DESIGNED AND PACKAGED IN THE USA!

BookWear

TELL YOUR STORY

MARKETING · RECRUITING · BRANDING · COMMUNICATIONS
BookWear Product Index

*2018 Lower Price

- T-Shirts and Softstyle
- Socks
- Fan Wig
- Coolie
- Flag
- Sunglasses
- T-Shirts Soft Pack
- Fleece Scarf
- Embroidered Luggage Tag
- Ear Buds
- USB and Slap-Wrist USB
- Flash Light
- Multi-Tool
- Light Puck
- Tire Gauge
- Apron
- Cutting Board
- Flour Sack Towels
- Bottle Opener
- Cork Screw
- Jute Bag
- Pillow Cases
- Laundry Bags
- Rally Towel
- Puzzle
- Playing Cards
- Note Pad
- Tote
- Big Book
- Beanie
- Flask
- Pop Corn
- Custom BW Sample
- Leather-like Journal
- Stone Coasters
- Leather ID Holder / Wallet
**T-Shirts and SoftStyle**  
*Item# BW08CTS*

Printed t-shirts are one of the best branding bargains out there. The face-time of t-shirts is huge. Our Tee is 100% cotton 6 oz. Price includes up to a 3-color spot print on white shirt, compressed and in a full color BookWear® cover. For color Tees add $1 (V). Many colors available. Print size up to 12” x 14”. Price is for sizes S – XL. For XXL add $1.85 (V). Call for 3XL or larger. Other shirt styles available.

<table>
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Popular fashion-cut Softstyle® 4.5 oz. ringspun cotton tee.

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“BookWear® has been received extremely positively by admitted students. They catch student’s attention and provide important next-step information.”
- University of Georgia

**Socks**  
*Item# BW01SOK*

Get your next promotion started off on the right foot! Custom woven Unisex Crew Socks. 9.5” foot x 3.5” 7” cuff. Cotton/Poly/Elastan (71/29/1). Extensive color combinations with multiple woven areas for your art. Call for sock template.

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**Fan Wig**  
*Item# BW09CWG*

Bright, crazy and fun wig! Display your team pride up front and center. One Size fits most. Choose 2 hair colors and a headband color. Includes one or two color 1.5”H x 5”W imprint on headband. Allow 8 weeks production.

<table>
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MARKETING • RECRUITING • BRANDING • COMMUNICATIONS
Raise a flag and raise team spirit. We offer two sizes. Full color print is included in pricing. Polyester fabric shows the design on both sides (on the back any lettering will be backwards). Full-bleed art except on left with binding and two metal grommets.

---

**Coolie**  
*item# BW03BEV*

Keep it Cool! Tell your story on the custom book cover, with a coolie inside. 3 Print locations, Front back and bottom if desired. Create your own artwork, or select from over 60 stock backgrounds and drop in your logo. Front/Back Imprint area 3 3/8" W X 3 3/8" H and 2" Diameter bottom. Art template on website.

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Use book cover template E. Setup $35 (R)

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"The BookWear® we ordered look Great! Thank You!"
- Mercy Corps, New York

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**2018 Lower Price**

**Large & Small Flags**  
*item# Small - BW04FLS  Large - BW05FLL*

Raise a flag and raise team spirit. We offer two sizes. Full color print is included in pricing. Polyester fabric shows the design on both sides (on the back any lettering will be backwards). Full-bleed art except on left with binding and two metal grommets.

<table>
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</table>

Price includes 1 color 1 location print.

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**2018 Lower Price**

**Classic Shades**  
*item# BW06SUN*

Warm up your communications with cool, colorful shades. Black rims with Red, Royal, Green, Pink, Purple, Orange, Silver, Teal, White or Yellow arms. Your logo printed on one arm: 3/8" H x 2" W. UV400 protection. Price includes 1 color 1 location print.

