



INNOVATIVE BRANDED MERCHANDISE

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INITIAL INCENTIVES:

# About Us.

Initial Incentives: your dedicated partner in helping you and your team reach new heights in organisational success through the dynamic world of promotional merchandise.

Whether you're orchestrating an internal event, making a splash at an exhibition, cultivating customer loyalty, expanding your database, generating excitement around competitions, marking a business anniversary, or showing appreciation to your outstanding workforce – We've got you covered.

We specialise in pinpointing and delivering the perfect branded merchandise tailored to your specific campaign or occasion. With a trusted reputation, we've earned the trust of both large enterprises and smaller brands across the UK and Europe.

With over three decades of hands-on experience, we've consistently collaborated with organisations, providing unparalleled solutions in the realm of branded merchandise.



Achieve your goals through the power of branded merchandise.



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# Our Services.

Initial Incentives: more than just a promotional merchandise company.

## 01 Merchandise

There is no limit on what you can create with Initial Incentives, we will achieve your goals through branded merchandise.

## 02 Global fulfilment

Fulfilment with Initial Incentives includes - Warehousing, Inventory Management, Pick & Pack, Shipping & Logistics.

## 03 In-House Design Team

Initial Incentives offers a free in-house design team to bring your product to life before purchase.

## 04 Webstores

Webstores are an online platform where you can showcase and sell a range of products to promote your brand.

## 05 Worldwide Distribution

We have an extensive network of distribution partners located in various countries around the world.

## 06 International Presence

Initial Incentives has offices and warehousing partners globally allowing us to cater our diverse clientele.



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# Branded Merchandise.

We firmly embrace the pivotal role that promotional products, or as we fondly call it, “swag,” play in shaping effective marketing strategies and cultivating a robust brand identity.

We're firm believers in the incredible impact that these tangible expressions of your brand can have on multiple fronts, making them an absolute must-have for your organisation.

-  Elevated brand awareness
-  Customer loyalty
-  Cost-effective marketing
-  Versatility
-  Employee engagement
-  Stand out from competitors
-  Long lasting impact



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# Staff Packs.

Craft a curated collection of promotional merchandise designed to elevate your company's brand presence, nurture employee engagement, and bring joy to your team.

Whether the staff packs are for new starters, long-service rewards, or simply a thoughtful gift from the management team, we can assist you in selecting the items for your staff packs. Alternatively, if you prefer a hands-on approach, explore our branded merchandise store. There, you can choose from a diverse array of branded items to create the perfect Swag Pack tailored to your preferences. The possibilities are limitless—select as many items as you desire to make your brand truly shine.

The staff packs can be delivered anywhere, whether individually or in bulk. Moreover, the delivery box itself can be customised with your brand, extending its reach even further.



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# Sustainability.

We champion responsible branding for a positive impact on businesses and the environment through our diverse range of sustainable merchandise

Sustainable merchandise is crucial for mitigating environmental impact, meeting consumer expectations, aligning with CSR goals, complying with regulations, and ensuring the long-term resilience and success of businesses in a changing world..



## Stand out from the competition

Elevate your brand by seamlessly weaving sustainability into your promotional strategies, setting your business apart. Showcase more than just products; highlight your commitment to eco-friendly choices, minimised carbon footprint, and ethically sourced materials.

## Promote your brand responsibly

Our lineup of sustainable products resonates with conscious consumers, echoing ethical practices and a profound sense of environmental responsibility. From raw materials to manufacturing processes, each item sends a compelling message, amplifying your credibility and resonating with individuals who prioritise sustainability.

## Engage your audience

In the current landscape, consumers actively seek out eco-friendly options. Our sustainable branded merchandise serves as a catalyst for authentic connections, cultivating brand loyalty. By aligning with eco-conscious values, our products contribute to a broader mission of promoting sustainability, shaping a better future—one purchase at a time.



A commitment to the future: Innovate | Create | Sustain

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# Global Fulfilment.

