

Industry Trends

Webinar



SHARPERBAGS™

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01

About

SharperBags

Who We Are

Since 2005, SharperBags has been a leader in the paper and plastic bags industry with reliable, **USA-based manufacturing**. We are proud to provide distributors with the resources they need to grow their product line and business.

Simply put, we're in the business of **making you look *good***.



The SharperBags Difference



USA-Made

Eliminate overseas delays, fluctuating costs, and inconsistent availability.



Low Minimums

Enjoy short-run orders, starting as low as 100 minimum.



Innovation

Pitch top-of-the-line products to give you a competitive edge.



Fast Turnarounds

Take advantage of quick 4-7 day turnaround times.



Low Prices

Leverage everyday low prices & no set-up fees.



02

Tariff
Updates

The Latest Developments

On February 3rd, the White House announced a 30-day pause on implementing President Trump's new tariff plan, which include:

- 25% additional tariff on imports from Canada
- 25% additional tariff on imports from Mexico
- 10% additional tariff on imports from China

As we approach the end of the 30-day pause, we await the final verdict of how and when these proposed new tariffs will be rolled out.

Potential Impacts On the Promo Industry

With tariff changes continuing to fuel uncertainty across the promo industry, many businesses are bracing for potential **cost increases** and **supply chain disruptions**.

Distributors are looking for innovative solutions to **lessen the impact** of tariff changes. Now more than ever, you deserve a reliable partner during this unpredictable time.

[PPAI Tariff Roller Coaster](#)

[PPAI China Tariffs, Mexico/Canada Tariffs](#)

[PPAI Mexico/Canada Legal Challenges](#)

Dependable Solutions

With reliable domestic manufacturing at the forefront of our operations, SharperBags is proud to offer distributors a **steady, tariff-proof path forward**:

- **American-made reliability:** A wide selection of high-quality, **USA-made** products
- **Supply chain security:** No international delays or shortages to disrupt your orders.
- **Cost savings:** Protect your margins by avoiding rising import and shipping costs.



USA-Made Solutions Designed to Meet Your Client's Needs



Poly Mailers



Plastic Bags



Handle Shoppers



NEW! Variable Address Poly Mailers



03

New

Products

Handle Shopper Tissue Paper Bundle

Details:

- Includes 2 sheets of tissue paper for each bag
- Saves *20% on average vs. purchasing separately
- 3 bag sizes available in white and natural kraft
- 6 handle colors available:
 - Black
 - Blue
 - Green
 - Red
 - Natural (Natural bag only)
 - White (White bag only)



*Savings vary depending on bag size and quantity.

Bundle and Save!

Use Cases:

- Retail packaging
- Hotel welcome gifts
- Employee appreciation gifts
- Donation thank you gifts

Ideal Customers:

- Retail Stores & Boutiques
- Hotels & Hospitality
- Luxury Food & Wine Retailers
- Corporate Gifting Companies
- Schools & Universities
- Event Planners





04

Promo
Forecasting

March

International
Women's Day

Magnet Mailers, Rack Cards, Poly
Mailers, Display Mailer Boxes

St. Patrick's Day

Plastic Bags, Magnets, Table
Tents, Kraft Pouches

Employee
Appreciation Day

Poly Mailers, Display Mailer
Boxes, Pillow Boxes

National Reading
Month

Bubble Mailers, Table Tents,
Magnet Mailers, Floor Signs,
Merchant Paper Bags

National Puppy
Day

SOS Paper Bags,
Leads/Leashes, Flea Combs,
Pet Bandanas

First Day of
Spring

Plastic Bags, SOS Paper
Bags, Kraft Pouches, Pillow
Boxes

April

April Fool's Day

Display Mailer Boxes, Poly Mailers, Kraft Pouches

National Pet Day

Leads/Leashes, Canned Food Lids, Pet Bandanas, Plastic Bags

Easter

Table Tents, Handle Shoppers with Tissue Paper

Administrative Professionals' Day

Notepads, Folders, Magnets, Handle Shopper Gift Bag with Tissue Paper

Earth Day

Handle Shoppers, Recyclable Cushioned Mailers, Paper Pillow Boxes, Postcards

World Book Day

Plastic Bags, Bubble Mailers, Magnet Mailers, Merchant Bags

May

Mother's Day

Display Mailer Boxes & Handle Shoppers w/ Tissue Paper

Cinco De Mayo

Handle Shoppers, Table Tents, Coupon Punch Out Postcards

Memorial Day

Plastic Bags, Floor Signs, Postcards, Table Tents

Mental Health Awareness Month

Folders, Brochures / Rack Cards, Postcards, Poly Mailers, Handle Shoppers

National Wine Day

Wine SOS Paper Bag, Coupon Punch Out Postcards, Floor Signs, Table Tents

National Pet Month

Brochures, Leads/Leashes, Display Mailer Boxes, Pet Bandanas

June

Pride Month

Pet Bandanas, Table Tents,
Floor Signs, Postcards

Father's Day

Display Mailer Boxes & Handle
Shoppers w/ Tissue Paper

Juneteenth

Plastic Bags, Merchant Bags,
Brochures, Magnet Mailers

World
Environment Day

Handle Shoppers, Recyclable
Cushioned Mailers, Paper
Pillow Boxes, Postcards

American Flag Day

Handle Shoppers, Postcards,
Pillow Boxes, Door Hangers,
Poly Mailers, Plastic Bags

National
Doughnut Day

SOS Paper Bags, Coupon
Punch Out Postcards, Table
Tents



05

Industry
Trends

Print Promo Isn't Going Anywhere

"If you aren't selling print to your customers, other people are."

