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JOHNSON PLASTICS PLUS PRESENTS

EDUCATION GUIDE



A practical guide for selling to the largest
buyer of promotional products

EXPIRES 12/31/19

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JOHNSON PLASTICS
PLUS

EDUCATION:

THE LARGEST PROMOTIONAL PRODUCTS MARKET

The Education market is ranked #1 in purchasing promotional products with over \$2 billion in 2018. The Education market has a multitude of subsets making it a very large and competitive market. Promotional products are widely used to help build school spirit, show appreciation, prospect students and educators, increase exposure to clubs, and more.

Table of Contents

3

Fundraising and
Teacher
Appreciation

5

Sports and
Boosters

7

Connecting with
Parents

9

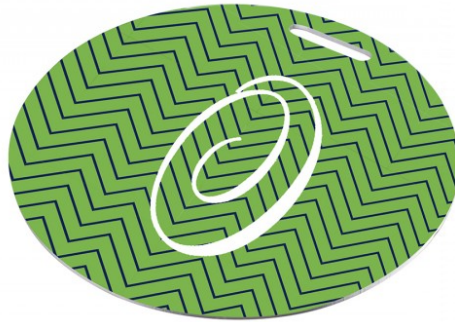
Organizations
Connecting with
Students

Fundraising and Teacher Appreciation



UN5649

Unisub Gloss White
3-1/2" x 3-1/2" FRP
Bag Tag



UN4625

Unisub Semi-Gloss
White 3-1/2" Circle
Aluminum Bag Tag



SUBBW3

Jersey Insulator
For 12 OZ Bottle

This bottle jersey insulator fits over a bottle like a t-shirt, making it a fun option to promote sports, schools or businesses.



PSS20

Premium 20 OZ
Stainless Steel
Insulated Bottle



SCP2

Saddle Collection
Silver Stationary Pen

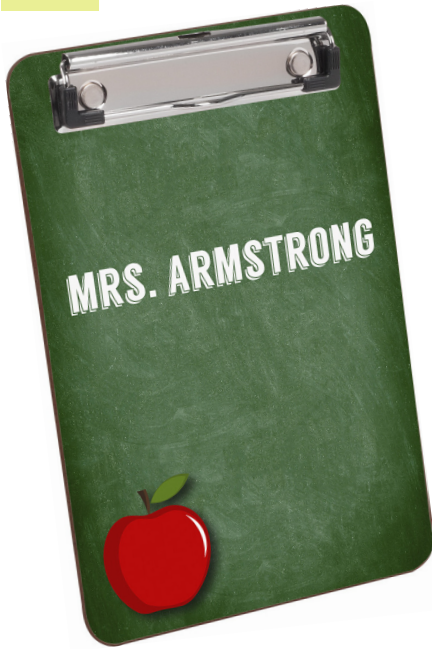


School clubs
Teacher thank you gifts
School spirit

Faculty gifts
School carnivals & festivals
Teacher's aide gifts

Fundraising sales
Field day events
Learning incentives

Teacher Appreciation



UN5994

**Unisub 6" X 9" 2-Sided
Clipboard with Flat Clip**

UN4673

**Unisub 9.7" X 12.7"
2-Sided Monaco
Clipboard with Flat Clip**



Teachers should always know how much they are appreciated for helping kids succeed. Whether it's the first or last week of school, a holiday or birthday, give teachers some unique end-of-the-year gifts by personalizing an 11 oz. coffee mug or a neck tie!



SUBTIE
Neck Tie

School Festivals

School festivals and carnivals are another excellent opportunity to promote school spirit and raise money. Sell items for fundraising at festivals, or use school imprinted items to keep kids hydrated at school. Encourage water instead of soda and let them walk the halls with a spill resistant bottle.

