

The logo for the PPAI EXPO CONFERENCE is centered within a circular graphic. The graphic consists of two concentric rings. The outer ring is dark blue and is broken into four segments by white gaps. The inner ring is light green and is also broken into four segments by white gaps, offset from the outer ring's segments. The text "PPAI" is in a large, bold, dark blue sans-serif font. Below it, "EXPO" is in the same font, but the "E" is replaced by a green arrow pointing to the right. Below "EXPO", the word "CONFERENCE" is written in a smaller, dark blue sans-serif font.

# PPAI EXPO CONFERENCE

## 2024 Trends To Kick-Start Your Sales

Holly Brown & Liz Haesler





## Presenters



**Holly Brown**  
Chief Revenue Officer



**Liz Haesler**  
Chief Merchandising Officer







- 1. 2024 TRENDS: INSPIRE**
- 2. NEW EVENTS PLATFORM FROM PCNA**
- 3. PROUDPATH<sup>TM</sup>**
- 4. Q&A**



# 2024 Trends

Liz Haesler  
Chief Merchandising Officer





# INSPIRE

TRENDS FOR 2024

## INSPIRE Redefine



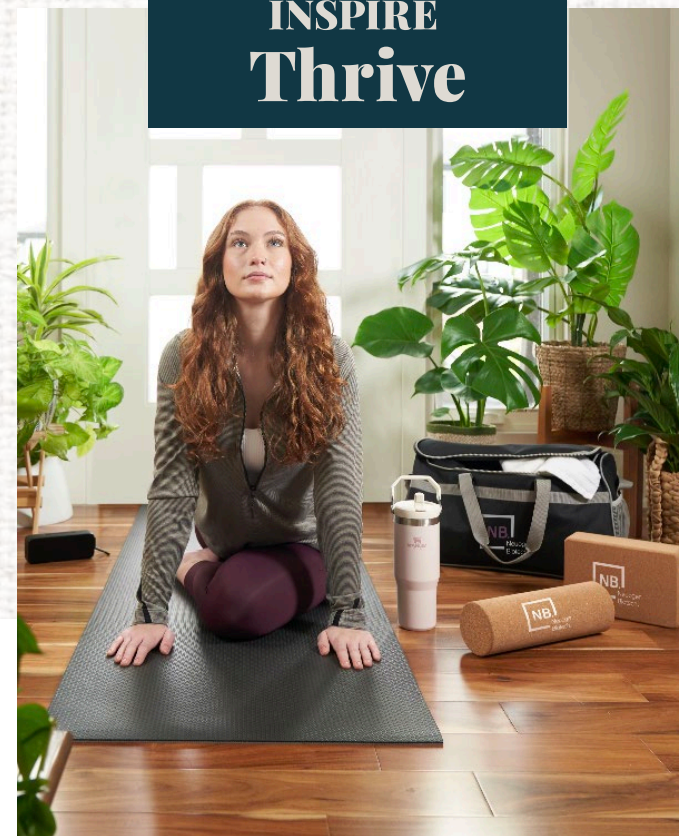
- **Sustainability & Eco-Friendly**
- **Social Responsibility**
- **Innovation:** Reinventing & redefining current state
- **Quiet Luxury:** High-quality, timeless styles and elevated basics

## INSPIRE Balance



- **Learning to Balance:** Unplug while remaining engaged & connected
- **“Bleisure:”** Merging of business & personal travel
- **Technological** advancements to enable balance between worlds

## INSPIRE Thrive

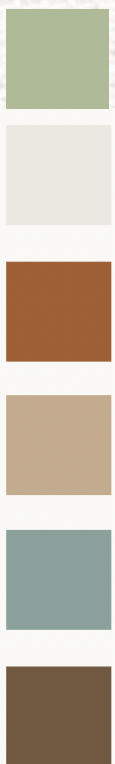


- **Health & wellness:** Elevate our lifestyles, reduce stress, and find comfort with these products
- **Outdoor living & outdoor fitness** are well on the rise
- **Exercise** technology, recovery and recuperation





INSPIRE  
Redefine



Sustainability  
Quiet Luxury  
Brands of Substance

Sales of sustainably marketed goods have surged **2.7X faster** than conventional products



CO.DESIGN  
Patagonia just designed its warmest coat ever, and it's made from trash



Patagonia founder gives away company valued at \$3 billion  
'Earth is now our only shareholder'



Sustainability is driving the quiet luxury movement





On-trend shape  
& core market  
of loyal users of  
"skinny tumbler"  
best-  
selling silhouette  
on Amazon!



