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**MARKET FOCUS: Construction Industry**

**[Commentary: Don't Let the Bad Economic News Get You Down](#)**

In case you haven't heard, all economics is local. [Click Here for more.](#)

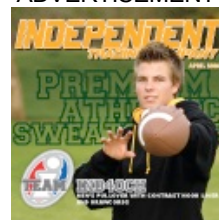
**[Building New Business in the Construction Industry](#)**

Despite the current economic recession, promotional products distributors report that business is holding steady when it comes to promotions for the construction industry. [Click Here for more.](#)

**[Market Data: The Construction Industry](#)**

As one of the nation's largest industries, construction employment is expected to grow just over 10% between 2006 and 2016. Learn more about the current trends and statistics in the construction industry. [Click Here for more.](#)

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Providence, RI  
July 18-20, 2008

**PROMOTIONAL SOLUTIONS**

**[Feeble Questions Can Kill Your Business](#)**

Asking the right question is a skill to be learned and used. Knowing the difference between a weak question and a strong one will make or break the sale. [Click Here for more.](#)

**[Decoration Direction: Apply Some Heat](#)**

You don't have to offer screen printing to create great graphics on team uniforms. With new technology and materials, you will be amazed at what's possible with heat-applied graphics. [Click Here for more.](#)



A friendly online discussion forum for people starting t-shirt companies.

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## PRODUCT SPOTLIGHT: Teamwear

### Performance and Personalization Add Flair to Teamwear

Enhanced moisture-wicking properties and the demand for new looks and designs on the playing field are making a major impact on team sports uniforms. [Click Here for more.](#)



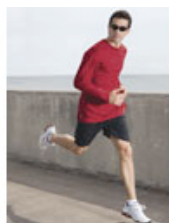
## PRODUCT ROUNDUP: Teamwear



Umpire slacks from **Dalco Athletic** feature a plain front with western-style pockets, belt loops and an enlarged lower leg opening. [Click here](#) for more.



Made from 100% polyester brushed fleece, the Waffle Zip top from **Vantage Apparel** has moisture-wicking properties and UV protection. [Click here](#) for more.



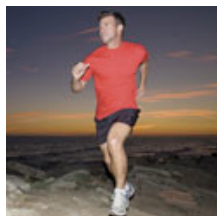
Nike's Dri-FIT top from **River's End Trading Co.** is made from 100% lightweight polyester and pulls sweat to the fabric surface to evaporate. [Click here](#) for more.



The 5-in-1 Performance Warm-up Jacket by **SanMar** repels water, oil, stains and odor. The 100% polyester mesh-lined shell also resists static. [Click here](#) for more.



**TSC Apparel's** 100% brushed tricot warm-up jacket features a zip front, striped raglan sleeves and reinforced front slash pockets. [Click here](#) for more.



Constructed from 6-ounce 85% polyester/15% cotton, **Aistyle Apparel's** Dri-Release T-shirt comes in white, navy, red and black. [Click here](#) for more.

## ISS New England

After staging three 2008 Imprinted Sportswear Shows in three months, we're taking a bit of a breather before heading east to Providence, R.I., for the second annual ISS New England, to be held July 18-20. The three-day event is your opportunity to shop for everything from the latest in blank apparel to equipment and supplies. You'll also benefit from networking with your peers and suppliers, and you can gain decorating insight through our comprehensive conference program developed by *Impressions* editors.

[Click here to learn more.](#)

## Promotional Products Sales Reach Record \$19.6 Billion

Sales of promotional products continued their upward climb in 2007 despite a challenging economic environment. According to data released last month by Trevoze, Pa.-based Advertising Specialty Institute, sales rose 5.4%, from \$18.6 billion in 2006 to \$19.6 billion last year.

According to promotional consultants cited in the ASI report, a variety of factors contributed to 2007 sales, including the effectiveness of promotional products for targeted marketing, the rise of online company stores, the availability of products at affordable price points and the enduring value of the products themselves. [Click here to read more.](#)

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