

ADD VALUE

**Corporate Gifts
Lookbook**



Welcome To The Corporate Gifts Lookbook

We have carefully curated a collection of custom-branded gifts perfect for any occasion.

Gift giving is about connection.

For clients, making them feel appreciated, strengthening your relationships and keeping you front of mind. For staff, recognising them for their hard work, boosting morale, and helping them feel a sense of belonging.





Corporate gifts also serve as a subtle but effective marketing tool by extending the reach of your brand.

Like anything in business, it pays to put thought into the gift you give to make sure it has the intended effect. Practicality, longevity, environmental impact and catering to your recipients are just some of the factors to ensure the best possible result for your relationships and image.

At Add Value, we have been helping major brands give effective gifts since 2012 – helping organisations from Atlassian to South Australian Department For Education strengthen client relationships and boost their employer brand.

If you're looking for support giving thoughtful and impactful gifts, reach out to us. We would be glad to help you.



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Giving Trends

How to make sure your gifts have an impact.

In 2023/24, there is a strong shift towards quality and sustainability in gifts and promotional products.

As people become more aware of their ecological footprint, they value gifts with a practical purpose that will last for years to come.

Sustainable materials and products that encourage sustainable actions (such as reusable bottles and bags) also tick the boxes for your corporate image.

Getting your gift to stand out could mean a unique conversation starter, or it could be an everyday item that works so well people choose it over any similar items they own.



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Beach Day Collection

Sand between the toes and the soothing sound of waves – we're all dying to head to the coast. What better way to show you care than a practical gift that makes every beach day a day to remember?

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Beach Day Collection

Beach Towel ①

Zip Bottle Coolers ②

Sunrise Smoothie Tumbler ③

Clear Tote Bag ④

Horizon Sunglasses ⑤

Stubby Coolers ⑥

Bahama Beach Umbrella ⑦



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Wellness Retreat Collection

Winding down from the daily hustle or implementing self-care routines – we're all seeking more wellness in our lives. Show your commitment to staff or client wellness with thoughtful gifts that support mindfulness, relaxation and rejuvenation.



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Wellness Retreat Collection

- Mantra Yoga Mat ①
- Neon Bluetooth Speaker ②
- Branded Massage Ball ③
- Relax Candle - Medium ④
- Active Cooling Towel - Pouch ⑤
- Waves Drawstring Bag ⑥

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Gifting Tip #1

Make it Meaningful

When selecting gifts for a range of people, it's important to strike a balance between being general enough to suit everyone (and not risk being offensive), while being personal enough to be meaningful.

Make sure to consider the full demographic range of your recipients – golf balls, for example, are unlikely to cater for everyone.

Choose gifts with a functional purpose that could apply to almost anyone, such as cooking and servingware, bags and water bottles, or games the whole family can enjoy.

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Aussie Summer Collection

What better way to make the most of it with a barbecue, bevvies and some backyard cricket? Give a gift that people can use to kick back and relax for the balmy days ahead.



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Aussie Summer Collection

Backyard Cricket Set	1
Horizon Sunglasses	2
Stubby Coolers	3
Luxmore BBQ Set	4
Allegra 750mL Drink Bottle	5
Cricket Ball Key Ring	6

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Gifting Tip #2 Brand with Subtlety

By pairing your brand with the experience of something useful or enjoyable, corporate gifts are an effective promotional tool.

But large or distracting logos detract from the gift quality and make it more likely to be discarded as 'junk', defeating the purpose of having your brand on a valuable product that people will use for years to come.

Opt for subtle logo placement, where it will be seen while blending with the overall aesthetic.



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Cooking Collection

Cooking goes beyond the utilitarian – it brings people together over a passion for good food. A unique and practical cooking gift inspires creativity while creating memorable moments around the dining table.

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Cooking Collection

Canvas Apron 1

Grow Pots 2

Steak Knife 3

Bordeaux Carving Set 4

Crco Magnetic Clip 5

Atticus Ribbed Champagne Glasses 6



Gifting Tip #3

Practical gifts

Practical gifts that add value to people's lives will ensure you are seen and remembered for years to come.

