

# Industry Trends

Webinar



SHARPERBAGS™

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01

About

**SharperBags**

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# 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.

# Stable Solutions

With reliable domestic manufacturing at the forefront of our operations, SharperBags is proud to offer distributors a **steady, reliable 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.
- **Stable Pricing:** **NEW** *lower prices* across plastic bags & poly mailers
- **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



02

New

**Products**

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# NEW! Bottle Tags

## Details:

- Full Color 1 - or 2-sided imprint
- 14pt cover stock
- Size: 2.25" W x 5.5" H
- **USA-Made**
- Made with Recyclable Materials
- Low minimums starting at 100
- Fast turnaround: 4-6 days
- **FREE** set-up



# Their Brand - Bottled



**4-6 day  
turnarounds!**

## Use Cases:

- Retail packaging
- Hotel welcome gifts
- Restaurant or bar promotions
- Donation thank you gifts

## Ideal Customers:

- Wineries & Breweries
- Retail & Gift Shops
- Luxury Brands
- Real Estate Agencies
- Event Planners
- Restaurants & Bars

# NEW! 12" x 15" Plastic Bag

NEW



## Key Details:

- Durable 2.0 mil, #4 low density polyethylene
- C-cut handle for ease and comfort
- **USA-Made**
- Vibrant full-color, digital printing
- FREE set-up
- Low 100 min order
- Fast, 4-6 days turnaround

## Ideal Customers:

- Retail & Boutiques
- Franchises
- Dry Cleaners
- Gym & Spas
- *And so much more!*

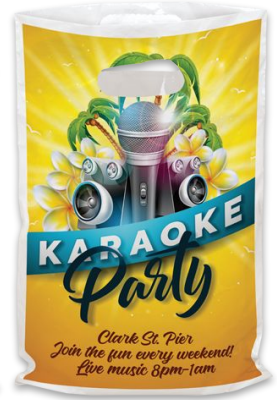
# **NEW!** Lower Pricing, Now Live!

Plastic Bag Prices are  
Going Up - Except Ours!

What Makes Our Pricing Unbeatable:

- Low 100 minimums order
- **USA-Made**
- Quick 4-6 day turnaround
- Vibrant full-color, digital printing
- Variety of sizes and imprint options
- Even more savings at scale

**Order 1,000+ and Unlock Up to 15% in Savings!**  
*Your clients save more - you protect your margins*



# Plastic vs. Paper: The Sustainability Surprise

## Quick Comparison:

Feature	Paper Bags	Plastic Bags
Durability	Strong	Stronger
Water Resistance	Can tear when wet	Waterproof
Reusability	Limited use	Highly reusable
Cost	Affordable	More affordable
Resource Use	Higher energy/water	Lower energy/water
Transport Impact	Heavy, bulkier	Light, compact

Why our **USA-Made** Plastic Bags are a smarter choice:

- **Resource-efficient:** Uses less water, energy & raw materials than paper or cotton
- **Durable & reusable:** Built to last beyond a single use
- **Lower carbon footprint per use** when reused or properly recycled

 *Sustainability isn't just about material, it's about how often the bag is **reused** and how it's **disposed** of.*



03

Promo  
**Forecasting**

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# July

## Independence Day

Plastic Bags, Postcards, Table Tents, Handle Shoppers, Floor Signs, Kraft Pouch Bags

## World Chocolate Day

Kraft Pouch Bags, Display Mailer Boxes, SOS Paper Bags, Pillow Boxes, Poly Mailers

## Get to Know Your Customers Day

Punch Out Postcards, Brochures, Rack Cards, Magnets, Business Cards

## National Ice Cream Day

Table Tents, Floor Signs, Handle Shoppers, Rack Cards, Punch Out Postcards

## International Day of Friendship

Display Mailer Boxes, Tissue Paper, Poly Mailers, Labels

## Canada Day

Plastic Bags, Bottle Tags, Kraft Pouch Bags, Brochures

# August

## Back to School Prep

Handle Shoppers, Poly Mailers,  
Brochures, Notepads, Business  
Cards

## International Cat Day

Canned Food Lids, Pet  
Bandanas, Flea Combs, Tick  
Remover Spoons

## National Book Lover's Day

Display Mailer Boxes, Tissue  
Paper, Poly Mailers, Labels,  
Rack Cards

## National Nonprofit Day

Door Hangers, Table Tents,  
Handle Shoppers, Postcards,  
Business Cards, Bamboo  
Toothbrush

## International Dog Day

Leads & Leashes, Pet  
Bandanas, Canned Food Lids,  
Tick Remover Spoons, Flea  
Combs

## World Photography Day

Display Mailer Boxes, Tissue  
Paper, Business Cards,  
Postcards

# September

## Labor Day

Pillow Boxes, Merchant Bags,  
Table Tents, Punch Out  
Postcards, Postcard Mailers

