



EDUCATIONAL ARTICLE

TGI PROMO, OCTOBER 2024

The Power of Company Swag: Boosting Employee Engagement and Retention

At TGI Promo, we know that attracting and keeping great employees is more important than ever. One effective way to do this is by using promotional products and company merchandise. Recent studies show that these items can have a big impact on how engaged and satisfied employees feel at work.

For example, 73% of workers say that receiving promotional products makes them feel a stronger sense of belonging to their company. When employees feel valued and included, they become more engaged, creating a positive workplace culture. Additionally, 60% of employees report that receiving company swag improves their overall view of their employer. This clearly shows how promotional products can boost employee morale.

The benefits of fostering a sense of belonging are significant. Research from Gallup found that employees who feel they belong are 56% more productive and 50% less likely to leave their jobs. They also take 75% fewer sick days. For a company with 10,000 employees, this could lead to savings of over \$52 million each year. This means that investing in promotional products is not just a cost—it's a smart strategy that can pay off.

Younger employees, especially Gen Z, respond particularly well to company swag. Studies from Deloitte show that many Gen Z workers feel unappreciated if they don't receive recognition through tangible gifts, making promotional products essential for attracting and keeping young talent. As companies work to build a strong employer brand, using promotional items can play a key role.

The Society for Human Resource Management (SHRM) highlights that companies focused on employee satisfaction see lower turnover rates and higher productivity. This indicates that using promotional products strategically can help create a supportive and motivating workplace.

In conclusion, it's clear that employees love receiving company merchandise. At TGI Promo, we believe that investing in these items not only fosters belonging and appreciation among employees but also drives success for the organization. By enhancing employee engagement with thoughtful promotional products, businesses can create a loyal and productive workforce.

If our local community adopted this strategy, it could lead to real improvements in employee satisfaction and retention, benefiting the bottom line. Let's work together to harness the power of company swag to build thriving workplaces.



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