



# TOP 5 Industries for Startups & Small Businesses

## #1: Arts, Entertainment, and Crafts

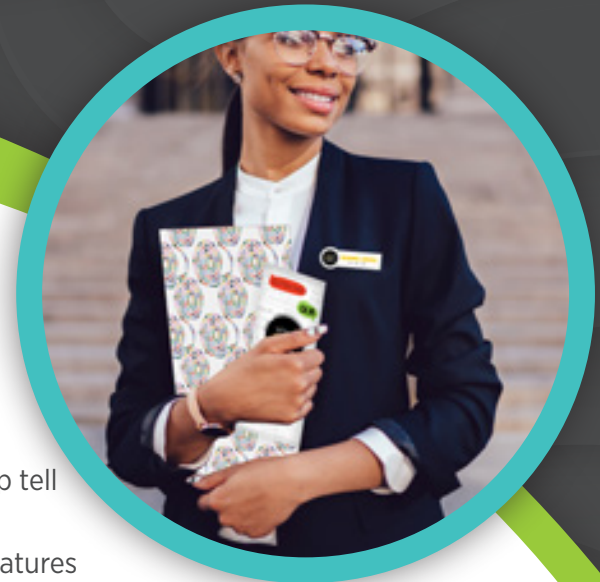
### MAKING BRANDS STAND OUT

- Exhibit originality with branded **Business Identity Products** that help tell your story.
- **Business Cards** legitimize your business and range from high-end features like emboss, foil and geometric shapes, to budget and DIY options like painting, dipping and watercolor splotches.
- Diversify your strategy and make your brand as visible as possible with **Variable Print** or try different colors or patterns on customer-facing materials.
- Show the boldness of your brand's personality and change up **Envelopes** and **Letterhead** with options that help you stand out from the crowd.

## #2: Healthcare and Virtual Medicine

### INTRODUCING AND BUILDING A BETTER BRAND

- Make your brand as visible as possible for grand openings or business as usual with signage products like **Feather Flags**, **Window** and **Door Decals** that showcase the value you're bringing to the community.
- Engage with customers with **Badges** that customize with pronouns or variable colors. Build credibility and trust at new locations by displaying years in the industry.



## Entrepreneurial Spirit

**Americans started over 5.4 million new businesses last year; that's the highest total on record!**

Over the past decade, it's typically been around 600k new businesses registered in a year.



## Your Online Employee Store

Setting up a corporate store with your branded products can include **Business identity Products** and **Badges** for new employees, **Apparel** for big events and more. All products can be ordered from inventory or printed on demand.

## #3: Drop Shipping

### THE UNBOXING EXPERIENCE

- Thoughtfully designed **Packaging** can deepen your brand's impact. From **Folding Cartons** and **Pouches**, the container itself is a valuable part of the customer experience. Don't forget to add a branded **Sticker** to your internal wrapping or a cute **Stamp** to seal it all together.
- Product **Labels** tell a story. Research shows that well-designed labels have the power to build brands, create preference and drive impulse purchases.
- Including a branded **Notecard Insert, Postcard** or **Post-it®** can help you build an immediate connection with your customers. Tactile finishes such as raised gloss and raised foil will add an elegant and memorable touch.

## #4: Accommodations and Food Service

### GIFTS, GEAR & GIVEAWAYS

- High-quality branded **Apparel** or **Merch** can turn customers into walking, talking endorsements of your business or product line.
- Build loyalty and engagement through promotional giveaways, including branded **Water Bottles** for events and sponsorships.

## #5: Pop-Up Shops

### SHOW UP, SHOW OFF

- **Yard signs, Banners, and A-frame Signs** are instrumental in attracting passersby. Even pet services and washes have cute signage.
- Interior **Signage** like **Window** and **Floor Decals** to help expand your retail square footage without increasing the rent.
- **Table Tents** and **Pedestal Signs** provide necessary contactless payment options like Venmo, ApplePay, and more.