

from Minya International Corp.

Your Logo On Display Every Day!

from American Made Cutlery

It's In The Bag

from Premium Line, The



New Cigar Case!

from Sarge Branded Products

Quality Products, Affordable Prices -- Always

from Athena Promo

Welcome Aboard - Cruise Ship & Travel Promotional Ideas

from Minya International Corp.

Comfort Animals Promo

from Minya International Corp.

Boost Brand Awareness with Your Long-Lasting Logo

from American Made Cutlery

Full Color Custom Magnets

from Tekweld

Promotional Items For Dog Lovers

from Tekweld

It's a Great Time For Pizza Time

from Premium Line, The

Stay Comfy - EOP Extended - Until March 31st!!

from Premium Line, The

Mega Savings On Drinkware, Bags, Tech Accessories & More

from Athena Promo

Build Brand Loyalty With Great Gifts!

from American Made Cutlery

As Low As \$4.50 - 20 oz. Aluminum Water Bottle

from Tekweld

Lip Balm for Healthy Lips in Winter

from Tekweld

Custom Bottle Opener w/ Bottle Shape

Some people do the party trick where they open a bottle with the butt of another bottle. That's doable, but it's a lot easier to just use this Bottle Shape Bottle Opener from EMT.



Someone Always Needs A Stain Remover Pen

from Tekweld

Music Festival Promo - Music Keychain Collection

from Minya International Corp.

Golf Executive Gifts & Awards - Social Distancing Sports

from Minya International Corp.

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