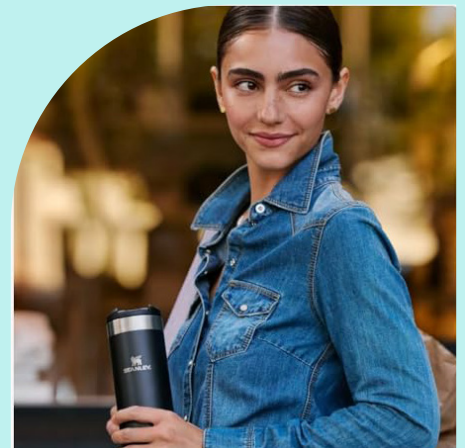
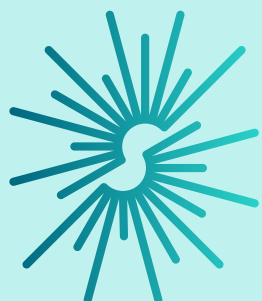


Trends & New Hire Gifting



Spring

20
26



SEACHANGE

Welcome to what's next for your brand

Moments that make an impact

In 2026, the smartest brands are balancing value with emotion, experience with practicality, and performance with well-being. Consumers are shopping differently. Employees are expecting more. And first impressions matter more than ever.

SeaChange's Purpose-Powered Promo Lookbook brings together the trends shaping retail and consumer behavior and translates them into meaningful brand moments. From smart, ROI-driven essentials to playful design touches, travel-ready gear, and wellness-focused routines, this curated collection helps you show up with intention from day one.

Why Purpose-Powered Promo for 2026?



Make value visible

In a "smart spending" era where 1 in 3 adults choose dupes over premium products (Morning Consult), practical, high-quality items earn trust and reinforce your brand's reliability.



Design for emotion

With 70% of purchasing driven by emotion (Power Commerce), thoughtful details, retro-inspired touches, and joyful color create connection that lasts beyond the moment.



Elevate experiences

As 78% of Millennials prioritize experiences over things (McKinsey), destination-ready kits and event-forward essentials ensure your brand travels well and shows up strong.



Support daily balance

With the \$5.6 trillion global wellness economy continuing to grow, products that fuel energy, focus, and micro rituals demonstrate you care about performance and people.

Celebrating Purpose-Driven Brands



Sustainable



Women-Owned



Charitable





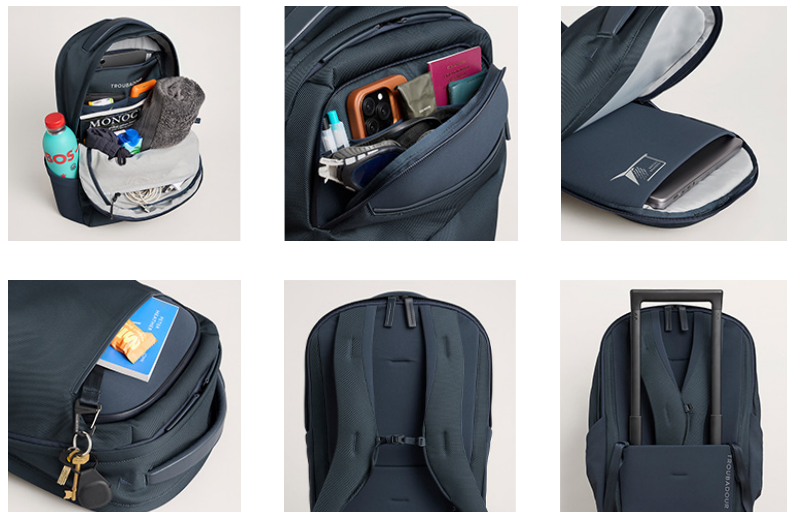
Wellable™ Daily Pill and Supplement Organizer

Designed for convenience, this organizer features seven removable daily compartments that make it easy to plan and carry your vitamins, supplements, or medications. Each pod slides open for quick access, and built-in reminder tracks help you mark whether you've taken your dose to stay on schedule. Compact and modern, this sleek organizer fits seamlessly into your home, office, or travel routine.



Troubadour rPET Neo Backpack

Bags that blur the lines between workweek polish and weekend durability. Troubadour's love of the outdoors drives their passion for creating eco-conscious bags, lightening the load on your back as well as the footprint on the planet.