XP8530

**11 or 15 oz. Inner
Color Mugs**



Sports and Boosters



SB110
Drawstring Bag

L1208141901
Love Letter



RB124
White Polyester Ribbon



UN4437
UNISUB Gloss White 2-3/8" x 2-3/4" 2-Sided Aluminum
Football Helmet Key Chain



UN4106
UNISUB Gloss White 3" x 1-1/4" 2-Sided
Aluminum Key Chain

Sporting Events
Concession Stands
Spirit Shop
School website stores
Booster clubs
Recreation sports



PWH20
Premium 20 oz
Insulated Bottle

Advertising & Sponsors

Sporting events provide incredible promotional opportunities for local businesses. Nearby grocery stores and fast food chains can brand 20 oz water bottles in school colors for students to use while visiting their store.



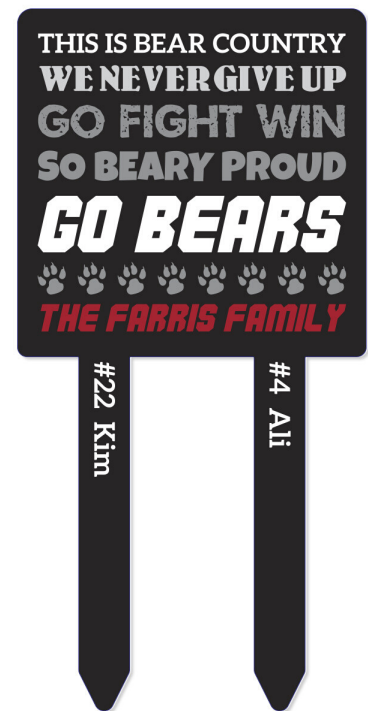
J46
Sublimatable Breakaway
Lanyard with Swivel Hook



M50
Award Medal

Team Spirit

Reusable bottles, lanyards and garden stakes make great giveaways for any school sporting event. Pass out water bottles out to the crowd between quarters or innings or pass out lanyards so students have somewhere to keep their student ID. Give out garden stakes to the first fans that arrive to games for something they can take home and put in their yards.



UN4776
Unisub White Aluminum
Square Yard Stake (Two Legs)

Connecting with Parents

Budgets are tight in schools, and these items provide excellent sponsorship opportunities. These give local and national businesses an ideal opportunity to help the community while also driving business.



SUBWCC

Card Caddy Phone Wallet



WTW015684

Wood Ballpoint Pen



A naturally dark engraving on the wood is clear and easy to read.

FC316

Fome-Cor Sign



Restaurants
Medical offices
Recreational activities
Grocery stores
Learning centers

Barber/salon
Children's attractions
Athletic training
Music & dance schools
Banks & financial institutions

Sporting goods store
Snack & beverage companies
Health insurance industry
Bookstores
Recreation facilities

Promoting Hygiene & Health

Dentists and doctors are regularly reaching out to schools to promote dental hygiene, healthy eating, and the importance of an annual check up. The key is to make sure the message makes it home to the parents, which is where the promotional product is king. Lunch bags make an excellent vehicle for doctors to deliver their message home to moms and dads.



LT12

**Neoprene 11.8" x 11.8"
Lunch Tote**



SB350

Lunch Bag with Shoulder Strap

Benefits for Students & Families

Grocery stores, banks, colleges, and restaurants all have messages that are beneficial for students. Grocery stores can promote healthy food choices in an effort to drive grocery spending. Banks can teach financial responsibility and fund management while earning future customers. Local restaurants can promote family nights or provide teachers with a way to reward students for various achievements. Every initiative needs a good way to deliver a message, and this is where promotional products shine.

Organizations Connecting with Students



RPRH

Rotating Phone Ring Holder



DBP03

Linen Drawstring Backpack



DW714

**Boss Ceramisteel 12oz Insulated Cup
with Handle**

Police departments, fire stations, electric companies, and hospitals all have campaigns designed to help educate students and keep them safe. To drive the message home, organizations regularly hand out pens, pencils, bags, and more. Promotional products such as these are budget friendly options for both public and private organizations.

Drunk Driving awareness
Dental & Medical associations
Crime prevention
Emergency plan

Stay in School
AmeriCorps
Bullying awareness
Military

Fire prevention
Colleges
Girls & Boys Clubs
Scout troops