

THE CONCEPT BOOK

Concepts with impact



Concepts to make a difference

Are you ready to make a difference? We have a lot of unique concepts to impress your customers with. You can for example go for a full colour print in 360, a mega laser engraving, personalized name-it options or you can choose for our impressive and cheap single pass print in full colour! Or get inspired by our brand new items, our green impression assortment or one of our impressive brands.

NOVELTIES

Brand new items

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Go round and round with 3Sixty

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Bigger print Bigger impact

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Full colour for a one colour price

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BRANDS

Big impactful brands with attitude

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NOVELTIES

Introduced in the first quarter of 2022

Trend alert: 675310 100% Cotton Hammam towel

One of our best-selling items from the first quarter is the 100% cotton hammam towel (art. 675310). The item has a size of 180 x 90 cm and is available in four fashionable colours.

Hammam towels are really popular and we fully understand why. Not only does it have a far more fashionable design compared to 'normal' towels but there are more benefits.



Benefits of a hammam towel:

✓ Soft towels

Hamam towels are really soft, which makes them perfect for any skin type.

✓ Luxurious cotton material

They are shed-proof because of the special weaving technique and the luxurious cotton material. Original hammam towels are made in Turkey because of their special techniques and our model has also been created in Turkey.

✓ Fast-drying

Hammam towels are fast-drying because they were created to be kept dry in hammams that have a lot of moisture in the air.

✓ Useful for any occasion

Hammam towels can be used in a many types of occasions. Besides using it as a hammam towel, you can for example also use it as a beach towel, as a pool towel, as a (picnic) blanket or even as beach wear or as a shawl!

✓ Space saving

They save space in your closet or suitcase because, even though they have large sizes, they are very thin and lightweight.

✓ They look amazing

It's really a great addition to your bathroom interior.



NOVELTIES

Introduced in the second quarter of 2022

How to play the 736608 wooden ludo game:

1. Place your four pawns into the pockets on the corner you are sitting closest to.

2. Take turns rolling the dice until someone rolls a 6. When you roll a 6 you can bring your first pawn onto the board on the starting space.

3. Each time you roll a 6, you can place a pawn on the board and roll once more to move it. If you roll a 1-5 and have pawns on the board, you can move one of the pawns. If not, it's the next player's turn.

4. Move on the outer lines of the board until you arrive at your own side of the board. At this point you must roll the exact number needed to get each pawn onto the 'home base', which are the inner lines on your side.

5. Reach the "home base" with all of your pawns first to win the game.

6. Seems easy right? Well, that's not all. The most fun part of this game is that you can reset pawns of the other players because when you land on another player's pawn space, that player must take the pawn off the board. On their turn, they will need to roll a 6 again to get the pawn back onto the board.

Challenge your friends or colleagues



How to play the 736672 wooden skills game:

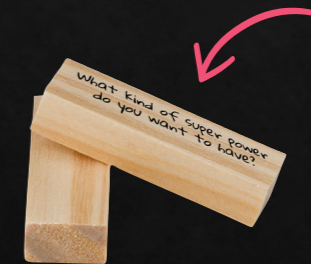
1. Stack the blocks in sets of three pieces in which you rotate each new layer 90° along the horizontal axis from the last layer.

2. Pick a player to pull out the first block. Remember that you can only use one hand for this.

3. Place each block that you pulled out back on top of the tower. Try to place them neatly so that the tower stays strong.

4. Play until the tower falls. The person who makes the tower fall is the 'loser'.

5. Rebuild and play again!



Optional: You could also write 'dares' or a 'questions' on the blocks to make it more interesting.



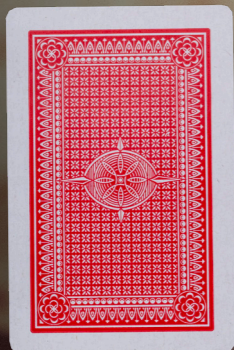
NOVELTIES

New in the third quarter of 2022

What memories do you have when you think of 771596 playing cards?

Playing cards have been one of the most popular games for many years. With one deck you can play many different games and have hours of fun at home, at work, at school or on your holiday. You can play games by yourself, like patience, or you can play many games together with your friends and family.