<table>
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Use book cover template A. Setup $55 (V)

Insert Card included in price
Souvenir Tee  item# BW10CPC
This “soft-pack” compressed 5.3 oz. cotton tee includes a 2-color, 1-location shirt imprint. One full color paper insert. Add a label and it can be mailed. Prices are for S-XL white tees. Add $1 (V) for color tees and $1.85 (V) for XXL. Card dimensions 3 5/8” x 5 ¼” (add 1/8” bleed on all sides) Screens $30 (V)

<table>
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Use book cover template A. Screens $30/color(V)

“ The BookWear® package is great - everyone loves them!”
- SC Department of Education

Fleece Scarf  item# BW32SCF
Stadium scarves are a way to show off your colors and keep patrons warm and comfortable. Great gift for students, employees, and colleagues. This large 6.75” H x 54” W (plus fringe) polyester fleece scarf includes a full color, full size imprint on both sides (different design on each side).

<table>
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Use book cover template A. No Setup charge.

Embroidered Luggage Tag  item# BW02LUG
We can’t guarantee the airlines won’t lose your luggage, but everyone will be impressed with your colorful embroidered luggage tag. 2.5” x 4.5” tag embroidered with up to 75% coverage and up to 9 thread colors. Back side is a clear window pocket and name card. Comes with clear rubberized attachment loop.

<table>
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Use book cover template E. No Setup charge
Insert Card included in price

MARKETING • RECRUITING • BRANDING • COMMUNICATIONS
**Ear Buds item# BW34BUD**

Listen Up! This is “sound advertising”. Includes 38 inch cord, 3 interchangeable earbud covers and 2.75x2.75x.75” protective case. Comes in black, white, red, royal, yellow, lime green. Max art size is 1.5 x 1.5” printed one color.

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*2018 Lower Price*

Use book cover template A. Setup $55 (V)

Insert Card included in price

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**USB & Slap - Wrist USB item# BW35FDR**

Standard shape and custom shape USBs. Preload these with your information, videos, spread-sheets, etc. Packaged in the book.

*Call for Current pricing. Use book cover template A.

“BookWear” stole the show. Everyone loved our promotional giveaway.
You made us look great!*

- ClassesUSA.com, a division of Experian, Inc.

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**Flashlight item# BW29PFL**

“Your Future is Brighter at ...” is a great headline for the “book” cover for this bright little light. Includes 3 AAA batteries. Available in black, blue, green, red and silver. Laser engraving size is 3/8” x 1”.

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<tr>
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*2018 Lower Price*

Use book cover template C. Setup $45 (V)
Multi-Tool  **item # BW16MTL**

“Multi task” with this Classy Multi-Tool. Metal body, knife, one LED light, bottle opener, carabiner clip, (3-LR621 batteries included.) Size: 3.53” L x 1.50” W. Grey metal. Laser engraving is 1.45” X .70”.

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Use book cover template E. Insert card included. Setup $ 50 (V)

Light Puck  **item # BW14PKL**

This light is a mini-lantern and is super-bright. The back is magnetic and sticks to metal. A fold-up hook makes it easy to hang and swivel.

<table>
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Use book cover template A. Insert card included. Setup $ 50 (V)

Tire Gauge  **item # BW15TGA**

A tool that gives peace of mind on the road. Perfect for dealerships, auto body shops, rental car agencies and more. This 5 3/4” x 3/8” pencil type gauge is aluminum and measures 5 - 50 PSI. Colors: black, royal, green, red, purple, orange, teal, gold, silver.

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Use book cover template E. Insert card included. Setup $55 (V)

“Thanks for the follow up. The entire process from start to finish was wonderful. The BookWear® is fantastic!”
- AT Still University
**Apron**  *item# BW17APR*

Excellent for culinary schools, realtors, corporate BBQ’s, and food service industries. 20” x 30” apron is 100% cotton with a tie waist strap and a convenient 5”x 6” front pocket. Print size is 7”W x 11”H. Red, Blue, White, Black, Hunter Green.