## National Video Games Day

Canned Food Lids, Pet  
Bandanas, Flea Combs, Tick  
Remover Spoons

## National Grandparents Day

Display Mailer Boxes, Handle  
Shopper with Tissue Paper,  
Poly Mailers, Table Tents

## National Hispanic Heritage Month

Handle Shoppers with Tissue  
Paper, Bottle Tags, Table  
Tents, Postcards

## Oktoberfest

Table Tents, Bottle Tags,  
Handle Shoppers, Kraft Pouch  
Bags, Brochures, Rack Cards,  
Magnets

## World Tourism Day

Display Mailer Boxes, Tissue  
Paper, Brochures, Rack  
Cards

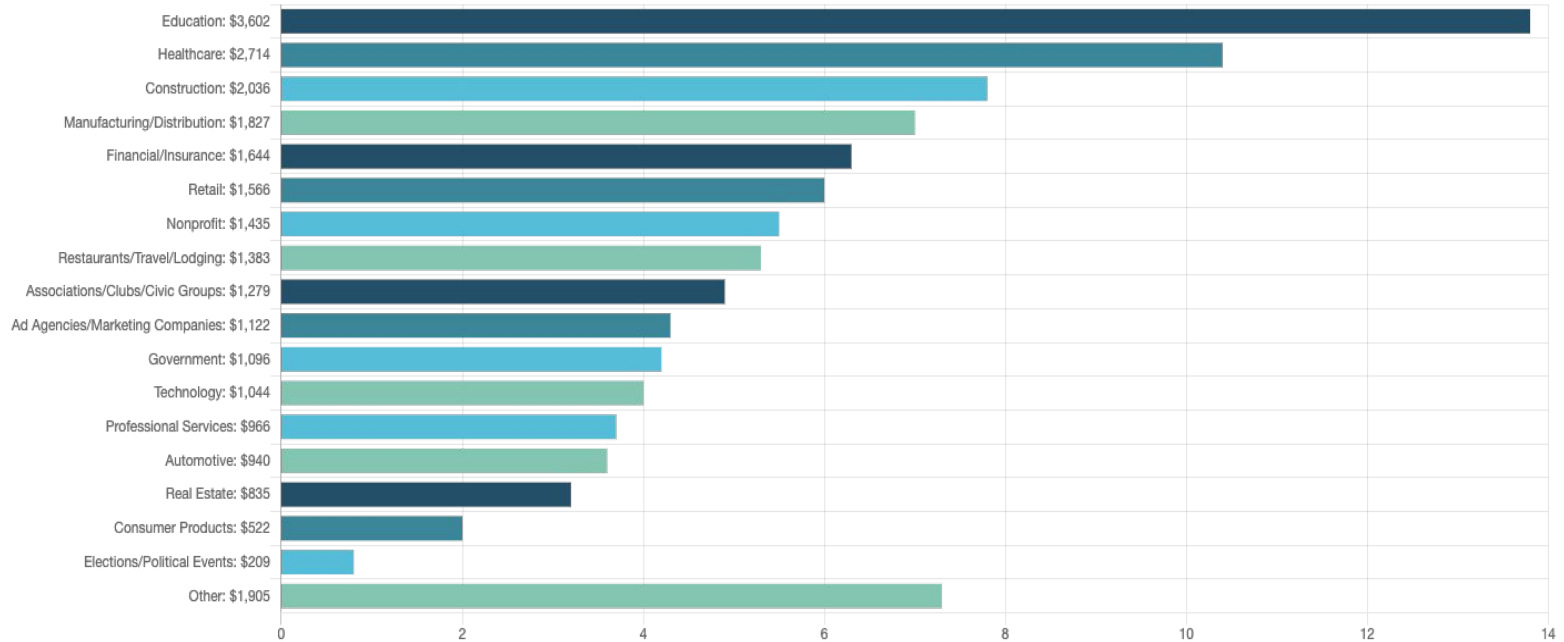


04

Industry  
**Trends**

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# Market Snapshot



# Market Takeaways

Education is the **#1 market** for the 8th time in 9 years.

Year-over-year numbers show stability across most markets.

- Education further cemented its #1 spot with an increase of **\$222 million** in promo spending.
- Despite hundreds of thousands of layoffs in 2023, the tech market still managed to **slightly improve**.
- Hospitality **increased for the 2nd consecutive year** and is approaching pre-pandemic figures.
- **Non-profit** continues its cycle of alternating **up years and down** years.