What memory comes to mind when you think about playing cards? Can you remember the branded logo on the cards or the tin as well? A lot of people can. That's a lifelong impression you can create with our playing card set as well.



Coming soon!



Let's make memories together!



Combine the plush toys with our special t-shirt (art. 5013).



747962



748030



747992

Meet our new plush friends

You can already find different types of plush animal toys in our assortment like a bear, lion, hippo, mouse, panda or dog but now we have also added a plush tiger, monkey and elephant to the range.

The tiger, monkey and elephant have a printable eartag, but it's also possible to combine these toys with our special plush t-shirt (art. 5013). The items also have embroidered eyes instead of plastic eyes, which

makes it safer for children. Safety is very important with items for kids, that's why all our plush toys are 100% safe and certified!

Meet our new 6474 plush cloth addition

One of our bestselling plush items is the plush cloth (art. 6474). The item has knots at three corners and an animal head on the fourth corner. You can choose to embroid the item on the front, or you can print your logo on the ear tag. Besides the duck, bear, panda and frog we have now also added a bunny to the range.



THIRD QUARTER There's more where that came from

Have fun together with some food and drinks. In the third quarter we have many applicable products for you to use.

771631 ABS wine set

Helps you serve the wine without spilling



738371 Stainless steel bottle (600 ml)

Combines style and functionality to the most

771753 Picnic set in canvas travel pouch

All you need to spent some quality time in nature



771714 Stainless steel cocktail set

Shake it so you can make it



763599 Soft PVC wine

The cool and flexible solution





360 PRINT

Print round and round

For brands looking for a giveaway with maximum impact from every angle: 360 degrees print in full colour. Make one of our bottles look custom with an all-around print that expresses what a company is all about. More space for creativity and brand awareness.



A finishing touch

And do you want to highlight your logo or certain parts in your design? Apply a spot varnish! This gives a shine and a relief to your design. Certain elements stand out even more and it makes your print truly unique.

“A way to **highlight** certain parts of your artwork.”



360 print is available on 8 of our bottles

Finish your artwork with spot varnish

Make certain details shiny

Give your artwork finesse

MEGA LASER

Bigger print Bigger impact

A supersized version of the laser engraving

The mega laser printing technique is a supersized version of the laser engraving we already offer. The laser burns away the top layer of a product and creates a subtle, three-dimensional effect. With some of our aluminium and stainless steel bottles, the top layer is coloured and the engraving exposes the metal colour underneath. This contrast makes the logo stand out even more.



MEGA
print area
(max. 50 x
100 mm)

Possible
on uneven
surfaces and
cone-
shaped items

Highly
detailed
designs



Suitable for
metal, bamboo,
and tritan

Permanent
print

SINGLE PASS

Full colour print

One colour price

Take your profit

Profit from lower printing prices and better results with this automatic digital printer. This printing technique is suitable for more than 25 of our bestsellers. Pay less while increasing quality!

Better price Better quality



What are your benefits?

✔ Lower prices

Spectacularly low prices in comparison to the normal 'digital' print techniques.

✔ Suitable for 'Name it'

Personalize the items with different names.

✔ Better results

Impressive print quality, because white is always printed underneath. PMS colours will also be more colour accurate.

✔ Best choice

Improve conversion on your web shop by offering one print option



Nicole

NAME IT

Make it unique and personal

We offer personalization beyond your company name

We print individual names on each giveaway. Personalized items are kept longer, used more, and are hygienic too. Make it unforgettable. Make it personal!

Select printing techniques that are suitable for a personal touch. You can personalize all items that are suitable for one of the following printing techniques:

(MEGA) Laser

Digital print

360 print

Single pass

Digital transfer

'Name-it is possible for a small extra price but makes a great difference!'

Contact us about how you can maximize your impact with Name It!

WE TAKE CARE

A small selection of Name It items



Personalize your favorite give-aways

Impression

The Green Impression collection keeps growing!

Green Impression consists of three categories: Eco Basic, Eco Friendly, and Eco Proof. Each with its own label. Because it's not just important to be green; we value transparency as well.



GREEN IMPRESSION

How eco are you?



How ecological is an item really?

Just look at the label. It tells you if an item is made of 10-30%, 30-60%, or over 60% ecological materials. Bamboo, wheat straw, R-PET, cotton, or any of the other natural or recycled materials that are environmentally friendly. This is completely unique in the market!