100    250    500    1000    2500
$ 10.95 $ 8.95 $ 8.40 $ 7.50 $ 6.95 RRRSS

*Use book cover template D. Setup $ 50 (V)*

“We’re very pleased with BookWear®. Great customer service as well.”
- Shomes

**Cutting Board**  *item# BW18CUT*

Ideal for cooking schools, restaurant suppliers and financial institutions. Eco-friendly, 6” x 9” X ½” bamboo cutting board, sure to make the cut among your clientele. With laser engraving the brand is seen for years. Voted best green product ASI Chicago and Orlando. Laser print area 3”W X 2”H.

50    100    288    500    1000
$ 22.95 $ 19.95 $ 16.95 $ 14.50 $ 12.95 SSSTU

*Use book cover template I. No Setup charge*

**Flour Sack Towel**  *item# BW19TWS*

Flour Sack Towels are USA Made and hemmed on all four sides. Full color print is included in the price. Towel is 20 x 20” and print size is 6”x9”. White or Natural color towel.

100    250    500    1000
$ 10.95 $ 9.25 $ 7.95 $ 7.50 RRST

*Use book cover template E. No setup*
Cork Screw  Item# BW22CRK
Laser engraved waiter’s corkscrew. Choose colors: burgundy, vineyard green, royal, silver, gold and steel blue. Laser art size is 2.75” x 5/16”, setup $50 V, Assembled in USA.

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Use book cover template A. Insert card included  Setup $50 (V)

“BookWear” was perfect for our Visiting Nurse Service fundraiser.”
- Visiting Nurse Service, Inc.

Many wine and food related products available. Call us for ideas or send your own products. Custom “book” packaging available in many sizes.

Bottle & Can Opener  Item# BW21BOP
Stylish wood and sturdy nickel-plated steel handle, this bottle/can opener is a real tool. Handle is laser engraved with customer’s logo in 1/2” x 1 3/4” size. Laser art 1.75 x 5/16”

<table>
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Use book cover template A. Insert card included  Setup $50 (V)
**Pillow Cases**

“Dream On!” It’s easy to do that on this pillowcase with its stunning full-color prints on both sides! A different image printed on each side. The design fills the entire 20” x 30” fabric. Zipper closure.

Or we offer a quality 50/50 cotton/poly 20” x 30” white pillowcase with the logo printed in up to 3 colors on one side.

**Pillow Case: 4 Color Poly item # BW25PLC**

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*Use book cover template A.* No setup. Allow 9 weeks production.

**Pillow Case: White item # BW24PLW**

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*Use book cover template A.* Screens $30/color (V)

“Everyone loves the BookWear®. I have a hard time keeping co-workers out of them.”

- Angel Learning

**Laundry Bags item# BW26LBG**

Get the dirt out! Dorm managers love BookWear® laundry bags for students. Bags are 25” x 36” nylon mesh. Maximum imprint area: 8” W x 4” H. Price includes a 1-color print and BookWear® packaging. White mesh with black, red, navy, lime green, purple, burgundy, forest or royal blue panel. Or black mesh with black, red, royal or lime panel.

<table>
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*Use book cover template A.* Setup $50 (V)

**Rally Towel item# BW27RAL**

Rally your team with an 11 x 17” cotton terry velour towel. Includes a one color print 8 x 12” max size. White, orange, yellow, black, royal, navy, red.

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*Use book cover template D.* Screens $30/color (V)
Puzzle  item# BW28PZL

"You’re the Missing Piece" is a great lead line for a puzzle. Your graphics are made into an 81-piece full-color, 8.25” x 10.5” jigsaw puzzle. Ideal for capital campaigns and fundraisers with architectural layouts or landscapes. The BookWear® cover is customized with your full-color graphics and message.

<table>
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Use book cover template A.
Insert Card not included.

*2018 Lower Price

Playing Cards  item# BW1DCDS & BW2DCDS

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One Deck
Two Decks


*2018 Lower Price

Note Pad  item# BW50NPD & BW100NP

This inexpensive and useful note pad comes in 50 or 100 sheet versions. Use it on the desktop or pack it in a brief case or purse. Pad measures 3-5/8” x 5-5/8”. Art size is 3-3/8” x 5-3/8” printed full color. Packaged in BookWear®.

