



h p g

PLAY TO WIN



**A Player's Handbook for
Beating the House**

Courtesy of your friends from HPG

GAME ON

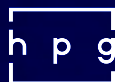


Win more business with HPG in 2023.

With 10 leading supplier brands, award-winning sales tools, relentless customer support, and a footprint spanning North America, HPG stacks the odds in your favor.

This handbook is an overview of what's new this year and what's possible with HPG. New products, new services, new tools, new ways to be successful together.

Ready to play? Dealer's choice...



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INNOVATIVE SALES TOOLS!

If time is money then these tools are priceless.
Available for distributors at
hpgbrands.com

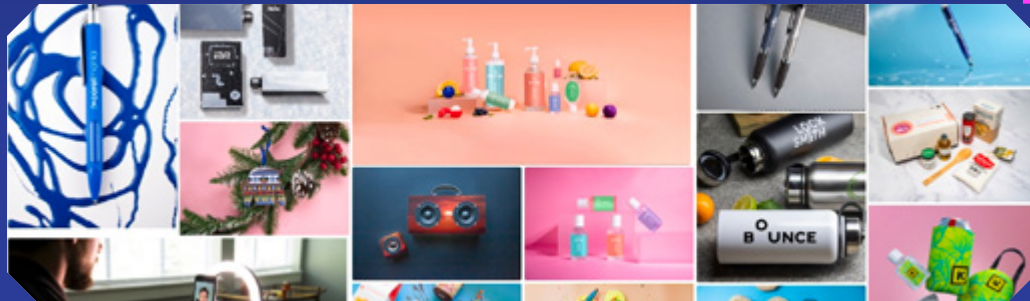
MYBATCH



NEW

Assemble your own kit with myBatch. The tool ensures your selections will fit the box size and provides quotes instantly. visit: hpgbrands.com/mybatch

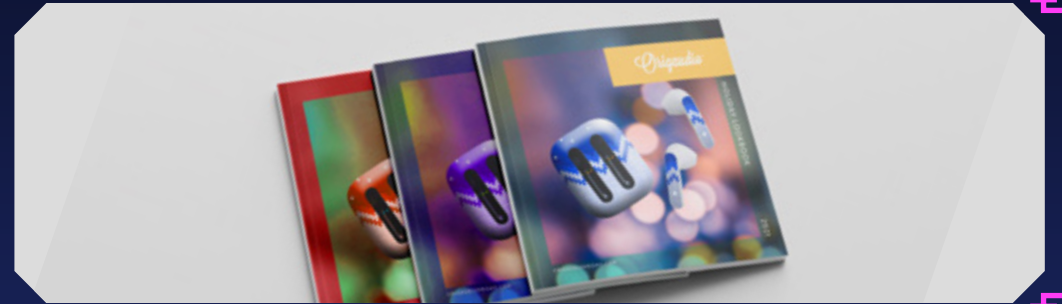
VIDEO+



REFRESHED

Brand and personalize product video presentations instantly. It has to be seen to be believed.

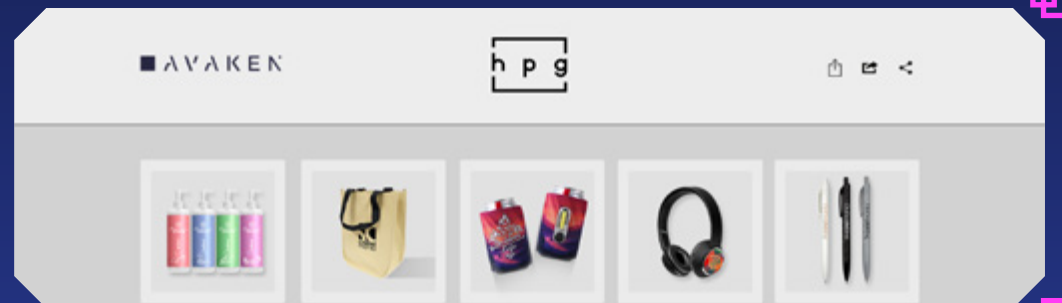
CATALOG+



2023 AVAILABLE

Brand it all. Add a logo to every product on every page of every HPG catalog automatically.