Impression
ECO PROOF

Impression SUSTAINABLE



Sustainable products

But there is more to helping the environment than choosing eco materials over plastic. Our assortment also includes clever solutions so we can all make small changes in our daily lives. Think of stainless-steel drinking straws, solar-powered power banks, shower timers, and much more.



Wood

Wood is a renewable resource. It is one of the most environmentally friendly materials. While the trees grow they absorb carbon dioxide and produce oxygen. Pine is the most sustainable as it is a fast growing tree. Wood is durable and gives the product a natural look.



Recycled paper

The production of paper requires a lot of water, which is considered a strain on the environment. Paper products should not go to waste but be recycled instead, which saves on energy and water consumption, and reduces waste.

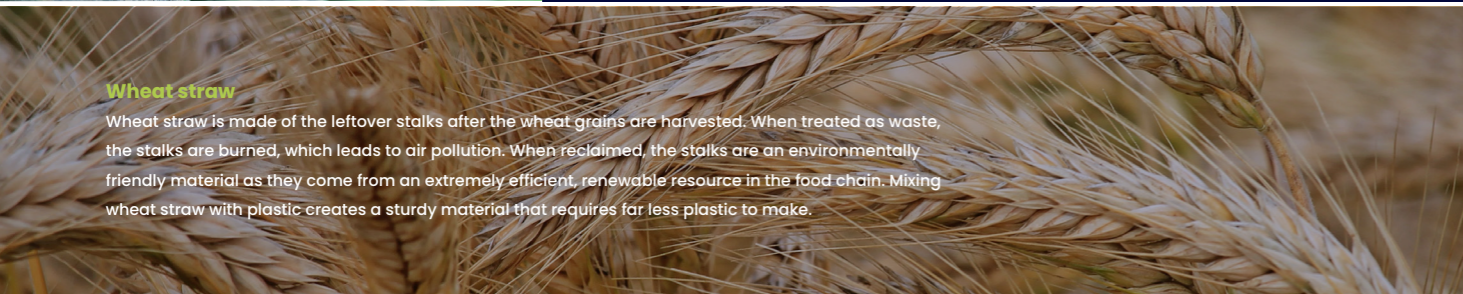


Bamboo and bamboo fibre

Bamboo is a type of wood that is especially eco-friendly since it is a natural resource that renews quickly. Bamboo regrows extremely fast, is naturally pest resistant (no pesticides needed), and requires less water to grow than other plants. Bamboo fibre is a versatile material suitable for making both drinking cups and fabrics and is quickly biodegradable.

Coffee grounds

Across the world people drink around 400 billion cups of coffee annually. Coffee grounds are a by-product of every single cup of coffee brewed. Rather than letting tonnes of coffee grounds go to waste every single day, the material can be recycled into useful products. This reduces global waste and puts no extra strain on resources.



Wheat straw

Wheat straw is made of the leftover stalks after the wheat grains are harvested. When treated as waste, the stalks are burned, which leads to air pollution. When reclaimed, the stalks are an environmentally friendly material as they come from an extremely efficient, renewable resource in the food chain. Mixing wheat straw with plastic creates a sturdy material that requires far less plastic to make.

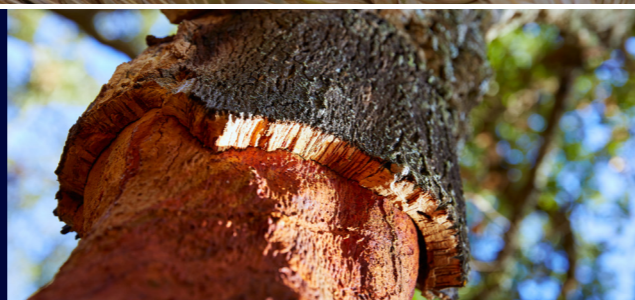
Stone paper

Stone paper is a new alternative to paper made from wood pulp. It is by definition not real paper, but a paper-like material made from calcium carbonate and polyethylene, which makes it water and tear resistant as added bonuses. The production of stone paper uses no water, unlike the copious amounts of water used for making paper from wood pulp, which is why stone paper is a more ecological alternative.