<table>
<thead>
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</table>


The BookWear® puzzles are absolutely beautiful - the colors are amazing! You did a fantastic job. How long does a re-order take?
- UNM Cancer Center

MARKETING • RECRUITING • BRANDING • COMMUNICATIONS
Cotton totes are nice but often bulky. This one is lighter 100% cotton, 15” x 15” and easily folded yet sturdy. It includes a one color print, maximum size 7”W x 6.5”H. Red, Royal, Navy, Black, Natural, Purple and Lime Green.

**Tote**  *item# BW31TOT*

Need a different size “book”? Other sizes are available. The one at right is 6”W x 9”H x 1.5” deep with a red ribbon closure. It had a box of candies and a power stick, gift wrapped with a “Happy Holidays!” message for 600 Citgo employees.

"BookWear® allows us to stand out from the clutter in the mail. More importantly it provided us a significant ROI."
- Experian, Inc.

**Big Book**

"2018 Lower Price"

<table>
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*Use book cover template E. Setup $55 (V)*

"You guys are awesome! Thank you for the great product and service."
- UNC, Wilmington

Beanie Colors: black, white, burgundy, green heather, blaze orange, blue heather, grey heather, charcoal heather, forest, navy, pink, purple, red, royal, brown heather.

**Beanie**  *item# BW33BNE*

Don’t blow your top! Put on this warm knitted and embroidered beanie. Make a statement that’s remembered, like "How to Keep Your Head From Exploding!"

"BookWear® allows us to stand out from the clutter in the mail. More importantly it provided us a significant ROI."
- Experian, Inc.

"2018 Lower Price"

<table>
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<th>Size</th>
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</table>

*Use book cover template E. No Setup charge.*
Still hunting for promotions for that special project? We’ll work with your gifts and help create a “Very Custom” BookWear® piece. This distributor wanted a prohibition-themed party favor for their 600 best clients. They supplied the Jack Daniels, shot glass, sack of peanuts, cigar and first aid kit. We provided a larger box and “book” to tell their story creatively. Make a splash with your customers by creating a custom book cover with their graphics and a surprise inside.

### Flask  item# BW39FLK
Stainless steel 8 oz. flask is slim and classy. It is 5 1/8” tall x 3 3/4” wide and 3/4” deep with a 1.75” x 1.75” laser engraving.

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
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</tr>
<tr>
<td>100</td>
<td>$15.75</td>
</tr>
<tr>
<td>250</td>
<td>$13.50</td>
</tr>
<tr>
<td>500</td>
<td>$12.95</td>
</tr>
<tr>
<td>1000</td>
<td>$11.50</td>
</tr>
</tbody>
</table>

Drive traffic to your website with a “Pop Quiz”. Quiz is printed on popcorn bag with a note, “For the answers, go to the website.” To add an insert card, like the one at right, see pricing inside front cover.

### Pop Corn  item# BW13PCN
Make your message POP with this 3.5 oz. trifold popcorn promotion. The imprint area on the bag is 5”W x 11.25”H (one sided). The book cover is fully imprinted with your logo, graphics and story. Butter them up with this tasty treat.

<table>
<thead>
<tr>
<th>Quantity</th>
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</thead>
<tbody>
<tr>
<td>300</td>
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<tr>
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<tr>
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</tr>
</tbody>
</table>

*2018 Lower Price

Use book cover template A. Setup $50 (V)

*Use book cover template E and popcorn bag template. Bag imprint $55 (V)

Insert card available but not included in price.

“We get a higher yield with BookWear® than with any other communications we've ever done!”
- Case Western Reserve University

Your Special Project

Still hunting for promotions for that special project?
ART CHARGES:
• Artwork, if needed, charged at $15(v) per quarter hour.
• Stock ink colors listed below. Custom Pantone/PMS match available for $15 (v) per ink color.
• Full color Insert Card: 3 5/8” x 5 1/4” (leave 1/8” bleed on all sides), 1-sided $.30 ea. (v) 2-sided $.45 (v)

WE ACCEPT:
• Adobe CC or Earlier - Adobe Illustrator (Preferred) • Adobe InDesign • Adobe Photoshop
• Pdf’s Saved As “High Quality Print” - All text must be outlined.