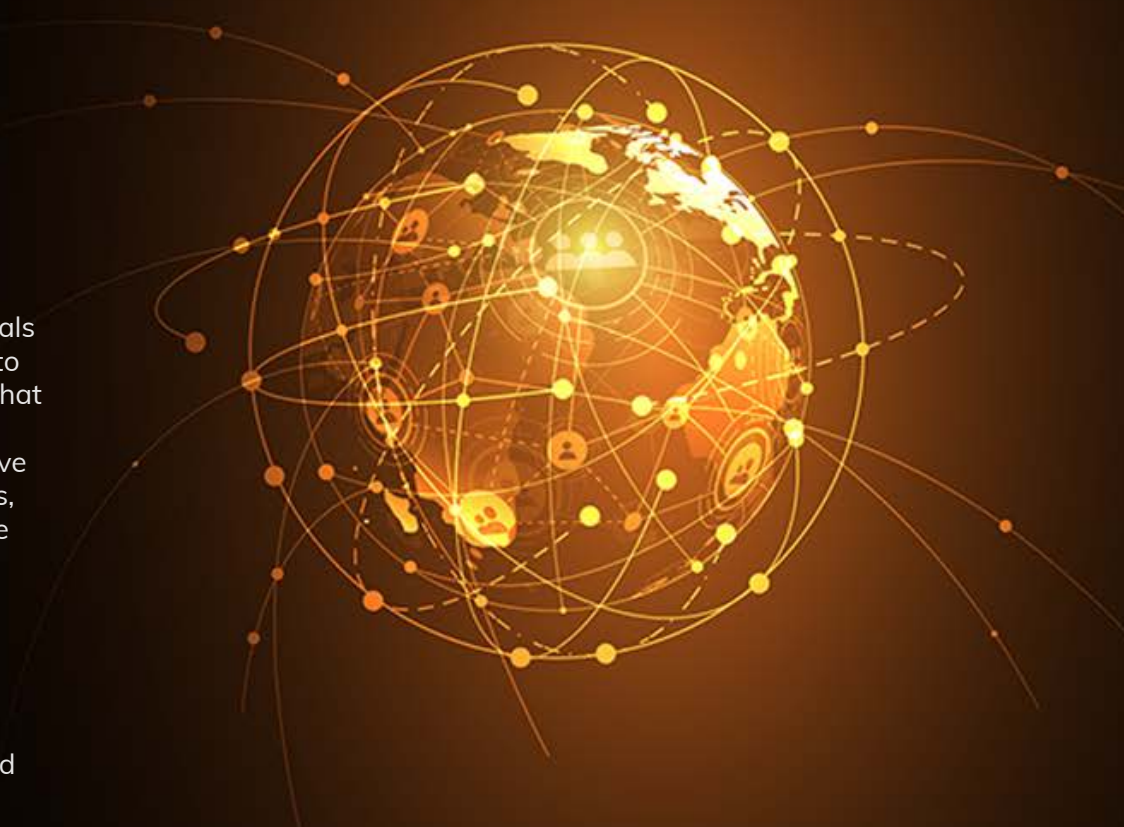
Initial Incentives proudly boasts a global network with offices strategically positioned in Amsterdam, Eindhoven, Luton, and Taiwan.

These locations, carefully selected for their diverse characteristics, serve as hubs for innovation, collaboration, and excellence.

Our teams, comprising talented professionals from various backgrounds, work tirelessly to deliver exceptional products and services that meet the evolving needs of our worldwide clientele. Through our extensive reach, we've gained profound insights into local markets, enabling us to tailor offerings that resonate globally.

Integrated into our global operations is a commitment to sustainability and social responsibility. We actively engage with local communities, supporting initiatives in education, environmental conservation, and economic development.

As we expand globally, our offices remain the driving force behind our success, embodying our vision of a connected world where innovation and collaboration transcend borders. Together, we are united by a shared purpose: shaping a brighter future for our global community.



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# Webstores.

Unlock the full potential of your brand by establishing a sophisticated and fully customised webstore that seamlessly integrates with your company's identity.

Whether selling to customers or giving merchandise to employees, having everything in one place makes it easier for everyone. Picture a virtual store front where every detail reflects the essence of your brand, from the colour palette to the layout and overall design. Tailoring the user interface to align seamlessly with your company's aesthetics creates a sense of cohesion, reinforcing the overall brand experience.

It's not just about showing the products; it's about crafting an online environment where your customers and employees can immerse themselves in the ethos of your brand.

Easily manage stock, orders, and delivery status 24/7 with your custom webstore.



A tailored webstore experience where each click echoes your brand identity.



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# Project Show Case.

Juice Plus entrusted us with the exciting challenge of crafting a distinctive collection of merchandise tailored for their events held in vibrant locations such as Brighton, Warsaw, Berlin, and Milan.

Collaborating closely with the Juice Plus team, we delved into their objectives, ensuring a comprehensive understanding of the brief. Presenting an array of carefully curated merchandise options, we not only provided competitive unit prices but also seamlessly managed the entire process—from designing proofs to placing orders and coordinating deliveries. By taking care of these intricacies, we allowed the Juice Plus team to focus on their core strengths, optimizing their time for maximum impact.



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# What Our Clients Say.



I have worked with Initial Incentives for over ten years and they are my go to supplier of branded merchandise for events. My account manager, Penny, is always able to suggest latest products and source items at very competitive prices and the order process is quick and seamless.

Events Manager  
Royal College of Nursing Group

As one of Initial Incentives longest standing clients, I've seen them prove year on year to be the best supplier within the market at providing a stand out service from product quality to account management. They fully understand our business and are always looking at ways to increase cost effective ways of working and work within our university strategy to ensure they continue to meet the needs of our business from now and into the future.

Contracts Officer  
Middlesex university

I have worked with Initial Incentives for over three years. The variation and diverse product range is second to none! From corporate gifts to developing core ranges, Initial Incentives has grown to become our first point of call. Lead times and product quality are also great and the team are super efficient and helpful.



Buying & Merchandise Manager  
Arsenal Football Club

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INITIAL INCENTIVES:

# Our Offices.

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