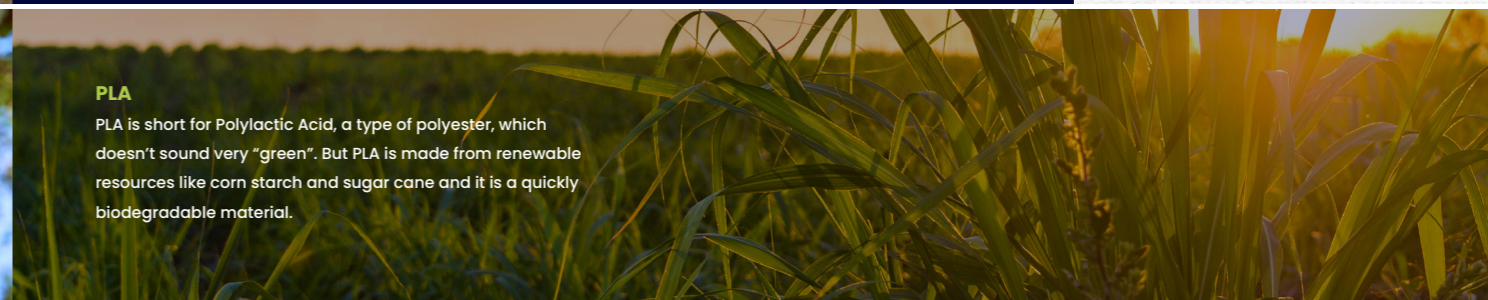
Cork

Cork is harvested only from the bark of the cork tree, meaning that the tree itself is not felled for the production of cork products. The tree simply regrows its bark, making cork a material from a highly renewable resource. Cork is both recyclable and biodegradable, meaning there is no polluting waste.



PLA

PLA is short for Polylactic Acid, a type of polyester, which doesn't sound very "green". But PLA is made from renewable resources like corn starch and sugar cane and it is a quickly biodegradable material.



Jute

The outer stem and skin of the jute plant are used to make jute: a hard-wearing material that is recyclable, biodegradable, and compostable. The jute plant is ready for harvest in as little as 4 to 6 months and has a high crop yield, making it a very efficient resource. It requires no pesticides or fertilization and even enhances soil fertility for future crops.



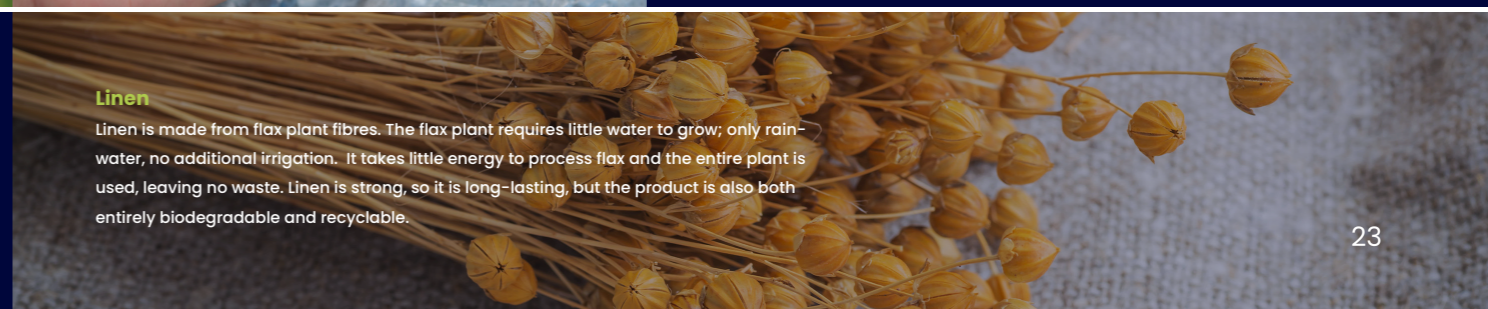
RPET

Recycled PET, or RPET, saves on the use of fossil energy. Production of RPET emits 70% less carbon dioxide and uses 90% less water than polyester. Instead of polluting the oceans, millions of throwaway PET bottles are recycled into new products.



Cotton

Cotton is a natural and sustainable resource. After harvesting, most of the cotton plant is used, not just for the production of cotton, so there is little waste. On top of that, products made of cotton are biodegradable.