NEW!

SM-6020

### **Chroma Recycled Acrylic Straw Tumbler 16oz.**

- 100% recycled
- On-trend shape & core market of loyal users "skinny tumbler" best-selling silhouette on Amazon!

U.S.: \$4.49 [C]  
CDN: \$7.36 [C]

NEW!



SM-5281

### **5" x 7" FSC® Recycled Star Spiral Notebook with Pen**

- Front card pocket
- 70 pages of FSC®-Certified recycled paper

U.S.: \$3.49 [C]  
CDN: \$5.24 [C]

NEW!



9009-12

### **FEED Organic Cotton Market Tote**

- This bag helps provide 5 school meals to kids around the world
- 16oz. 100% GOTS Certified Organic cotton

U.S.: \$34.98 [C]  
CDN: \$52.48 [C]



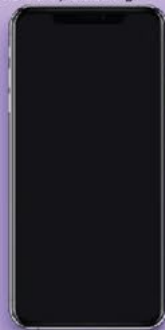


# INSPIRE Balance

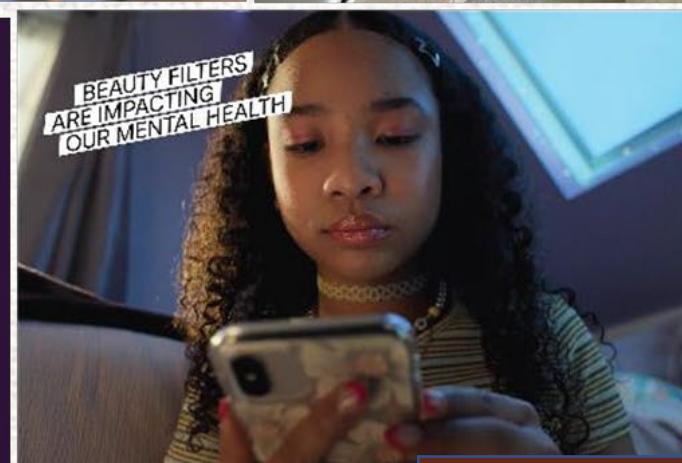
Not exactly "new" or "used"

## This is a reborn device

Back Market combats the tons of waste produced by electronic devices by refurbishing used electronics and selling them to consumers. The business encourages consumers to trade in their used electronics for cash instead of throwing them away and also provides an eco-friendly alternative to those looking to buy.



Our physical and digital worlds continue to converge with the rapid adoption of ai and other new technologies - we are entering a new digital frontier. We will strive to harness AI, augmented reality, web3 and other new technologies to work for us and improve society, our lives and wellbeing. The more we immerse ourselves in these digital worlds - our overloaded senses will seek to escape, pushing disconnect and seek out real life experiences and personal connections. Balancing these very opposite aspects of our lives will be key to our survival.



The more we immerse ourselves digitally, our overloaded senses will seek to escape which is why **60% of all business trips** are lengthened with leisure days.





NEW!



7143-69

### **Duo Talk Wireless Microphone**

- Battery life of the microphone is 4 hours
- Charges within 1 hour

U.S.: \$17.98 [C]  
CDN: \$26.98 [C]

NEW!



1602-05

### **Victor Recycled Vacuum Insulated Tumbler 20oz.**

- Keep beverages hot for up to 8 hours or cold for up to 24 hours
- Push-on 100% recycled SAN lid with Tritan slider

U.S.: \$14.97 [C]  
CDN: \$22.45 [C]

NEW!



