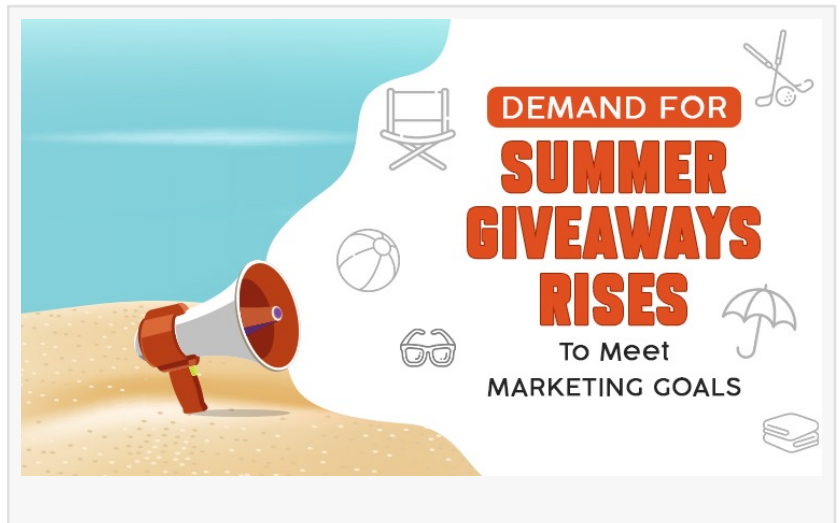


Demand For Summer Giveaways Rises To Meet Marketing Goals

HENDERSON, NEVADA, USA, July 6, 2022 /EINPresswire.com/ -- The month of June signals the onset of summer with many businesses investing in [promotional merchandise](#) to impress their target audience. Summer is associated with a lot of fun, camping trips, and sunshine. The positivity associated with this season is why businesses are keen on buying summer promotional products in bulk.



With the effects of COVID slowly disappearing, businesses are keen to bounce back through marketing campaigns. This has resulted in massive demand for [summer promotional items](#) across the USA.

There are a wide range of summer giveaways sought after by businesses. Foremost among these are sunglasses that help protect the eyes from harmful UV light. They are available in a variety of colors and sizes. Sunglasses make a trendy statement and add to the style quotient of marketing campaigns.

Fun [outdoor giveaways](#) such as flyers are also in demand. They come in exciting colors and pouches that are easy to carry around. Personal care items such as sunscreens and moisturizers are also sought after by businesses. Some marketers buy colorful flip flops and give them away to ensure that target audiences have a comfortable time at the beach.

Comfortable t-shirts are also given away during summer-themed campaigns. Tees can be found in a variety of sizes for adults and youths. Drinkware such as mugs, aluminum bottles, tumblers and sports bottles are also personalized with a company's credentials. Most bottles chosen as giveaways offer insulation properties that keep beverages at ideal temperatures throughout the day.

Coolers that keep beverages at ideal temperatures throughout the day are attractive giveaways.

These coolers are available in the form of bags that can house multiple cans of beverages. Compact coolers are also available online.

Picnic baskets, picnic mats, portable chairs and fans are also personalized and distributed. The main benefit offered by summer-themed promotional products is the imprint area since these products are larger than conventional giveaways. Also, these products are used outdoors, providing valuable visibility around town.

Suppliers and distributors across the USA are replenishing their stocks to ensure that there is enough merchandise to meet the demand.

About Promo Direct

Founded in 1991 by President & CEO Dave Sarro, Promo Direct has been delivering promotional merchandise that meet the diverse marketing requirements of American businesses. Dave has placed focus on ensuring a world-class shopping experience for online shoppers. Promo Direct has won numerous awards and is a leader in the promotional products industry.

Dave Sarro

Promo Direct

+1 800-748-6150

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