Linen

Linen is made from flax plant fibres. The flax plant requires little water to grow; only rain-water, no additional irrigation. It takes little energy to process flax and the entire plant is used, leaving no waste. Linen is strong, so it is long-lasting, but the product is also both entirely biodegradable and recyclable.

BRANDS

All of our brands

We have multiple new brands in our assortment, handpicked to boost your brand!

Because yours is the most important, to you and to us

These popular and recognizable names help you achieve your goals. Your customers and business relations will know that you gave them a quality gifts when you gave them a quality gifts when you give them Parker, Waterman, rÖtring, Cross, Stilolinea, Scheaffer, Charles Dickens, Stabila, or Impression.



Looking for brands that are made in Europe?



Extreme
large
assortment

100%
certified
assortment

BRANDS

A fresh
modern
brand

Impression

GIFTS TO REMEMBER



The **safest**
brand in the
industry

Sit back, relax,
nothing to worry about

Impression has been active since 2002. This modern brand is a breath of fresh air in the promotional products industry, as the first brand in the industry to offer a 100% certified assortment.

What does it mean to be 100% certified? It means the entire Impression assortment complies with REACH (Registration, Evaluation, Authorization, and restriction of Chemicals); European laws and regulations for the protection of people's health and the environment.

Every single product is thoroughly tested and is only introduced in the assortment when it passes those strict tests with flying colours. This way Impression can guarantee products that are safe to use; safe cosmetics, safe children's toys, safe electronics, and safe food ware. This is how a brand makes the right impression. Because "safety is important to you, to us, and to the end user".

BRANDS

Parker means business

New Parker pens in the assortment!



PARKER

History was literally written with a Parker pen

In 1945, General Dwight D. Eisenhower signed the surrender of Germany with a Parker 51, ending the second World War. But mostly Parker would influence the history of the pen itself. With inventions that prevented pens from leaking, and quick-drying ink that required no blotting. As well as with the iconic advertising stunt of dropping a Parker pen out of an airplane; the ultimate drop test to show Parkers withstand cracking.

In 1954 Parker launched the Jotter

The first reliable ballpoint pen with a large refill. The Parker Jotter has become as famous pen as a pen can be, instantly recognizable around the world, even by just its characteristic click alone. It is still one of the popular pens. For promotional use as well!

Many colour variations

Other models

The brand has several well-known models other than the Jotter, like the Sonnet, Urban, and IM. They are easily recognized as Parker pens by their arrow clip. It symbolizes Parker's attention to detail and its pioneering attitude; always going forwards.

BRANDS

Made in France

WATERMAN

PARIS

New Waterman pens in the assortment!

Paris drives the inspiration of the Waterman designers

Elegance and luxury

Waterman was founded in New York in 1884, but the brand resonated so well with the European market that it relocated to France and never looked back. It is in Europe where Waterman found its style and its success.

Paris drives the inspiration of the Waterman designers. A Waterman pen captures elegance and luxury, designed to let the user have that French sophistication at their fingertips. It is a pen for connoisseurs of true quality.

Each Waterman pen is hand assembled and hand tested by an in-house expert. This guarantees the experience of quality and luxury for every writer who uses a Waterman pen.

Waterman describes elegance as “the perfect balance of beauty and innovation”. Because a Waterman pen is not guilty of style over function. While the exterior is designed to be a timeless beauty, the interior is engineered to be a durable tool.

“The perfect balance of beauty and innovation.”

BRANDS

Made in Italy



The pen is the quintessential promotional giveaway

But it wasn't always like that. In the early 1970's, Stilolinea founder Piero Chicco was one of the first to see the potential of the pen as a tool for brand awareness. As such, a little bit of history was written.

But being one of the first is not what solidified Stilolinea's success. The brand offers a strong combination of style, colour choices, and quality, which make their pens so appealing, even in today's market where the promotional pen is mainstream.

