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MARKET FOCUS: The Financial Industry

The Big Story for 2008? In a Word, "Green."

With the introduction of dozens of eco-friendly soft goods and decoration products in the decorated apparel and promotional products industries this year, there's no reason why you shouldn't try to capitalize on the opportunity these products present to help your customers go green. [Click Here](#) for more.

The Financial Industry Roller Coaster

Despite the downward spiral the financial market has faced this past year, if you're brave enough to tap into this once-lucrative industry, there's a good chance you'll fare much better than the industry itself and turn a sizeable profit. [Click Here for more.](#)

Market Data: The Financial Industry

The latest trends and statistics driving the financial services sector. [Click Here for more.](#)

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7 Characteristics That Shape a Winner's Attitude

Everyone has within them the ability to be a winner, but few call upon that ability. Here's what it means to have a winning attitude — and be a sales success. [Click Here for more.](#)

Decoration Direction: Choosing the Right T-Shirt for Your Designs

Whether you're a start-up decorator, an old pro or a promotional products distributor, knowing how different fabrics print is more than a smart move. [Click Here for more.](#)



PRODUCT SPOTLIGHT: T-Shirts

T-Shirts: The Industry Staple Keeps Advancing

The New Year brings advanced fabrics, unique washes and more varied color palettes to the T-shirt market. [Click Here for more.](#)



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PRODUCT ROUNDUP: T-Shirts



This juniors heather striped T-shirt from **T-Unplugged** is made from 50% cotton/50% polyester and features a lengthier silhouette. [Click here](#) for more.



Jerzees Move T-shirt (style 21M) is constructed from 5.8-ounce 100% polyester. It features odor control and is ideal for sublimation printing. Sizes S-3XL come in eight colors. [Click here](#) for more.



This 4.5-ounce 100% cotton jersey T-shirt from **TSC Apparel** features double-needle stitched sleeves and bottom hem. [Click here](#) for more.



Expert Performance T's 100% microfiber T-shirt features lifelong moisture-wicking properties and is treated with BodyFresh. [Click here](#) for more.



The Swoosh T-shirt from **Eco Apparel** is made from 100% recycled polyester with eco-carbon, a fiber derived from re-used coconut shells or bamboo. [Click here](#) for more.



Fruit of the Loom's Lofteez T-shirt (style 2023OR) is made from 6.1-ounce 100% cotton jersey and features a high stitch density for a smooth surface. Sizes S-4XL come in up to 38 colors [Click here](#) for more.

[We're Going 'Green' — Are You?](#) If "green" isn't on your itinerary for ISS Atlantic City, then you're missing out on the big story for 2008. For apparel decorators and promotional consultants, there's no better place to start the search for products to meet customers' needs than at the Green Pavilion in Atlantic City. Featuring a sampling of eco-friendly apparel and decoration products, ranging from headwear to inks, the Green Pavilion will provide a glimpse of some of the decorated apparel industry's exciting new introductions. [Click here for more.](#)

[PPAI Publishes Guidelines for Managing Responsibly](#) Months before Mattel announced its discovery and recall this past summer of Chinese-made toys containing lead paint, a committee of the Promotional Products Association Intl. was hard at work developing comprehensive product safety and related guidelines for its members. [Click here for more.](#)

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