



TOP 5 Industries for Startups & Small Businesses

#1: Arts, Entertainment, and Crafts

MAKING BRANDS STAND OUT

- Exhibit originality with branded **Business Identity Products** that help tell your story.
- **Business Cards** legitimize your business and range from high-end features like emboss, foil and geometric shapes, to budget and DIY options like painting, dipping and watercolor splotches.
- Diversify your strategy and make your brand as visible as possible with **Variable Print** or try different colors or patterns on customer-facing materials.
- Show the boldness of your brand's personality and change up **Envelopes** and **Letterhead** with options that help you stand out from the crowd.

#2: Healthcare and Virtual Medicine

INTRODUCING AND BUILDING A BETTER BRAND

- Make your brand as visible as possible for grand openings or business as usual with signage products like **Feather Flags**, **Window** and **Door Decals** that showcase the value you're bringing to the community.
- Engage with customers with **Badges** that customize with pronouns or variable colors. Build credibility and trust at new locations by displaying years in the industry.



Entrepreneurial Spirit

Americans started over 5.4 million new businesses last year; that's the highest total on record!

Over the past decade, it's typically been around 600k new businesses registered in a year.



Your Online Employee Store

Setting up a corporate store with your branded products can include **Business identity Products** and **Badges** for new employees, **Apparel** for big events and more. All products can be ordered from inventory or printed on demand.

#3: Drop Shipping

THE UNBOXING EXPERIENCE

- Thoughtfully designed **Packaging** can deepen your brand's impact. From **Folding Cartons** and **Pouches**, the container itself is a valuable part of the customer experience. Don't forget to add a branded **Sticker** to your internal wrapping or a cute **Stamp** to seal it all together.
- Product **Labels** tell a story. Research shows that well-designed labels have the power to build brands, create preference and drive impulse purchases.
- Including a branded **Notecard Insert**, **Postcard** or **Post-it®** can help you build an immediate connection with your customers. Tactile finishes such as raised gloss and raised foil will add an elegant and memorable touch.

#4: Accommodations and Food Service

GIFTS, GEAR & GIVEAWAYS

- High-quality branded **Apparel** or **Merch** can turn customers into walking, talking endorsements of your business or product line.
- Build loyalty and engagement through promotional giveaways, including branded **Water Bottles** for events and sponsorships.

#5: Pop-Up Shops

SHOW UP, SHOW OFF

- **Yard signs**, **Banners**, and **A-frame Signs** are instrumental in attracting passersby. Even pet services and washes have cute signage.
- Interior **Signage** like **Window** and **Floor Decals** to help expand your retail square footage without increasing the rent.
- **Table Tents** and **Pedestal Signs** provide necessary contactless payment options like Venmo, ApplePay, and more.