SPECIAL INSTRUCTIONS:
• Adobe Illustrator: Convert all type to outlines, embed all linked files or send links in a folder.
• Adobe InDesign: Convert all type to outlines, package file before sending, include a pdf saved as “High Quality Print” with all fonts outlined.
• Adobe Photoshop: Do not flatten file. Photos must be at least 300 dpi at actual size.
• We do not accept files in Powerpoint, Word, Publisher, Pagemaker, Freehand or Quark

T-SHIRT AND PRODUCT ART: Files too large to email send via Dropbox.com.
• Vector (line art) required, except 4C process use JPG or TIFF. Submit design in .ai or .eps format. PMS #’s ink colors must be included, or select from stock ink colors. Do not save as CMYK. Designs should be emailed to art@bookwear.net.

BOOK COVER ART: Files too large to email send via Dropbox.com.
• Color Matching: Color balance may vary within a print run or for re-orders.
• Download PDF book cover templates at www.bookwear.com/start-your-art/. Sizes vary depending on product. Submit photos in 300 dpi. Artwork less than 300 dpi (to size) that requires cleaning will be billed accordingly.

TERMS AND CONDITIONS:
• 50% Deposit required, balance due before shipping. Net 30 Terms may be available upon approval.
• Product Delivery: 4 weeks from art approval date and signed off, unless otherwise arranged.
• Overrun/Under run of +/- 5% allowable. We make every effort to ship quantity ordered. Customer is billed for shipped quantity only. Other terms available with approval.
• Rush Charges: Orders not fitting standard production time subject to 15% rush fee, special quote and/or additional shipping charges. Charges will be quoted at the time of order.
• Quotes are valid for 15 days from quote date. Price lists subject to change without notice.
• Cancellations are subject to charges: restocking and shipping of merchandise, art and screen work performed.
• Email proof; no charge. A printed shirt/garment proof costs $40 for first color, $25/additional color. No cancellations once shirts or books are in production.

STOCK INK COLORS: Colors printed below are approximate. For accuracy compare the number below to your PMS book. These ink colors do not apply to laundry bags and backpacks. Florescent colors are much brighter than pictured.
Product Ideas for Inside BookWear ®

We make various size “books” to accommodate hundreds of products. Here are some ideas. Send us your requests and/or your products and we’ll work together on packaging to best tell your story. **Call for custom “book” packaging.**

- Leather-like Journal
- Custom Wood Awards
- Candy Tube, Candy Bag
- Stone Coasters
- Leather Id Holder / Wallet
- Candy Box

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ASI 41044  PPAI 233342  SAGE 69978  UPIC Book1122  Patent #6241084 & #7036665
"Never Trust a Molecule. They make up everything!"

That’s what the shirts for SLAS said. The Society for Laboratory Automation and Screening is a scientific association that hosts an annual conference. They give out a "book" with contact information on the back and a t-shirt gift inside. Last year their shirts had a big “Ah” on them, the fictional periodic chart symbol for the “Element of Surprise”. GREAT! A scientific group poking fun at science in a novel way!

"Judge for Yourself" is the title of this book for UNC Law. "Welcome to UNC Law!" is on the spine and important dates for application, orientation and first day of classes are on the back. It’s concise and professional, like a legal case should be! Inside was a "UNC Law" t-shirt. It's a great “WELCOME” to a new student and a recruiting piece that is mailed out like a thick postcard.

Turbo-charge Your Message!

TurboTax enhanced their message with BookWear®. It was mailed out to beta testers of their software. The message on the book cover is "Thank You" to hundreds of people who designed future editions. A TurboTax gift inside made it a memorable message.

There are hundreds of examples of BookWear jobs like these. We’ll be glad to assist with telling your story in a very novel way.