



## New Year New Trends: Here What's in for 2020

While we don't know exactly what 2020 has in store, we do know there's *a lot* to be excited about. Colors are getting brighter, technology is cooler than ever, and the apparel is super-stylish. To kick things off, there has been tons of innovative new products, all packing some serious 'wow' factor. As we hit the road running, here are five trends guaranteed to make this year in branding and promotion the most exciting ever.

### 1. The Eco Movement

The sustainability trend gained serious momentum last year. This year? It's a full-on cultural movement, with demand for eco-friendly products at an all-time high. This year, EcoSmart includes over 100 products that are good for brands and better for the planet.



We're talking stylish polos made from recycled polyester, grocery totes made with organic cotton, and tons of eco-friendly substitutes for single-use plastics. But that's only part of the story. Through a partnership with 1% For The Planet, one percent of EcoSmart sales are donated to two incredible nonprofits: Well Aware, which builds clean water systems in Africa, and One Tree Planted, which is committed to global reforestation.



## 2. The New Business Casual

If you've hung around an office recently, you probably noticed the old 9 to 5 has a whole new vibe – a little more relaxed, and *a lot* more flexible.

We've got apparel that's right at home in the new modern

workplace, including polos that are little less, well ... polo-ey. Our "not-so-polo" polos have arrived in more modern colors, higher-quality fabrics and fits that aren't stiff and boxy, like typical promotional apparel. Meanwhile, our new layering pieces – absolute life-savers in any chilly office - have little details that make a big difference. The subtle textures and heathered fabrics go a long way in taking your look to the next level.



## 3. Goodbye Wires

Everyone agrees – the fewer wires in our lives, the better. Big Tech is making sure the future is wireless. It's estimated there will be more than 1 billion wireless charging devices by the end of 2020 (Digital Trends).

We're on a mission to bring the convenience of wireless technology to everyday products. If you've ever dreamed of a Bluetooth® speaker in your water bottle or a backpack with built-in wireless charging, you're in the right place. And as true wireless earbuds skyrocket in popularity (thanks, Apple®), we're making sure they're easy enough for anyone to use. Our new models pair automatically, meaning they're ready to use right out of the case, no manual connection required. And speaking of cases, we've even got earbuds with a case that does double duty: It can recharge your earbuds *and* as be used as a wireless charging pad for your phone.



#### 4. Furry Friends

Pet ownership continues to spike. Nearly 70% of U.S. households own a pet, and overall spending in the U.S. pet industry is increasing at about 4% a year, up from \$66.75 billion in 2016 to nearly \$70 billion a year in 2019 (CNBC report).

With all that in mind, we've launched a travel collection aimed at taking care of our most important companions. From travel bowls, to a pet-centric crossbody bag complete with an access port for waste bags, we have everything brands need to align with the booming pet trend.



#### 5. Less Is More

Time for a fresh, clean look. Right now, we're loving an uncluttered design approach. Because embracing simplicity in product design keeps all the focus right where it should be your brand. This design trend shows up in everything from bags, to drinkware.

### The Bottom Line

There's never been a more inspiring time for promotional products, with so many interesting new ways to set yourself apart.

The trends, the styles and the products are constantly evolving, and we're here to bring it to you first. Thanks for joining us on this crazy ride – it's going to be fun. Contact your Bradley Marketing Group Rep at 800.698.0269 to see how we can ignite your Brand in 2020!