



OCTOBER 2026



Business 2 Business

a monthly newsletter published by PIP

Is Your Signage Keeping Up with Your Business?

Growing your business is great, until your materials fall behind. Customers notice when signage, print collateral and displays no longer reflect your brand or current offerings. This checklist helps you identify what needs refreshing and where to start.

Brand Alignment: Has Anything Changed?

- New logo, colors, or typography? Every sign, window graphic and vehicle wrap should reflect current brand standards.
- Align headlines, calls to action, and QR codes with current services and value propositions.

Visibility and Condition: Can Customers See It Clearly?

- Faded or cracked materials signal neglect. Replace with UV-resistant inks

and durable substrates built to last.

- Poor contrast or cluttered layouts reduce legibility. Prioritize clean fonts and high-contrast palettes.

Compliance and Accessibility: Is It Up to Code?

- ADA signage requires tactile lettering, correct mounting heights and proper contrast ratios.
- Local permits govern size, setbacks and illumination; confirm requirements.

Expansion Triggers: Growing Locations or Services?

- Build a rollout kit covering exterior IDs, interior wayfinding and grand-opening materials.
- Seasonal or promotional needs? Plan a rotating set of window clings, point-of-purchase displays and event signage.

Make Print Work Harder

- Add unique QR codes, short URLs, or promo codes to track performance.
- Match substrate and finish to environment—outdoor-rated, or removable adhesives.

If two or more boxes above apply, it's time to refresh. PIP can audit existing assets, standardize brand kits, handle permitting, and produce durable, on-brand signage that grows with the business.



WeDo

Packaging and Labels Help Your Product Stand Out

When it comes to first impressions, packaging and labels do more than protect a product. They tell a brand's story. Before a customer reads a review, visits a website or experiences a product firsthand, the packaging is often the first thing they see. **The right label or package can capture attention, communicate quality and create the confidence customers need to make a purchase.** In a crowded marketplace filled with competing options, effective packaging can be a powerful differentiator.

Packaging and labels are also valuable marketing tools. **From the moment a product is picked up or displayed on a shelf, every design choice contributes to how that product is perceived.**

Label size, materials, finishes, colors and adhesives all influence the customer experience. Whether labels are designed to inform, promote or meet compliance requirements, they help communicate important information while reinforcing

brand consistency. Even small-format labels can have a big impact when thoughtfully designed and professionally produced.

Beyond labels, packaging combines functionality with visual appeal. Custom boxes, cartons, wrappers, sleeves and bottlenecks help products stand out while protecting them throughout shipping, storage and display.

Packaging can be tailored to reflect a brand's personality, target audience and distribution requirements, creating a cohesive experience from purchase to unboxing. **Well-designed packaging not only attracts attention but also enhances perceived value and professionalism.**

Flexibility is another important consideration for growing businesses. Short-run printing makes it easier to launch seasonal promotions, introduce limited-edition products, test new concepts or

update packaging as market demands evolve. Businesses can remain agile without sacrificing quality or committing to large production runs.

Working with experienced packaging and labeling professionals helps ensure every element supports your broader business objectives. From concept and design through production and delivery, attention to quality, consistency and customization helps products make a memorable impression.

If you're ready to elevate your packaging and labels with solutions tailored to your products and brand, PIP is here to help. Together, we can create packaging that enhances your brand, engages customers and helps your products stand out where it matters most.



Holiday Gifting That Actually Lands



Branded gifts aren't just seasonal giveaways. Done well, they represent some of the most cost-effective relationship investments your business can make. The difference between a gift that lands and one that lands in a drawer comes down to strategy.

Start with Segmentation

Not every relationship carries the same weight, and your gifts should reflect that. Executives and VIP clients call for premium, understated pieces demonstrating quality over quantity.

Everyday clients respond well to useful, well-crafted items that demonstrate careful thought.

Employees benefit most from gifts that signal wellness and work-life balance over company pride.

Treat Branding as an Accent

The most effective branded gifts feel like premium retail items. Subtle debossing on leather, laser engraving on metal, or brand colors on custom

packaging ribbon carry more impact than an oversized logo on an item. Recipients keep items that feel like gifts, not marketing materials.

Sweat the Logistics

A great gift ruined by a late delivery or damaged packaging leaves a negative impression. Plan early, use fulfillment services for distributed teams, and verify corporate gifting policies for clients in regulated industries.

Add a Human Touch

Every gift needs a personalized note. If volume makes handwriting impractical, a high-quality printed card with a personal message accomplishes the same thing. A local print partner can help execute it beautifully at scale.

Intentional holiday gifting strengthens retention, reinforces culture and keeps a brand top of mind into the new year.

Did you know?

Window graphics are among the most cost-effective ways to increase visibility and communicate brand messaging. By transforming glass surfaces into usable marketing space, window graphics capture attention exactly where customers are already looking. Options such as perforated vinyl, frosted graphics, clear decals and full window wraps allow businesses to balance branding, privacy, and functionality.

Window graphics work across many industries, from retail stores highlighting promotions to restaurants featuring menus and specials, or offices managing privacy while reinforcing brand presence. Because they're always visible, window graphics provide 24/7 exposure without recurring advertising costs. When thoughtfully designed and placed, they turn everyday windows into powerful tools that support wayfinding, build recognition and help businesses stand out at street level.



GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

 **marketingtango.**
THE RHYTHM OF INTEGRATED MARKETING

INSIDE

Packaging and Labels Help Your Product Stand Out

Branded Holiday Gift Ideas for Clients and Employees

The right branded gifts strengthen relationships and ensure your company is remembered long after the holidays.

For Clients:

- **Premium drinkware:** Insulated tumblers or ceramic travel mugs with a custom logo are popular and practical options.
- **Curated gift sets:** Pair a quality-branded item with a consumable accessory for an elevated unboxing experience.
- **Custom food gifts:** Artisanal treats or gourmet kits in branded packaging feel personal and indulgent.

For Employees:

- **Desktop accessories:** Premium notebooks, high-quality pens, or wireless chargers make every day work feel more elevated.
- **Year-end recognition pieces:** Awards and milestone gifts paired with personalized cards reinforce appreciation.
- **Branded tech accessories:** Branded earbuds, headphone cases, or Bluetooth speakers keep your brand visible.

Start planning early! Branded gifts require lead time for customization and delivery.

Get Noticed at Every Event



Create a branded experience from invitation to show floor.

PIP helps you connect every detail from graphics and displays to marketing materials and branded swag for a polished, memorable event.



WeDo