9898-02

### **Daybreak Recycled 15" Laptop Backpack**

- Made with 75D RPET and is your next go-to travel backpack
- Featuring an open main compartment, internal laptop sleeve + water bottle pockets

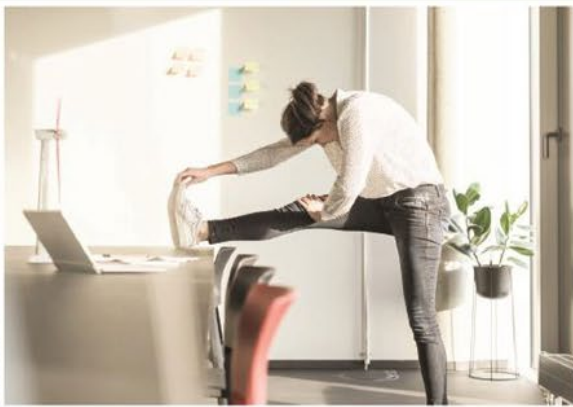
U.S.: \$19.97 [C]  
CDN: \$29.95 [C]





# INSPIRE Thrive

Consumers are spending more on wellness than they ever have before. Wellness is now a \$1.5 trillion market globally—and it's growing at a clip of 5 to 10 percent each year. McKinsey research shows that consumers are most interested in six wellness categories: health, fitness, nutrition, appearance, sleep, and mindfulness.



A new Deloitte report found that the total impact of the health and wellness market worldwide has now reached

**\$91.22b**



Millennials are considered the “wellness generation,” with **79% of Americans aged 26-40** stating health as the most important thing in their lives, second only to family.



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NEW!



1631-33

### Cork Wellness Roller

- Ideal for stretching and massaging muscles
- Crafted from 100% natural cork

U.S.: \$15.98 [C]

CDN: \$23.9a8 [C]

NEW!



8676-02

### Topo Designs Daypack Classic 15\"/> Laptop Backpack

- Made from 100% recycled nylon
- Cross-functional as an everyday work bag or room for extra layers on the trail

U.S.: \$99.00 [C]

CDN: \$148.51 [C]

NEW!



1603-03

### Stanley IceFlow™ Flip Straw Tumbler 30 oz.

- Built-in straw for easy and effortless sipping
- Fits comfortably in vehicle's cup holder + treadmills and spin cycles, too

U.S. ONLY: \$45.00 [C]