Think beyond branded T-shirts and the stationery – these might form a great welcome pack for new hires, but for enjoyment outside of work they won't hit the mark. Besides, many people are already doing away with pen and paper altogether.

You don't even need to be wildly unique. You could choose an item as general as a water bottle – just make sure it's useful enough to become their daily go-to.

Water Bottles

Byron 1L Drink Bottle 1

Allegra 750mL Drink Bottle 2

JM057 Thermo Bottle 3

JM102 Thermal Bottle 4

Soda Vacuum Bottle 5

Gelato Aluminium Drink Bottle 6

Tahiti Water Bottle 7

Triathlon Bottle 8



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Socks

Crew Custom Pattern
Woven Socks

1

Crew Kids Custom
Pattern Woven Socks

2

Low Cut Custom
Pattern Socks

3

Digital Printed
Sports Socks

4

Custom Premium
Sport Socks

5

Gifting Tip #4

Environmentally Friendly Gifts

One of the biggest trends of 2023/24, environmental responsibility in your gift giving is a must.

This encompasses two factors. The first is lifespan – make sure your gift is practical and designed to last. Cheap, gimmicky products destined for landfill are not a good look.

The second is environmental impact. Items made from recycled, recyclable and/or biodegradable materials signal your environmental consciousness.

You can also show your commitment to sustainability by gifting products that encourage sustainable practices, such as reusable bottles and bags.



1



2



3



4



5



6



7



8

Eco Gifts

Chat Recycled Aluminium Drink Bottle	1
Adair Bamboo Cutlery Set	2
Bamboo Hairbrush	3
Bamboo Perpetual Calendar	4
Banquet Stainless Steel Cutlery & Straw Set	5
Byron Mesh Produce Bag	6
Round Bamboo Bottle Opener	7
Apex Bamboo Ruler	8

Cooler Bags

Alpine Cooler Bag

1

Tundra Cooler/
Shopping Bag

2

6-Can Cooler Bag

3

Cooler Bag Set

4

75L Cooler Bag
with Wheels

5



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Headwear

Icon Cap

1

Icon Trucker Cap

2

Crusade Custom
Flat Peak Cap

3

Condor Cap

4

Brushed Cotton
Cap with Buckle

5

Premium American Twill
Contrast Peak Under

6

Premium American Twill
Snap back Pro Styling

7

A5100 Green Cap

8

Cabana Wide Brim Hat

9

Wide Brim Straw Hat

10

Oilskin Wide Brim Hat

11



Gifting Tip #5

Conversation Starters

Another way to ensure your gift has impact is to choose something novel that will spark a conversation. Games or puzzles that people keep returning to will create plenty of fodder for water cooler conversations or meeting icebreakers.

If your gifts are high quality and unique enough, people are also likely to keep them – ensuring your products last.



Games

Ring Toss Game

1

Skittle Throw

2

Backyard Croquet Set

3

Backyard Cricket Set

4

Custom Puzzle Cube

5

Trek Tic Tac Toe Game

6

Ordering your products

Simple steps to ensure smooth delivery

You've been inspired by this lookbook and know exactly what you want.

What happens now?

- 1 GET IN TOUCH**

Speak with us about your gift ideas, deadline, budget, and any artwork you have to hand.
- 2 QUOTE**

We'll put together a quote with an order deadline.
- 3 ORDER CONFIRMATION**

Accept your quote and we will send your order through to our production team.
- 4 ARTWORK MOCKUP**

Our production team will first be in touch to work with you to mock up your artwork. At this point we require your logo in .ai, .eps, .svg or .pdf vector format. If you only have .jpg or .png files, we can redraw these for an additional fee.
- 5 PRODUCTION**

Once you're happy with this mock-up and have approved the final quantities and styles, your order will proceed into production. Here our team will work with our decorators to make sure you get the exact product and look that you want.
- 6 DELIVERY**

Your products are delivered, ready to delight their recipients!

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For questions or to discuss ideal gifts, speak to us on
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