1. All design, production, moulding, assembly and packaging are done inhouse in Italy for each product in the range. This means that Stilolinea products are in every way 100% Italian.
2. Each step in the Stilolinea production process is followed by an automatic quality control, followed by multiple manual quality controls at the end of the process
3. All processes are certified and awarded regarding Quality and Environmental outline goals (UNI/ISO-9001:2008 and UNI/ISO14001:2004.
4. Stilolinea products have a writing length that is at least 3 times longer than basic products. Products with a Jumbo filling even have a writing length that is almost 5 times longer than basic products.
5. Thanks to the continuous maintenance and consistent cleaning of the machines and moulds a brilliant material surface is created. Stilolinea also only uses top quality and certified ABS plastic.
6. All ink used are German Dokumental Ink, non-toxic and Reach compliance certified. This means a smooth, leakproof and fluent writing.
7. The reorder rate is almost 10 times higher compared to basic products.



BRANDS

Made in Germany

STABILA® 

German precision and quality are the trademark of STABILA

German precision and quality are the trademark of STABILA. The brand started with the production of folding rulers in the late 1800's, shaping the folding ruler that we know and trust today.

It is not by accident that STABILA became a world-renowned manufacturer of branded measuring tools. Innovation and dedication lead to perfection. This holds as true for the brand as it does for the craftsmen who use their tools.

STABILA learns from the best through constant dialogue with their customers: professionals in construction and craft trades. Insight in the day-to-day and evolving needs on a construction site inform the innovation of STABILA's product range. This insight is combined with the expertise of the brand's own team of experts and engineers, who know how to design and manufacture reliable tools.

The STABILA philosophy is: "Good tools equal good work". Precise measurements are the foundation of any construction project. STABILA is committed to being the best they can be, delivering high-quality tools that match the skills of the professional construction worker, boost their productivity, and let's them achieve the best results.

Good tools equal good work

BRANDS

The tools for creators and engineers



Give creators and engineers the tools to bring works of art to life

The design approach of rötring is minimalism and simplicity. The brand's pens and mechanical pencils have a no-nonsense look that appeals to creative professionals. The goal of rötring is to be within reach whenever inspiration strikes and to "give creators and engineers the tools to bring works of art to life". Their products are durable and pocket-safe and made to deliver technical precision.

The mechanical pencil, a must-have for engineers, became the company's most recognizable product. The Tikky mechanical pencil was introduced in 1979, with the second generation – a new and improved version – launching in 1997. It is known worldwide and still very successful. The Tikky is characterized by the ergonomic grip that provides security and comfort while drawing.

Considering its success, it only made sense to create a ballpoint pen with the same design. The characteristics that made the Tikky mechanical pencil unmatched as a drawing tool for engineers, also make the pen version the ultimate writing instrument. Both are available in our assortment!

Introduced
in 1979

A must-have for
creators and
engineers

Ballpoint pen



Mechanical
pencil

Comfortable while
drawing

Simple
design

Made in
Germany



BRANDS

The perfect branded giveaway

Cross makes its pens to be more than just writing instruments

The brand sees their pens as gifts to commemorate both personal and professional moments with and to be handed down from generation to generation - to be there during someone's journey from one milestone to the next.

This is why Cross pens are made with a jewelry-like quality and the brand even offers a unique lifetime mechanical warranty. This shows how much faith the brand has in the durability of their pens and this confidence is not misplaced.



CROSS®



During the production process, each pen is tested at every stage, as many as 120 times per pen! This is how Cross can guarantee that their pens stand the test of time.

With the philosophy that a pen is more than just a pen, and that writing is an art, "Cross has rewritten the rules for putting pen to paper".

Cross pens were made to be gifts for special moments and as such they are the perfect branded giveaway.

A special gift for a special moment



BRANDS

Also view our other brands



SHEAFFER®

Sheaffer is a Midwestern American brand and what they do well is simplicity with a little bit of flair. This results in a timeless style, from 1913 until now. We have the ultimate Sheaffer ballpoint pen in our collection. The only question is: are going for silver or gold?



CHARLES DICKENS®

Everybody knows the famous author Charles Dickens. The brand Charles Dickens® is a true writer's brand, with a selection of classic pens that inspire to write. We also have notebooks, a conference folder, bag, and umbrella, that bring the classic style into the future.



VICTORINOX

Nowadays, Switzerland is known for a high quality of life. But that is not just because of the fresh mountain air. It's thanks to the Swiss' dedication to perfection and Victorinox embodies this attitude. The brand's guiding principle is: "true quality is always found in the details". The reliability and durability of their products reflect this.



erco_{promotion}

IMPORT - EXPORT PROMOTIONAL GIFTS

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