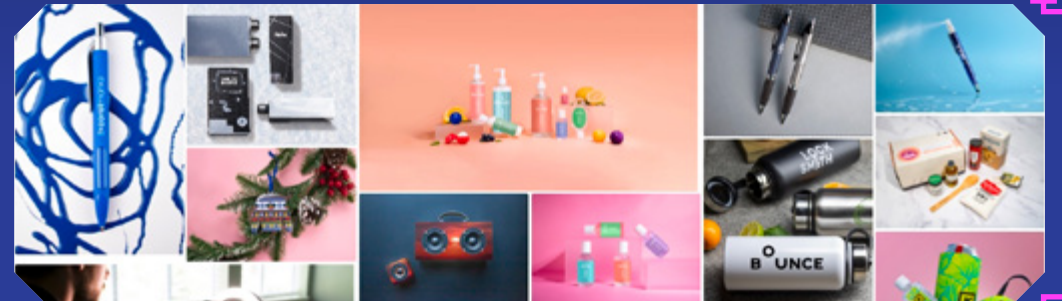
STORYBOARD



1500+ NOW AVAILABLE

Curate your own. Choose any amount of products to suit a clients needs and upload their logo.

MEDIA+



UPDATED WEEKLY

Social media solved. Choose from 1,000's of beautiful photos, videos, and flyers to download and share with your followers.

SUSTAINABILITY

Our approach to Sustainable business

HPG supplies dozens of promotional products made from sustainable materials, offers giveback programs, USA-made products, food supplied by women-owned and BIPOC-owned entrepreneurs. HPG has developed a sophisticated tool for sharing product safety reports with distributors and a Social Compliance Audit that goes much further than the minimum standards required. HPG demonstrably cares about the triple-bottom line – People, Planet, and Profit.

However, the scale of the global challenges we face requires a bolder shift. 2023 is the year HPG accelerates its transition from separate acts of good to comprehensive, transformative action. HPG is committed to doing this authentically, inclusively, and, crucially, in ways that help distributors win more business.

In November 2022, HPG conducted its inaugural, annual Materiality Assessment designed to prioritize ESG goals. By polling customers and staff on their Environmental, Social, Governance priorities, we now have clear areas of focus for our sustainability strategy:

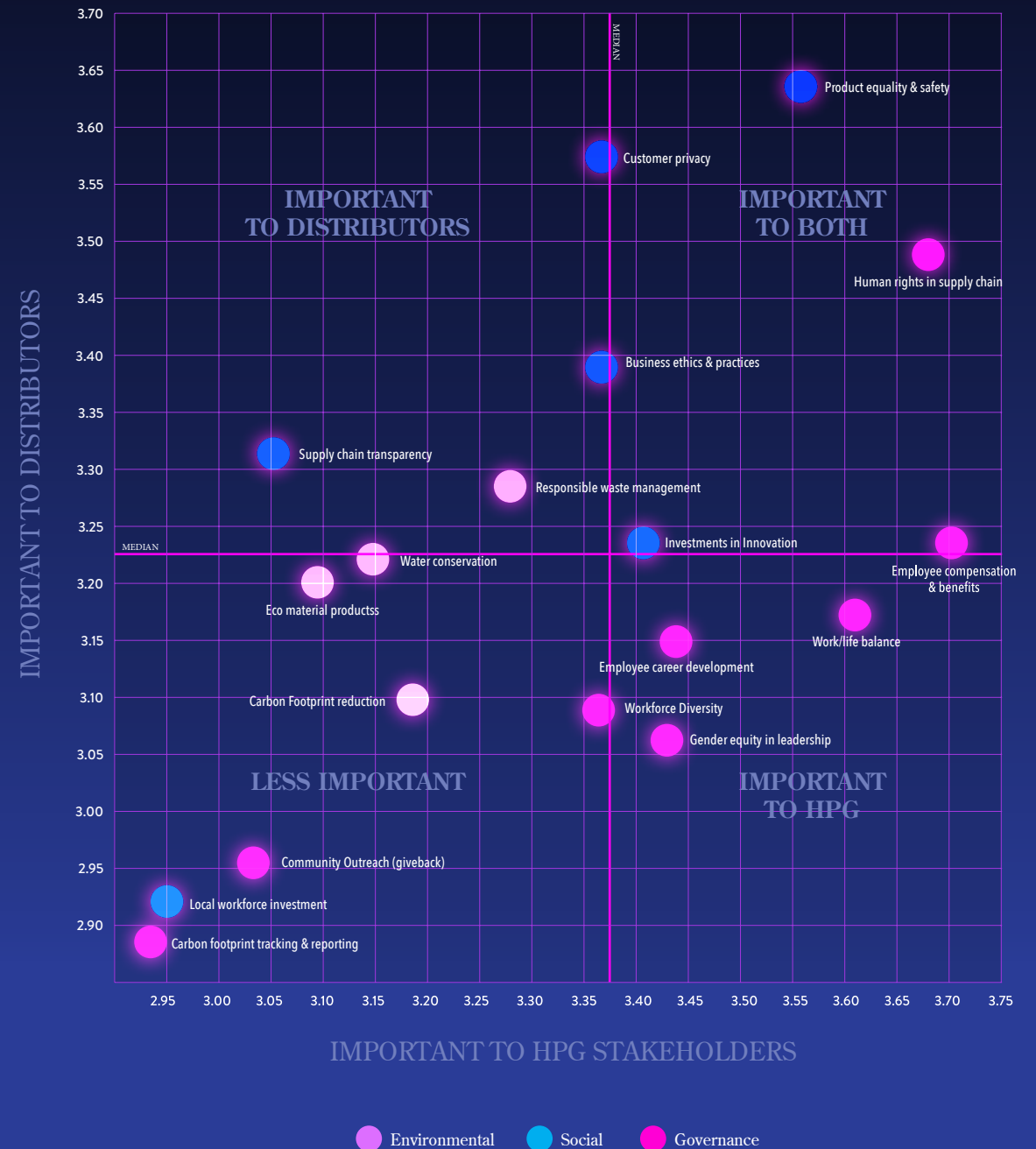
Environmental - Responsible Waste Management

