Printful Publishes 31 Company Swag Picks Employees Will Actually Use in 2026

New guide pairs the list with PPAI data on a $27.1B promotional products market and a five-factor framework for choosing branded merchandise people keep



Company Swag Picks Employees Will Actually Use in 2026

CHARLOTTE, NC, UNITED STATES, September 22, 2026 / EINPresswire.com/ -- Printful, the leading global print-on-demand and fulfillment company, has released a new guide presenting 31 company swag picks for employees, clients, and event attendees, alongside a five-factor framework for choosing branded merchandise that gets used every day rather than stored in a drawer.

Why Swag Quality Shapes Brand Perception

> Swag only works if someone reaches for it. This guide is about picking the bottle, hoodie, or notebook a person uses every day – and using print on demand so nobody is stuck with unused stock"
>
> *Davis Sarmins, Director of Growth Marketing at Printful*

According to the guide, the US promotional products industry generated $27.1B in sales in 2025, citing PPAI figures, and 70% of consumers say they are likely to switch to a brand they have not bought from before after receiving a promotional product they really like. The same share, 70%, say the quality of a promotional product shapes their perception of the company that gave it to them. Printful notes that recipients expect the same durability from free swag as from items they pay for, so low-quality giveaways can signal that a brand is cheap while well-made pieces do not require a large price tag.

The company swag ideas span apparel, drinkware, tech accessories, bags, and home items. On the apparel side, the guide points to t-shirts in cotton, cotton-blend, and moisture-wicking fabrics for warehouse crews and summer offsites, hoodies as the centerpiece of new-hire welcome kits, bomber jackets with an embroidered chest or

sleeve logo for five- and ten-year milestone gifts, embroidered caps and beanies whose stitching survives repeated washing, visors for golf tournaments and 5Ks, and footwear from canvas sneakers to slides for top clients and sales award winners.

Desk, Drinkware, and Everyday Carry

Drinkware features heavily: stainless steel water bottles are described as consistently among the most-used promotional items, ceramic and enamel camp mugs as among the most-requested welcome kit items, and tumblers with locking lids and double-wall insulation as a trending premium gift for commuting professionals. Tech accessories include phone cases sized for current iPhone and Samsung models, earphone cases that recipients keep using long-term, and padded laptop cases for hybrid workers. For desk setups, the guide recommends custom mouse pads, which sit in front of employees for most of the workday and pair naturally with notebooks, pens, and phone stands in desk supply orders.

Bags round out the everyday-carry tier, with canvas tote bags positioned as an eco-friendly swap that outlives the conference it came from, fanny packs for festivals and campus tours, laptop backpacks for hybrid roles, and duffle bags for traveling sales teams. At the lowest per-unit cost, the resource highlights die-cut stickers, which it says are applied more often than plain square ones, enamel pins that companies can refresh quarterly, and iron-on patches that brand items people already own. Seasonal picks include ornaments, soy candles with custom labels, oversized beach towels, and branded gift wrap, and the guide suggests every swag bag holds one useful item, one wearable, and one small extra.

A Five-Factor Framework and No Minimums

"Swag only works if someone reaches for it. This guide is about picking the bottle, hoodie, or notebook a person uses every day – and using print on demand so nobody is stuck with unused stock," said Davis Sarmins, Director of Growth Marketing at Printful.

The guide closes with five selection factors: brand fit, shareability, practicality, quality, and cost, warning that a limited size range or a fleece delivered in July will leave gifts unused. On cost, Printful notes that custom swag produced on demand is customized only after an order is placed, which reduces waste, ships directly to recipients anywhere in the world, and carries no minimums, so a team can order a single item or thousands with bulk discounts. The resource points to 561 products in Printful's Catalog, decorated with DTG printing, embroidery, all-over printing, DTFlex, and custom knitting.

About Printful

Printful is a global ecommerce platform and on-demand production partner that helps entrepreneurs and businesses create and sell custom products online. Through in-house production, fulfillment services, ecommerce integrations, and design tools, Printful enables brands to launch and grow without holding inventory.

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