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MARKET FOCUS: Construction Industry

Commentary: Value Is in the Eye of the Beholder

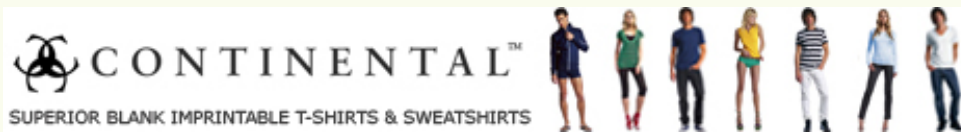
We've all heard that beauty lies in the eyes of the beholder. Well, so does value. [Click Here for more.](#)

Market Focus: Building Promotional Opportunities in the Construction Industry

Construction has a reputation for being a boom or bust industry, but savvy promotional consultants know that all construction is not the same. [Click Here for more.](#)

Market Data: The Construction Industry at a Glance

Learn more about current trends and statistics in the construction industry. [Click Here for more.](#)



PROMOTIONAL SOLUTIONS

The Seven Myths of Selling

Avoid these pitfalls, and you're well on your way to successful selling. [Click Here for more.](#)

Decoration Direction: Heat-Applied Graphics Offer Custom Fashion Opportunities

Decorated apparel trends ebb and flow to the rhythm of the fashion world, and the current season is no exception. [Click Here for more.](#)



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PRODUCT SPOTLIGHT: Childrenswear

Childrenswear Grows Up

Today's kids can look as hip as their parents with new styles that reflect a more sophisticated silhouette. [Click Here for more.](#)

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ONLINE SPECIALS

x [PAE Conference Offers Insights into Apparel Trends](#)

The first Promotional Apparel Expo (PAE), with its unique focus on apparel and textile accessories, will offer a unique educational experience. The conference program is designed to provide practical information on apparel and embellishment trends, fresh ideas for marketing and selling these products, and insight into the creative thinking essential to compete successfully in the promotional apparel marketplace.

[Click here](#) to learn more.

[New Small Business](#)

PRODUCT ROUNDUP: Childrenswear



This toddler baseball jersey from **Valtex** comes in an oxford body with black, maroon, navy or red sleeves, or a pink body with oxford sleeves. [Click here](#) for more.



This infant ringer creeper from **L.A. T Sportswear** is made from 5.5-ounce 100% cotton jersey and features a ribbed crew neck. [Click here](#) for more.



Kideapolis Inc. presents Cuddle Capes, made from 100% polyester fleece and satin, that are perfect for playtime and naptime. [Click here](#) for more.



Bella's hooded sweatshirt for toddlers is made from 7.5-ounce 80% cotton/20% polyester fleece knit and features a full-front zipper. [Click here](#) for more.



This preshrunk 6-ounce 100% cotton shirt from **Dunbrooke Apparel Corp.** features a double-needle bottom, hem and sleeves. [Click here](#) for more.



This 6-ounce, 60% cotton/40% polyester infant ringer romper from **One Stop Inc.** features a two-snap shoulder and contrasting neck and sleeve trim. [Click here](#) for more.

Resource Available

In recognition of the importance of small- and medium-sized businesses to the U.S. economy, Nielsen Business Media, the parent of Impressions magazine and the Imprinted Sportswear Shows, has launched a free, new resource for small business professionals. [The Professional Network Small Business Resource Center](#) offers sample business and marketing plans, financial calculators, and articles on such topics as getting started, finance, sales & marketing, technology and laws & taxes, all in one convenient location.



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