# Education Market Insights

Poised to reach **the \$10 trillion mark in revenue by 2030.**

96%

Education end-buyers who use promo products are satisfied with their ROI

79%

Would recommend promo products to similar companies

60%

Say promotional products are very important to their marketing strategy

55%

Education end-buyers purchased **bags**, the highest of any sector

# Education Market Forecasting

Education isn't just a large market—it's a *dependable* one. With predictable cycles (fall enrollment, year-end giving, spring activities), education clients offer opportunities year-round.

## Why Educators Need Promo:

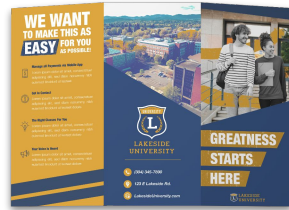
- Drive admissions
- Enhance school spirit
- Promote events
- Increase alumni contributions
- Connect with local communities
- Boost brand awareness
- Recognize students and athletes

## Client Types:

- Admissions
- Annual Events
- School Sports Teams and Clubs
- Prep Rallies
- School Stores
- Field Trips
- PTAs/Booster Clubs
- Alumni Associations
- Fundraisers


**Additional clients to consider:** Trade/Vocational Schools, Afterschool Programs, and Specialty Centers.

# Must-Have Products for Education



## In-Demand Products

- Handle Shopper
- Magnet Mailers
- Poly Mailers
- Brochures
- Notepads
- Presentation Folders
- Business Cards
- Floor Signs
- SOS Paper Bags
- *And so much more!*

 *Bonus Tip: Offering bundles or pre-kitted options can simplify the sales process and **win repeat orders** from busy educators.*

# How to Stand out to Education Buyers

With rising investments and reliable demand, Education is a **must-focus vertical in 2025.**



- **Plan around the school calendar:** Think admissions season, back-to-school, and giving campaigns
- **Offer eco-forward alternatives:** Schools value sustainability more each year
- **Lean into low minimums:** Great for departments or pilot programs
- **Bundle and simplify:** Group items into ready-to-go event or donor kits
- **Highlight USA-made credibility:** Especially strong with public institutions

💡 *Education is a year-round opportunity. **Now is the to time** to prospect for the next school year!*

# Education Sales Tools



**Non-branded, client-safe flyers and booklets** make it easy to present your offerings professionally!



05

Resources &  
**Offers**

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# How Can We Support You?

## Stable Pricing, Reliable Value



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

# Have a Large Order Run?

## ***We got you covered!***

Request a  
Quote Today!

We offer flexible printing and shipping on large orders, tailored to your clients' needs — with competitive pricing on our most in-demand products: *Plastic Bags, Poly Mailers, SOS Bags and Pharmacy Bags*

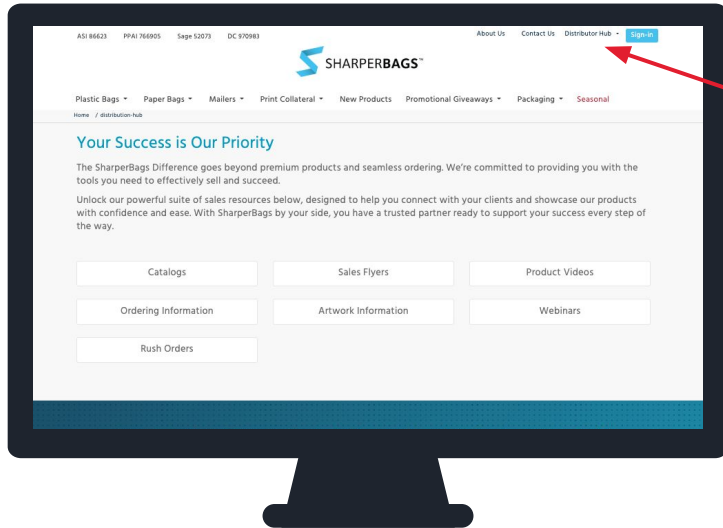
### **What are the benefits?**

- Bulk pricing locked in
- Customized delivery schedules
- Uncompromised quality
- Smarter storage



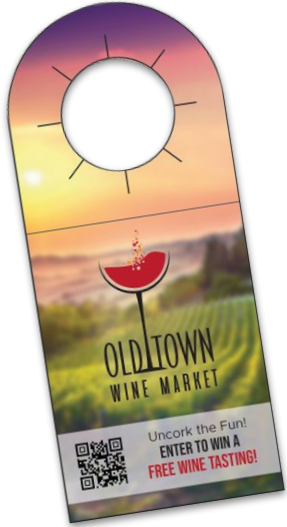
# Marketing Resources

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



**20% OFF  
Bottle Tags**

WH83641  
WH83642

**20% OFF  
12" x 15"  
Plastic Bag**

WH8371



## Details:

- Mention this webinar to apply for offer
- Hurry! Offer ends **9/30/25**
- *All discounts apply to A-Coded pricing*

# Thank You!

**Do you have any questions?**

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