

Promo Direct Launches Back-to-School Essentials to Power Student Orientation and Brand Engagement

HENDERSON, NV, UNITED STATES, July 10, 2025 /EINPresswire.com/ -- As educational institutions across the U.S. gear up for a new academic year, [Promo Direct](#) has introduced a fresh collection of academic essentials tailored to enhance student orientation and engagement.

The collection is designed to help schools, universities, and education-focused organizations connect with students across all age groups. It features engaging items for younger learners, such as crayons, coloring books, and chalk, as well as practical essentials for older students, including notebooks, [school kits](#), [drawstring bags](#), and drinkware. For institutions seeking items with extended use and visibility, options like computer backpacks, sweatshirts, polos, and padfolios are also available.



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Our giveaways can enhance student experiences while leaving a lasting impression. This collection makes orientation events more impactful, from the first day of school to the first day on campus.”

Dave Sarro, CEO, Promo Direct

This range is tailored for use by school administrators, early learning centers, district coordinators, and corporate sponsors involved in educational initiatives. The products are suitable for orientation events, classroom activities, school fundraisers, and outreach programs where both student engagement and brand visibility are priorities.

Dave Sarro, CEO, Promo Direct: “Education is where strong communities begin, and the right promotional items can enhance student experiences while leaving a lasting impression. We’ve created this collection to help our partners make orientation events more impactful and engaging, from the first day of school to the first day on

campus.”

The Academic Essentials collection offers flexible options for institutions planning student welcome events, back-to-campus initiatives, or participation in education fairs. It reflects Promo Direct's goal of providing organizations with tools to create effective and engaging experiences.

About Promo Direct

Promo Direct is a trusted leader in the promotional products industry, serving businesses, schools, and nonprofits with a wide selection of customizable merchandise. Since 1991, the company has helped thousands of organizations elevate their brand presence through timely, relevant, and creative product solutions.

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