Print promo offers vast opportunities – almost every department in a company needs print collateral.

Customers increasingly prefer a **one-stop-shop** for their promotional products and print needs.

Distributors must offer *both* to stay competitive.

“Intelligent Simplicity”

Elevated everyday products with minimalistic designs – similar to the 2024 *quiet luxury* trend.

End-users are looking for:

- Lasting quality
- Intuitive, clean designs
- Versatile functionality
- Products to seamlessly integrate into daily life

More and more customers value **simplicity** **without sacrificing style or purpose.**

73%

of customers wish
they could slow down
the pace of their lives

Sustainability Still Remains at the Forefront

This is not a new trend, but it is *evolving* with an increasing demand from younger buyers.

End-users are not just looking for sustainable products. They are looking for **transparency** – specifically in the materials and sourcing.

Eco-friendly promo is projected to continue generating significant growth in 2025.

Debunking the Falsehoods of Plastic Bags

We know that end-users are looking for sustainable products, however, there are **common misconceptions** when it comes to plastic.

It's important to educate your clients so they know their carbon footprint and understand why in many cases, plastic *is* the better option.



Debunking the Falsehoods of Plastic Bags

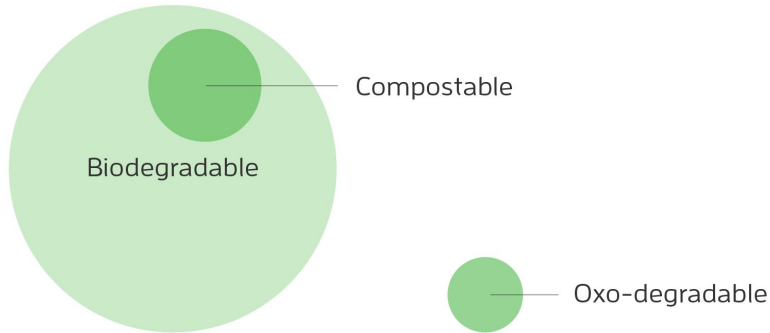
Myth: **“Plastic is significantly less eco-friendly than paper”**

Facts:

- Producing plastic bags generally requires less energy and water compared to paper bags
- Plastic bags are also lighter and more compact than paper bags, resulting in lower transportation costs and reduced carbon emissions

Debunking the Falsehoods of Plastic Bags

Myth: **“Oxo-biodegradable plastic is better than recycled plastic”**



Facts:

Compared to Oxo-biodegradable, only Recycled Plastic can:

- Be processed and reused
- Reduce waste
- Conserve resources
- Be recycled multiple times

Want to learn more?

Join us for a special Plastic Bags webinar!



March 25th at 9am PT

Registrants will learn:

- The pros and cons of paper vs plastic bags
- Key educational points to debunk common plastic bag misconceptions
- The breakdown of oxo-biodegradable vs. recycled plastic bags
- How to properly recycle plastic bags
- The risks of Post Consumer Plastic

[Register Here](#)



06

Resources &
Offers

How Can We Support You?

Stay Tariff-Proof

By offering **American-made reliability**, we eliminate the challenges of overseas delays, fluctuating costs, and inconsistent availability.

With us, **you'll gain a competitive edge** with timely deliveries and high-quality products your clients can count on.

With SharperBags, enjoy:

- High-quality, **USA-made** products
- Recycled materials in a wide range of solutions
- **Short runs, starting at 100**
- Deep inventory of in-stock products
- **Quick 4-7 day turnarounds**
- No set-up fees
- Everyday low prices

Large Handle Shopper Order?

We got you covered!

Get our Full-Coverage Handle Shoppers in quantities of 50,000 or more in manageable increments of 10,000 each month.

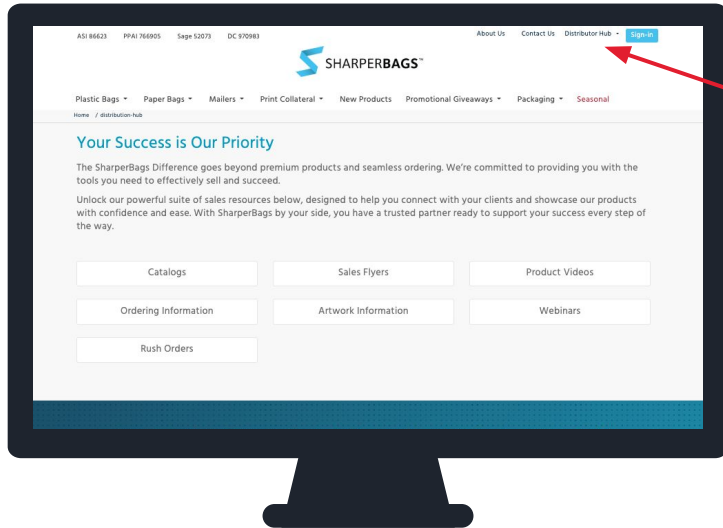
What are the benefits?

- Bulk pricing locked in
- Customized delivery schedules
- Supply chain security
- Smarter storage



Marketing Resources

Did you know we offer a full suite of **non-branded, client-safe flyers and videos** for a wide range of products?



Visit our [Distributor Hub](#) to learn more!

Exclusive Offer

Earn **50 FREE Self-Promo Poly Mailers** when you purchase **500+ Plastic Bags**

Details:

- Offer applies to any Plastic Bag and Poly Mailer type
- Mention this webinar to apply for offer
- Hurry! Offer ends **5/30/25**



Thank You!

Do you have any questions?

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