Arctic Zone® Insulated Pickleball Tote Cooler

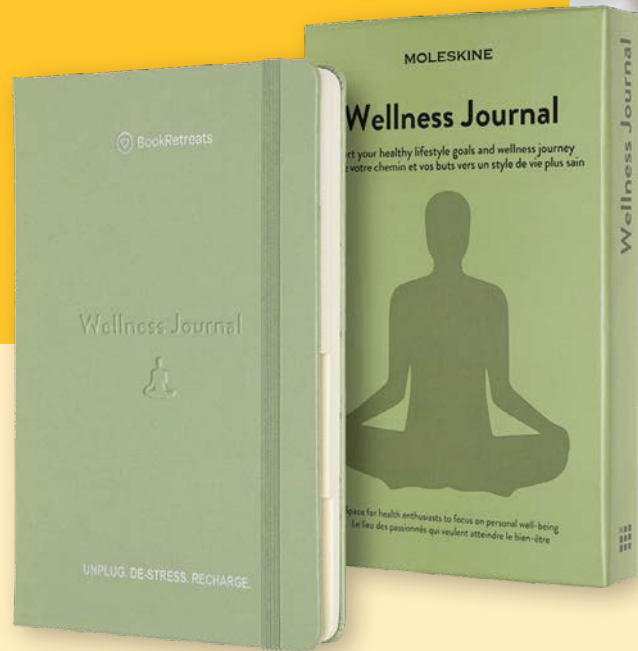
The Arctic Zone® 20-Can Insulated Pickleball Tote Cooler is designed for the court and beyond. Its large front pocket is sized to hold up to two pickleball paddles, while the spacious, insulated main compartment keeps drinks and snacks cool throughout the match. The PEVA lining makes it easy to clean after use, and the durable design ensures long-lasting performance for tournaments, practices, or casual play. Paddles not included.



Topo Designs Accessory Travel Pouch

Built for durability and organization, the Topo Designs Accessory Pouch will help you keep track of all your gear, from pens to power blocks. It features a fully lined pack cloth interior for easy cleaning, heavy-duty zipper, webbing pull tab, paracord hook loop, and zipper pull.





Moleskine® Passion Journal



This wellness journal is designed to grow into a permanent and uniquely customized record of your fitness, nutrition, and wellness journey, tracking all your healthy lifestyle goals along the way. The intro pages are full of nutrition tips, exercises to increase muscle mass, and practical fitness facts, while four dedicated and structured sections allow you to divide your progress between Personal Goals, Fitness, Diet, and Health & Care. Plain pages at the back make space for extra notes.



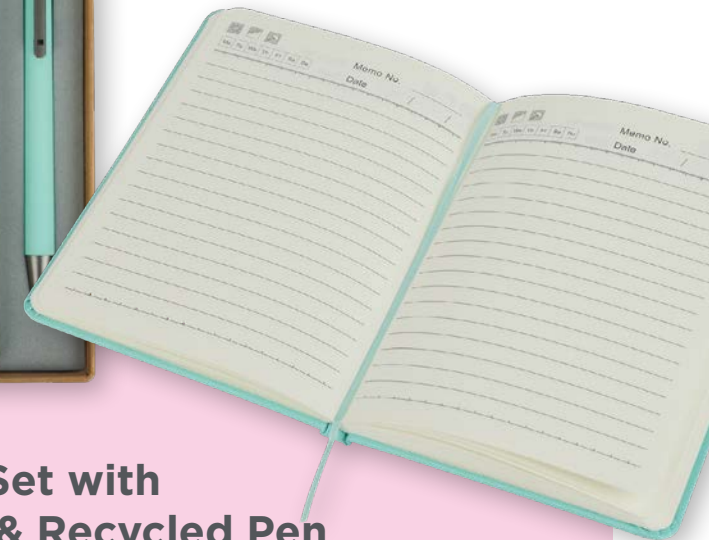
Rovio Recycled Fidget Stylus Pen

Made with a recycled ABS barrel featuring a soft-touch coating, this pen offers a comfortable grip and a premium feel. The smooth 0.7 mm tip delivers 300 meters of black gel ink for a consistent writing experience, while the cap-off rolling fidget ball provides a tactile way to ease stress during meetings or study sessions.



Recycled Aluminum NFC Smart Stylus Pen

This metal pen features a rubber grip for writing comfort and control, with a stylus on top. Made of recycled aluminum, it includes NFC-enabled technology that allows you to transmit data wirelessly to smart devices over short distances (1-4 cm). Simply tap the pen's grip against an NFC-enabled smart device. Works with iPhone® 7 and newer. Pen can also be programmed with a link to your website or URL.



Manhattan II Gift Set with Magnetic Journal & Recycled Pen

The Manhattan II Gift Set includes a soft-touch 5" x 7" journal with 80 cream-colored, lined pages and built-in bookmark, paired with a recycled aluminum pen featuring a bamboo plunger. In between note-taking, the pen stays in place by setting it on the magnetic outline of the pen on the journal cover. Presented in a brown gift box with a die-cut foam tray for stylish and secure packaging. This set combines functionality with eco-friendly materials, and is an ideal choice for thoughtful gifting to both business associates and new hires.





