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MARKET FOCUS: The Hotel and Motel Industry

Commentary: The Power of Brands

Knowing what your client stands for can make you a better promotional consultant and provide you the opportunity to enhance your own brand image. [Click Here for more.](#)

From Pens to Plush: How to Serve the Hotel and Motel Industry

With travelers on the move again, the lodging industry offers lots of opportunity to sell promotional products, from inexpensive keepsakes to luxurious towels and robes. [Click Here for more.](#)

Market Data: The Hotel and Motel Industry

Did you know the U.S. travel industry overall sustains \$1.3 trillion annually in total economic activity, employing 16 million people? Discover the latest statistics and economic trends in the hotel and motel industry. [Click Here for more.](#)



PROMOTIONAL SOLUTIONS

The Power of Questions

Selling is NOT about telling but asking the right questions to learn what the customer needs and then offering tailored solutions. [Click Here for more.](#)

Decorate It! — Screen Printing on Jackets and Outerwear

Outerwear sales can be a very lucrative business. However, it can be quite costly if you're not prepared. Consider the potential loss you must cover for misprints. Charge enough to cover the risks and then minimize mistakes. [Click Here for more.](#)



PRODUCT SPOTLIGHT: Fleecewear

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ONLINE SPECIALS

x [Regional Promotional Products Association Teams Up with PPAI MARKETShows](#)

The Promotional Products Association Southwest has become the first regional association to sign a formal agreement with Promotional Products Association International to provide its support to the PPAI MARKETShows, which

Fleece Shows Year-Round Staying Power

Versatile fleecewear offers options for promotional products distributors along with casual style throughout the four seasons. [Click Here for more.](#)



are scheduled for launch in 2008 in conjunction with five of Nielsen Business Media's Imprinted Sportswear Shows. [Click here](#) to learn more.

PRODUCT ROUNDUP: Fleecewear



S&S Activewear's Stormtech Polaris H2X jacket is made from 100% polyester fleece and features a breathable waterproof membrane and mesh lining. Style 81948 comes in sizes S-2XL. [Click here](#) for more.



Made from anti-pilling 13.75-ounce 100% polyester fleece, **Bodek and Rhodes' UltraClub Iceberg** pullover (style 8480) features elasticized cuffs and nylon-reinforced side-seam pockets. [Click here](#) for more.



Constructed of 9.3-ounce 60% cotton/40% polyester, this **Badger Sport** hooded pullover (style 1280) from **Imprints Wholesale** features Lycra spandex-reinforced cuffs and waistband, and a front pouch pocket. [Click here](#) for more.

[What's a UPIC? Find Out in a Free Seminar!](#)

With a UPIC, you are immediately recognized by promotional products suppliers as a qualified distributor. To better understand UPICs, PPAI is offering a free seminar entitled, "What the Heck is a UPIC, and Why Do I Need One?," at this year's ISS shows in Atlanta and Fort Worth. [Click here](#) to learn more.



Made from 12-ounce 45% recycled polyester/55% virgin polyester, this eco-friendly fleece gondola jacket (style 6085) from **Eco Apparel** features four-way stretch breathable insets and a self-fabric chin guard. [Click here](#) for more.



Sierra Pacific Apparel's classic full-zip vest (style 3010) is made from the company's signature anti-pill polyester fleece and has a sturdy nylon zipper and convertible collar. [Click here](#) for more.



Featuring anti-pilling properties, the **Instinct** (style 7250) microfleece jacket from **Tri-Mountain** is made from 5.2-ounce 100% polyester and comes in sizes XS-4XL in various color combinations. [Click here](#) for more.



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