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January 10, 2008

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MARKET FOCUS: Education Industry

Commentary: Reading the Future

Forecasting is a hit or miss proposition. But reading the crystal ball right only a few times could mean the difference between a good year and an average one. [Click Here for more.](#)

School's in Session for Promotional Products

Whether you target students, parents, alumni or faculty, schools can be a lucrative avenue for promotional consultants. Find out just what it takes to break into the education market. [Click Here for more.](#)

Market Data: Education Industry

Get the latest trends and statistics for the education industry. [Click Here for more.](#)

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CONTINENTAL™

SUPERIOR BLANK IMPRINTABLE T-SHIRTS & SWEATSHIRTS



PROMOTIONAL SOLUTIONS

The Trust Factor

Showing clients and potential customers that you are dependable and reliable goes a long way in the business world. Here are some tips on how to sell ethically and effectively. [Click Here for more.](#)

Decoration Direction: Crucial Tips on "Green Printing"

Learn from one of the world's foremost authorities on screen printing inks and techniques what decorating processes are available to satisfy your customers' requests for entirely eco-friendly products. [Click Here for more.](#)



NEWS

PPAI Offers Free Promotional Products Workshops to ISS Attendees
The Promotional

PRODUCT SPOTLIGHT: Organics and Sustainable Apparel

The Eco Explosion

Demand sparks a boom in organic and sustainable apparel styles for 2008. This season, sales of organic garments are soaring, and vendors are projecting double-digit growth for the foreseeable future. [Click Here for more.](#)



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PRODUCT ROUNDUP: ISS Show Highlights



The Sawgrass Technologies Direct Advantage DTG printer from **Innowave Solutions** is a portable system with interchangeable adult and youth platens. [Click here](#) for more.



California Basic's sheer heather jersey shirt features a raw edge with finished hem on short sleeves and bottom layer. [Click here](#) for more.



Capable of transporting pets up to 12 lbs, the pet bag from **Cobra Caps** includes removable carpet, padded interior and picture window. [Click here](#) for more.



The six-needle SWF/MA-6 compact singlehead embroidery machine from **SWF/MESA Distributors** can sew up to 1,000 stitches per minute on shirts. [Click here](#) for more.



The Crystal Keepsakes System from **RPL Supplies** enables decorators to print an image onto specialty film using an inkjet printer, apply crystal glue and cure for 95 seconds. [Click here](#) for more.



Printa Systems' 990 Series Platinum pad/cylindrical printer is available in manual and semi-automatic models and can print on irregularly shaped items. [Click here](#) for more.

Products Association Intl.'s (PPAI) Professional Development division has created four completely new workshops to offer at five of the 2008 Imprinted Sportswear Shows. These uniquely designed, FREE workshops introduce decorated apparel professionals to the rest of the \$18.6 billion promotional products industry. Attendees will learn how to increase revenue, improve profits and find new customers with no additional capital expense! These ground-breaking new workshops will be offered at the following Imprinted Sportswear Shows:

- Feb. 8-9, [ISS Orlando](#)
- July 18-19, [ISS New England](#)
- August 7-8, [ISS Schaumburg](#)
- September 11-12, [ISS Atlanta](#)
- October 3-4, [ISS Fort Worth](#)

For complete workshop details, visit ppaimarketshows.com.

ISS Long Beach Showcases Eco-Friendly Products
The number and variety of "green" products in the decorated apparel industry have grown dramatically during the past few years along with consumer interest in eco-friendly products. To help increase attendee awareness of the availability of such products, the Imprinted Sportswear Show will feature a new Green Pavilion at ISS Long Beach. [Click here](#) for more.

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