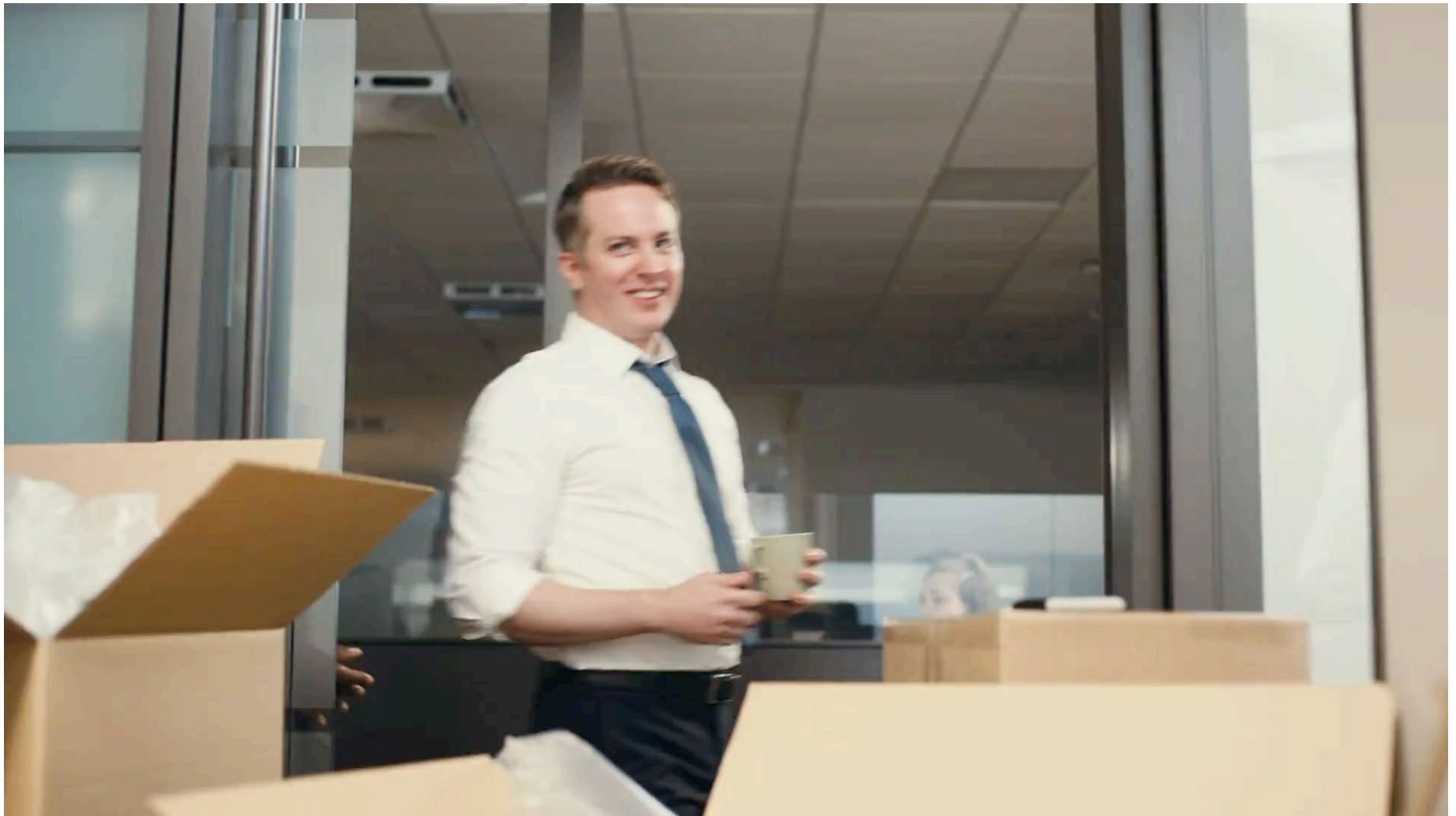


# New Events Platform

Holly Brown  
Chief Revenue Officer







<https://www.youtube.com/watch?v=PSiCDWHYc9Q>





## Gifting Today For Events & Conferences...



Requires significant time and resources to manage logistics and manual steps



Large order minimums and guessing on demand creates waste



Provides cumbersome and often chaotic process to select products



Limited or no guest choice of gift or ability to add personalization

## The Future Of Event Gifting Is Here, & We're Leading The Charge

- Virtual Pop Ups
- Streamlined, Simple Process
- One-Of-A-Kind Gifts
- Zero Inventory

From A Partner You Know & Trust



Introducing

# GIVEE<sup>TM</sup>

— Select —

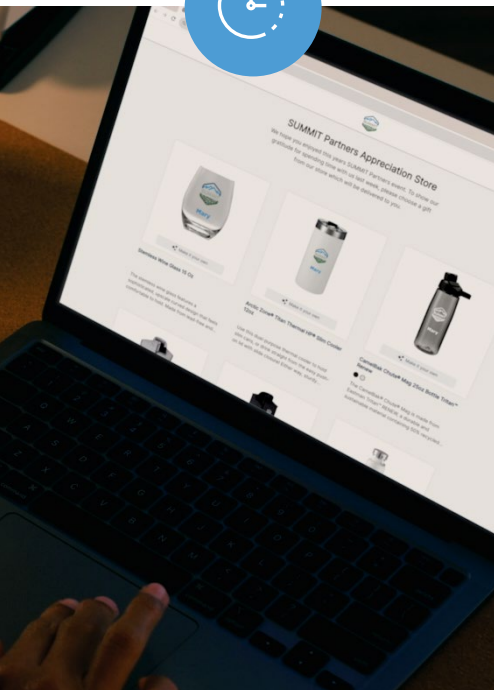
Givee Select makes it **easier than ever** to create and deliver personalized, one-of-a-kind gifts for conferences and corporate events. Our platform **saves time** and simplifies the gifting process from start to finish. While your team focuses on creating a great event, we'll make sure guests choose and receive a gift they love.