Social - Human Rights in the Supply Chain

Governance - Product Quality & Safety

Work is already underway to address these demands. In 2023, HPG will be publishing its first sustainability report to share benchmarks, progress, and how we believe we can play a part in accelerating our industry towards a more sustainable, prosperous future.

MATERIALITY ASSESSMENT RESULTS



Materiality assessment conducted November 2022. Results compiled from 276 responses (115 HPG employees and 161 customers).

Batch & Bodega

EST. 2020

Let's Treat

In 2023, we don't just want you to win, we want you to win BIG; save time and energy by leveraging Batch & Bodega's straightforward approach to customized corporate kitting and you're pretty much guaranteed to hit the jackpot. Let Batch & Bodega take the pain out of kitting for you and your team - choose from our pre-curated on-trend offerings or try your own luck and use our NEW myBatch service to design your own pairings of award-winning snacks and personalized swag. As always, we feature best-in-class service, ship in (3) days at (1) piece minimums, and never charge pesky setup or run fees. No need to gamble, choose Batch & Bodega and you're already a winner!

TOP 4 PRODUCTS:

- A. Fiesta Kit
- B. Speakeasy Kit
- C. Kick Start Kit
- D. Pass the Remote Kit



TOP 6 PRODUCTS:

A: Custom Diestruck Lapel Pins
B: Custom Diestruck Ornaments
C: Custom Diestruck Coins

D: Coasters
E: Bottle Openers
F: Custom Diestruck Key Chains



Let's Get Custom

Here at BCG we've been turning "No Way" into "Right Away" since 1981. In 2023 we're introducing an exciting new way that BCG can help with your custom-branded creations. You've loved us for our emblematic solutions with lapel pins, keychains, ornaments, patches, and more but this year we're launching something new and exciting. Stay tuned for our big 2023 announcement. We know you're going to love it. Don't forget, if you need help with design ideas you can work with our team here at BCG. With free design consultations and years of experience, we'll help you create something unique your customers will truly be proud of. And don't forget, every order from our sustainable line of products, and lapel pin backer cards, plants a tree with One Tree Planted. Give back with your promo when you brand with BCG.



Order from our sustainable collection and we plant a tree with One Tree Planted.

Beacon*

Good Ol' Reliable

Get into their drawers with Beacon. We're your go-to supplier for everything found around the home. From your office desk drawers to the kitchen cupboards, out to the garden shed or workshop Beacon has branding solutions that will bring any brand into their day-to-day living. With 24-hour rush services, full-color decorating, our BadgeWarehouse program, and a vast selection of Retail brand partners, the Beacon team is ready and waiting to partner and grow with you.

TOP 6 PRODUCTS:

A: Rebel Denim Tote

B: Chun Spatula

C: Name Badges

D: Round Ceramic Coaster

E: Watson Coasters

F: Beach Bum Tote



Our Best Yet!

When you think of Best, think YES! As usual, we will continue to meet all your coolie needs and you won't want to miss the newest collections and game-changer promo options for 2023. The Bestie Collection offers the highest quality retail-styled sleek drinkware, and the Best Threads Collection features full-color dye-sub home goods. Plus, we'll be launching stadium bags and more throughout the year. Stay tuned!

