Working Professionals

CORPORATE HEALTH AND WELLNESS PROGRAM
This proven program was designed to reduce company healthcare costs while decreasing absenteeism and improving employee productivity. A healthy, prosperous workforce makes for a strong business. Investing in health in the workplace reduces healthcare costs, improves productivity and makes businesses more successful.

Promotional products remain less expensive per impression than most other forms of advertising. The investment in ad specialties is modest, more targeted and allows for much greater levels of interaction with consumers than other forms of advertising.

This illustrates the power of promotional products:

- 83% of respondents like receiving a promotional product with an advertising message
- 88% recalled the advertiser
- 82% own 1 to 10 promotional products
- 53% use promotional products once a week or more often

Promotional products can play a key role in part of your comprehensive health and wellness program with a core focus on the following:

- Reducing healthcare costs
- Reducing employee absenteeism
- Improving employee productivity

With our comprehensive health and wellness program, and a solid understanding of your organizational needs, we can help you too!

Stats provided by Promotional Products Association International
Poor health is bad for business. Chronic disease drives healthcare expenditures, which cuts into profit and productivity. Workplace productivity suffers when poor health results in employee absenteeism or when employees report to work but illness keeps them from performing at their best.

For employers to grow in an increasingly competitive landscape, maintaining a healthy workforce is critical. By managing employee health with the same attention that is typically used in the management of financial capital, employers can improve employee wellness, corporate profitability, and organizational effectiveness.
To help solve this problem, we created a comprehensive employee wellness program for a large Fortune 1000 company. This program focused on improving employee health awareness, increasing physical activity and creating a fun and happy work environment. This annual program consisted of two initiatives to ensure maximum engagement of the employees. It was unveiled at the company’s town hall meeting at the start of the new year. Employees were presented with an overview of the program that outlined the fun new initiatives. In addition, they also received a lunch cooler containing the first issue of the workplace wellness newsletter and a cook book that featured healthy recipes.

The first initiative was a fitness challenge, an idea to get the whole office involved and was a great way to get the competitive juices flowing. Health trackers with the corporate logo were distributed to all employees to track daily physical activity. Employees were rewarded monthly for meeting predetermined fitness goals. Rewards were tiered gold, silver and bronze based on fitness achievements that month. Within each tier, employees could choose their prizes. Prizes consisted of technology products, health and wellness items and gift cards to local businesses.

The second initiative offered was a gym membership/fitness program incentive and reimbursement program. Employees were provided with a sport bag and hydration bottle if they were enrolled in a gym membership or group fitness facility. In addition to the gym membership reimbursement, the company also rewarded employees at the end of the year with $300 for proven fitness participation.

Employee wellness programs have become a staple in many corporations to attract talent, keep them happy and motivated, and decrease employee absenteeism and turnover. Investments in prevention and health promotion programs have shown returns on investment and are a sustainable way for businesses to address the health of their employees and their bottom lines. Even small investments in health within the workplace can create big returns.

The comprehensive program was executed over a one year period to keep employees happy, engaged and focused on meeting their health and wellness goals. The program was a great success as there was a 26% reduction in absenteeism and 21% reduction in healthcare costs. In addition, the company’s annual employee engagement survey showed significant improvement from the prior year. The company plans to expand the program and continue the momentum with their new healthy work environment.
EMPLOYEE HEALTH AND WELLNESS PROGRAM

INTRODUCTORY GIFT

Female Giveaway

Male Giveaway

FITNESS CHALLENGE

Stay Competitive

Stay Connected

GYM/FITNESS INCENTIVE

Stay Organized

Stay Hydrated

Stay Connected
COOLER ASSORTMENT: STAY NOURISHED

Malibu Lunch Cooler
- 9478 Black
- 9479 Royal Blue
- 9480 Red

Open Trail Cooler
- 9501 Dark Grey
- 9502 Royal Blue
- 9503 Red

Matrix Cooler
- 9600 Black
- 9601 Royal Blue

Igloo® Yukon Cooler
- 9062 Gunmetal
- 9063 Steel Blue

Igloo® Diesel Cooler
- 9038 Gunmetal Grey

Add inspirational messaging!

Thank you for being AWESOME.
## HEALTH & WELLNESS ASSORTMENT: STAY HEALTHY

<table>
<thead>
<tr>
<th>Product</th>
<th>Options</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wired Earbuds with Mic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Get Fit Health Tracker</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Vertex Revive Waist Pack</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active Health Tracker with Heart Rate Monitor</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 3913                                          | Black         |          |
| 3933                                          | Black         |          |
| 3934                                          | White         |          |
| 70360                                         | Black         |          |
| 70361                                         | White         |          |
| 70370                                         | Black         |          |
EMPLOYEE INCENTIVES ASSORTMENT

**Mighty Mini Bluetooth® Speaker**

- 4001 Black
- 4002 White
- 4003 Royal Blue
- 4004 Green

**Moleskine® Hard Cover Ruled Large Notebook**

- 40060 Black
- 41060 Red
- 42060 White
- 43060 Oxide Green
- 44060 Brilliant Violet
- 45060 Orange
- 46060 Navy Blue
- 48060 Scarlet Red
- 49060 Slate Grey

**New**

**Brookstone® Connoisseur’s Wine Opener**

- 70010 Silver

**New**

**Brookstone® Etch Bluetooth® Speaker**

- 70266 Black
- 70267 White

**Electra Bluetooth® Headphones**

- 3976 Black-Brushed Silver

Add inspirational messaging!
New American Tourister® Voyager Computer Backpack
96016 Black

New American Tourister® Voyager Amenity Case
96004 Black

Pioneer Computer Backpack
5186 Black 5187 Navy Blue

Vertex™ Nitro Computer Messenger Bag
5390 Black
DUFFEL ASSORTMENT: STAY FIT

New

Power Play Sport Bag
4275 Black
4276 Royal Blue
4277 Red
4278 Electric Lemon

Replay Sport Bag
7065 Seattle Grey
7066 Royal Blue
7067 Red

Fast Break Sport Bag
7070 Seattle Grey
7071 Royal Blue

Billboard Convertible Sport Bag
4265 Black
4266 Royal Blue

Vertex™ Tech Duffel
4030 Black
4031 Royal Blue
4032 Red
4033 Apple Green
4034 Apple Green

Samsonite Tectonic™ 2 Convertible Sport Duffel
95044 Black
**New**

**Calypso Tritan Hydration Bottle** - 25 oz.

- 60130 Black
- 60131 Seattle Grey
- 60132 Royal Blue
- 60133 Apple Green
- 60134 Red
- 60135 Purple
- 60136 Solar Orange
- 60137 Malibu Blue
- 60138 Raspberry
- 60139 Electric Lemon

**New**

**Thermos® Sport Bottle with Covered Straw** - 24 oz.

- 80245 Smoke
- 80246 Turquoise

**New**

**bobble® infuse** - 20 oz.

- 50150 Peacock
- 50151 Fern
- 50152 Sugar Plum

**New**

**Aviana™ Luna Double Wall Stainless Bottle** - 20 oz.

- 15025 Charcoal
- 15026 Royal Blue
- 15027 Aqua

**New**

**Aviana™ Luna Double Wall Stainless Bottle** - 20 oz.

**New**

**Calypso Tritan Hydration Bottle** - 25 oz.
AWARD-WINNING BRAND PROMOTION

Proforma is the leader in the printing, promotional products and packaging industries with a creative edge to add impact and value to your programs.

We provide the most innovative and cutting edge product and service solutions through more than 750 offices across the globe.

Connect with us today.

Your Brand. Delivered.

From concept to delivery, we’re your One Source with Infinite Resources.