

Product Spotlight: Outerwear



95% Total Recall

Jackets have the best advertiser recall of any promotional product.

A whopping 95% of those who own logoed outerwear can recall the advertiser's name.



Bundle Up!

Outerwear recipients think very favourably about the advertiser - **86%** of consumers think more positively about an advertiser after receiving a **promotional jacket**.

MAJOR CONSIDERATIONS IN SELECTING OUTERWEAR

How **cold** is the environment?



How **wet** is the environment?

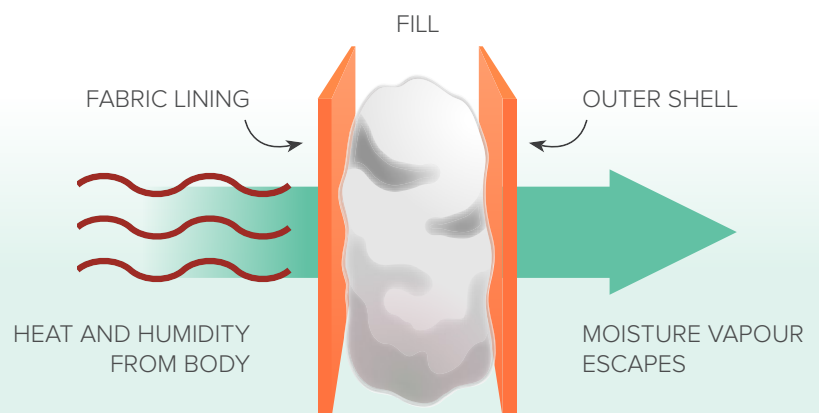


How **windy** is the environment?

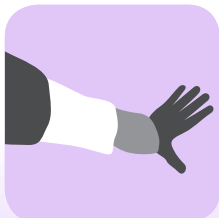


How much **heat** and **moisture** (perspiration during activity) will the wearer's body give off?

HOW DOES A WINTER JACKET WORK?



TIPS ON HOW TO DRESS DURING COLD WEATHER



Wear loose-fitting layers as this will trap pockets of air to insulate you.



Wear a hat as 40% of your body heat can be lost from your head.



Cover your mouth to protect your lungs from extreme cold.

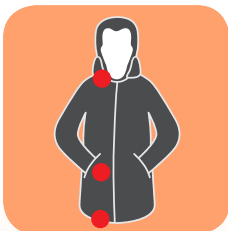


Mittens, snug at the wrist, are better than gloves.



Avoid metal jewellery or metal zippers next to the skin.

DESIGN FEATURES KEEP YOU WARM



Drawstrings at the hood, waist or bottom to keep out cold air and allow for ventilation.



High collars or ribbed necklines hold warm air in.



Adjustable cuffs keep cold air out and allow excess body heat to escape.



Two-way zippers allow ventilation and provide comfort when seated.



Storm flap closures over zippers keep out cold and wind.



Raglan sleeves or an extra yoke cover protect shoulder seams from water penetration.

WITH A FANTASTIC RANGE OF COSY WINTER-ESSENTIALS, WE'VE GOT YOUR WINTER BASES COVERED.

SIMPLY [CLICK HERE](#) TO VIEW OUR ENTIRE RANGE OF JACKETS.