TOP 5 PRODUCTS:

- A. 40 oz Mega Tumbler
- B. The Cappy
- C. Best Coolie
- D. Torch Coolie
- E. Best Mink Sherpa Blanket



We are the North

Do you Love HPG? Do you do business in Canada? Make sure you check out the selection of HPG company products available printed and Shipped from Debco in Canada. Avoid the border shipping fees on top products from Best, Beacon, Hub, Handstands, Mixie, and Origaudio. Our HPG selection available FOB Concord, Canada will only continue to grow here at Debco.

We are NOW! Our product selection is growing faster than ever along with our production times, rush services, deep inventory, and imprint capabilities. We've got the speed, the stock, and the award-winning customer service team to help you with any project. Our NOW service in Canada offers a SAME DAY shipping service and if you're ordering to the USA, no problem. With our Secret Service we'll get your order out the door in 48 hours. Looking for full-color decorating options? We've got that too. Our HD360 looks stunning on drinkware while our Perma Press will show all the colors on any textile product. Come to Debco and experience HPG North of the border.



TOP 5 PRODUCTS:

- A: Glacier Peak XL Cooler Bag
- B: Kalan Journal
- C: Glacier Peak Bottle
- D: Nocture Backpack
- E: Pelle Mug



For the Mobile Office

HandStands is all geared up to continue to be a leader in the tech, auto and desktop categories this year. We're expanding our line to include even more affordable options, and we also offer over 40 products with 1-piece MOQ to bring you more order flexibility. From the Kneado Massage Gun to the HangTune speaker, innovative new tech is really pushing the needle for our customers. These deluxe pieces have beautiful retail-inspired packaging guaranteed to delight end users.

We've also launched the HandStands Giveback Program to support social impact causes like the Make-a-Wish Foundation, American Red Cross, and One Tree Planted. Play to win with HandStands in 2023!

TOP 5 PRODUCTS:

- A. Kneado Handheld Massage Gun
- B. Recycled Desk Mat
- C. HangTune Speaker
- D. 3 Fold Phone Charger
- E. NoWire Phone Charger

HandStands®



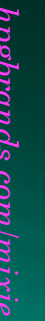
Write for Business

Imagine a pen as a blank canvas. This year we're proud to announce the launch of Infinity, our new 360-degree full-color printing technique. This new method prints a full rotation directly on the barrel of a plastic or metal pen. Write your customer's story and brand with a Hub Infinity printed pen.

TOP 6 PRODUCTS:

- A. LuxGel Infinity
- B. Gemini Infinity
- C. Aruba® Infinity
- D. Javalina® Executive
- E. Cubano
- F. Zodiac Comfort





- A. Natural Beeswax Lip Balm
- B. Rubber Lip Balm
- C. Wixie Candles
- D. Mint Tins
- E. Glassworks Nail File
- F. Revive Pedicure Tool

Well Played, Sir

This year, Origaudio has launched two new bag collections with customizable zippers. The NEOX collection is tech-wear inspired and made from durable, distinctive, Tyvek. The Halden kollection features minimalist-style and incorporates fabric made from recycled bottles for the eco-conscious consumer.

Looking for more ways to make awesome happen in 2023? We have accelerated to 3-day standard production times and launched a new, universal giveback program.

We have expanded our capabilities as your premier partner for web-stores and programs. With our 1-piece MOQ standard, we're investing heavily in our technology infrastructure to take advantage of the rapidly-growing opportunity.

TOP 5 PRODUCTS:

- A. Breakaway Wireless Speaker
- B. Boxanne Wireless Speaker
- C. Del Mar Dopp kit
- D. Environ Wireless Speaker
- E. Soarington Drone

Origaudio™

SUGAR SPOT

Sweeten the Deal

We want to let you in on a little secret - happiness tastes like candy (and the best candy comes from SugarSpot). From chocolate to gummy, there's no tastier or more memorable way to leave a sweet impression than with the gift of premium candy. Let SugarSpot's gourmet selection of confectionary treats deliver a message of gratitude, connection, appreciation, or recognition that's hard to forget. Choose from over 20 flavors of trend-oriented candy, go big (with one of our customizable gift sets) or small (taster packets deliver bite-sized joy), and you're guaranteed to win with every order. To make things even tastier, SugarSpot orders are available at low-minimums, with no extra setup or run fees, and offer maximum customization opportunities. Sweet, right?

TOP PRODUCTS:

- A. Small Jars
- B. Large Jars
- C. Taster Packets
- D. Large Gift Set
- E. Small Gift Set
- F. New boxed Gift Sets





HPGBRANDS.COM

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2023