Illumates™ Mini Folding Lamp

This collapsible and adjustable paper shade lamp offers 50 lumens of warm LED light. Turn it off/on via the touch switch and hold the power button to adjust the amount of light. Folds for easy travel and storage and comes with a silicone wrist band for carrying or hanging. Features a magnetic, automatic closure. Use the included Type-C cable to recharge the 300 mAh lithium ion battery.

ID Buddy Round Retractable Swivel Badge Reel

Keep your ID badge secure and accessible with this lightweight round badge holder. Designed with a 360° swivel alligator clip, it easily clips to lanyards, pockets, or bags. The sturdy 28" polyester retractable cord ensures smooth extension and retraction, while the strong snap lock keeps your badge securely in place.



iCOOL® Ozzy Wearable Wireless Speaker

Lightweight and portable, this wireless speaker features an IPX5 waterproof rating and clear, immersive sound with up to 8 hours of playtime. Enjoy hands-free calls and voice assistant support (Google/Siri) with the built-in microphone. Clip it to your shirt, backpack, or jacket while walking, golfing, or during any outdoor activity for premium sound on the go.



Anker Nano Power Bank



Get fast 30W high-speed charging with a colorful display, all in a compact size for effortless portability and uninterrupted power. Use the integrated USB-C cable to charge your phones, tablets, and laptops as well as the power bank, meeting all your charging needs.



Eco Tech Cleaner Plus



This all-in-one cleaner features a refillable spray and colorful microfiber cloth, plus smart detailing tools to reach every nook and cranny. From a sponge tip for tight spaces to an angled silicone tip perfect for earbuds and speaker ports, it's designed to keep your tech spotless.



Asobu Happy Hats

These mugs feature a beanie-shaped lid that adds a unique and playful twist to your drinkware collection. Made with copper lining, double-walled stainless steel, and a ceramic inner coating, the Asobu Happy Hat ensures maximum insulation, keeping your drinks hot or cold for hours. The spill-proof lid and ergonomic handle make it the perfect companion for both home and on-the-go use.



Stanley Aerolight™ Transit Bottle, 20 oz.

Engineered for your commute, this low-profile, 20 oz. bottle is one-third lighter than Stanley's standard stainless steel bottles, thanks to its featherweight technology. Your water will stay cold until well after quitting time. The drink-through lid locks tight for leakproof carrying in your bag or pack.



Slim Tritan™ memobottle™ 15 oz.



Tall and elegant, the Slim memobottle™ is the perfect all-rounder for modern hydration. Its slender profile slides easily into bags, briefcases, or side pockets, while its durable Tritan™ construction offers the crystal clarity of glass in a lightweight, shatterproof design.

Symglass Colored Stemless Wine Glass



Each Symglass product is made from plant-based material and acts as a double-walled tumbler with only a single wall. From clear to colored options, let your creativity soar. Shatterproof and BPA free.





Shorti Crew Socks

The Shorti Crew Sock is a trend-forward take on a top performer with the same cushioned comfort, woven-in jacquard artwork, and one-size-fits-all sizing, now in a shorter silhouette. This sock taps into the latest shift in fashion where sock length speaks volumes.



Hanes Unisex EcoSmart® T-Shirt



This pre-shrunk, classic fit t-shirt is made of 50/50 cotton/polyester and made in a facility run by at least 50% renewable energy. The shirt's polyester content is currently transitioning to CiCLO® polyester, which features sustainable textile technology that breaks down synthetic fibers at rates similar to wool or cotton without compromising fabric performance or durability.



Explorer Waterproof Rain Jacket

Stay dry in the heaviest rain with the 20K/20K waterproof/breathable Storm Creek Explorer Rain Jacket. Featuring 4-way stretch fabric, 2.5-layer construction, fully seam-sealed design, waterproof zippered pockets, and a hood that folds into the collar, it's built for comfort, versatility, and protection. Each lightweight jacket recycles 18-21 plastic bottles and is Oeko-Tex Standard 100 Certified, making it an eco-friendly choice.



Retro Foamie Trucker Cap

Old-school charm with a modern touch - meet our Retro Foamie Trucker Cap. With a breezy foam front, breathable trucker mesh back, and nostalgic rope detail, it's made for open roads and capturing the spirit of the moment.



Flexible ordering experiences built for how your teams work.

We support a range of ordering models so you can scale promotional programs without added complexity:



One-time events

Ideal for conferences, trade shows, product launches, and company milestones. Order what you need, when you need it, and distribute in a single moment.



Pop-up stores

Allow employees or audiences to select their own items and sizes without managing inventory or distribution. Orders are collected, produced, and fulfilled after the store closes.



Always-on storefronts

Support ongoing needs like onboarding, field sales, and internal programs. Approved items are always accessible, ensuring consistency across teams and locations.



Make every connection count

We'll help you create promotional experiences that connect with people, reflect your brand values, and deliver real impact through a connected, scalable solution.

[Contact our team](#)

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Partners



YETI



patagonia

