Working Professionals

BUSINESS COMMUTER AND TRAVELER BENEFITS PROGRAM
This program was designed to help professionals stay organized, productive and healthy during business commuting and travel. A productive, healthy and happy workforce is a key component of a solid business structure. Programs created to promote the welfare of employees are beneficial to the long-term growth of the business.

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

We can help develop a comprehensive business commuter and frequent traveler benefits program with a core focus on the following:
- Improving employee organization
- Maximizing employee productivity
- Encouraging a healthy lifestyle

Stats provided by Promotional Products Association International
In today’s business environment, many employees are commuting to work often 25 minutes or more. Workers in metropolitan areas experience the highest rates of “mega-commuting,” which involves commutes of more than 90 minutes.

Commuting has proven to have negative effects on employee’s professional and personal wellbeing. It can cause bad moods when arriving at work and coming home, increased lateness and missed work, and worsened cognitive performance and productivity. It can be a major source of stress due to the unpredictability and a sense of loss of control. The ride to work is also associated with increased blood pressure, musculoskeletal problems, lower frustration tolerance, and higher levels of anxiety and hostility.
A fortune 500 company, recently relocated its headquarters to a metropolitan area. The company anticipated the toll that the additional commuting and traveling would take on their employees both professionally and socially. A commuter benefits program was created to alleviate the negative effects of commuting and frequent travel.

The commuter benefits program was announced to the employees at the new facility’s open house. This comprehensive program, included tax-free savings measures, public transportation discounts, parking vouchers for carpoolers and promotional products. The products were selected to lessen the burden of a lengthy commute by allowing employees to stay organized and healthy.

Staying organized and productive is important for any employee and even more so for those that have longer commutes or travel frequently. Prior to the first week of inhabiting the new facility, employees were provided with a brochure explaining the new commuter benefits program. The brochure featured a number of products intended to help them adapt to their new travel schedule. The product assortment included: backpacks, luggage, business bags, and cargo organizers. These products were chosen for the program because of their unique organizational features, ease of mobility and carrying comfort.

While organization and productivity are important, the company also identified the health of their employees as a big focus of this program. Studies have found that longer commutes are linked to poor health. Therefore, the company wanted to encourage healthy behaviors and physical activity. The new facility featured a state of the art fitness center with exercise classes. To encourage participation, the company provided health trackers, hydration bottles, lunch coolers and sport bags. These items were given to employees quarterly as rewards for consistent participation in the classes and use of the fitness center.

**RESULTS**

The commuter benefits program was well received as 75% of their employees participated in the program. 42% of employees frequented the fitness center at least once a week. Despite the relocation and the inconvenience of a longer commute for many, employee turnover did not increase in the first year in the new facility. The company plans to continue this program, while incorporating feedback from employees.
BUSINESS COMMUTER & FREQUENT TRAVELER BENEFITS PROGRAM

STAY ORGANIZED ON THE GO

#5187

STAY ORGANIZED ON THE ROAD

#8683

STAY FIT & HEALTHY

#4270

#60800
New Ollie Computer Backpack

Matrix Computer Backpack

Pioneer Computer Backpack

New Travis & Wells™ Transit Computer Portfolio

Impact Vertical Computer Messenger Bag

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<thead>
<tr>
<th>Ollie Computer Backpack</th>
<th>Matrix Computer Backpack</th>
<th>Pioneer Computer Backpack</th>
<th>Travis &amp; Wells™ Transit Computer Portfolio</th>
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<tr>
<th>Impact Vertical Computer Messenger Bag</th>
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<td>2362 Dark Grey</td>
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**New**
American Tourister Voyager Computer Backpack

**New**
Samsonite Tectonic 2 Computer Messenger

**New**
Samsonite Road Warrior Computer Backpack

Samsonite Xenon™ 2 Travel Tote
**New**
Life In Motion™
Compact Cargo Box

8680 8681 8682 8683
Black Royal Blue Red Apple Green

**New Color Added**
Everyday Carry Caddy

3905 3906
Black Royal Blue & Black

**New**
Deluxe Carry Caddy

3798 3799
Black Royal Blue & Black

**Life In Motion™**
Primary Cargo Box

8639 8641 8643
Santa Fe Red Black Royal Blue

**Prime Utility Tote**

1590
Black

Collapsible for easy storage
GET FIT AND HEALTHY

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

Spartan Sport Bag
4270 Black
4271 Royal Blue
4272 Red

Billboard Convertible Sport Bag
4265 Black
4266 Royal Blue

The Edge Cooler
9291 Black
9292 Royal Blue
9293 Red

Igloo® Diesel Cooler
9038 Gunmetal Grey

Thank you for being AWESOME
Add inspirational messaging!
Thirst Flip-Top Tritan Water Bottle - 20 oz.

New
Vertex™ Revive Waist Pack

Get Fit Health Tracker

Thermos® Hydration Bottle with Meter - 24 oz.

Bolt Ear Buds with Mic & Volume Control

Comes packaged in a gift box
AWARD-WINNING BRAND PROMOTION

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