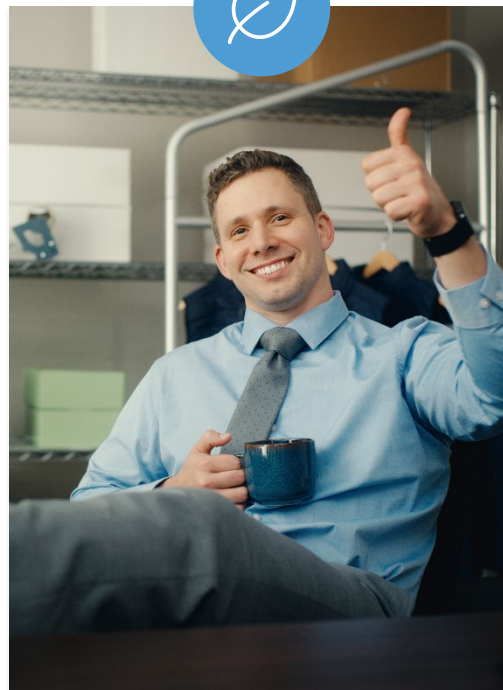




## Why Givee?



Simple, **easy-to-use** platform – build a store in **under 5 minutes!**



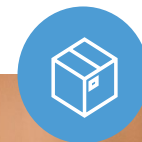
**Zero inventory** requirements and **no waste**



**Personalized** assortment options powered by **print on demand**



**No middlemen** or aggregators, and **no hidden fees**



Gift orders **dropship direct & fast!**



## Give the Gift of Choice:

Letting Recipients Choose Their Own Gifts Matters

### Meaningful Connections

Giving recipients the freedom to choose and personalize their gift strengthens your relationship with them.

### Increased Satisfaction

Recipients that choose their own gifts are more likely to be satisfied with their gift, leading to happier giftees.

### Reduced Waste

Recipients will use and enjoy a gift they have personally selected, reducing the likelihood of it being thrown away or regifted.

After analyzing recent Givee Select Store order breakdowns, we were surprised to see the broad variation that giftees chose. Choice matters!



Speakers

30%



Apparel

25%



Bags

19%



Power

16%



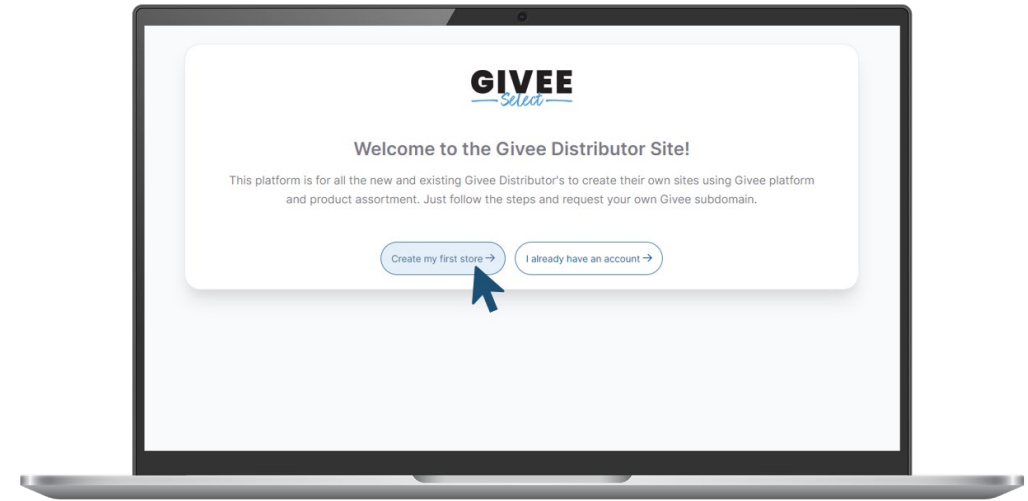
10%

Drinkware





# Getting started with Givee is *easy*



## 1. CREATE AN EVENT STORE

Quickly create a storefront with our setup wizard. Brand its look & feel with your colors, logos and more. No developers needed!



## 2. PICK & DESIGN PRODUCTS

Select from our curated catalog of high-quality products and customize them with your logos.



## 3. SHARE

Invite guests to select and personalize their gifts. We'll take care of the rest.



A woman with dark hair is sitting at a desk, unboxing a silver water bottle. She is holding the bottle up to the light. The room is dimly lit, with a lamp providing warm light. On the desk, there is a cardboard box, a pair of scissors, and some other items. In the background, there is a calendar and a note on the wall.

# GIVEE<sup>TM</sup>

*Select*

[PCNA.COM/GIVEE](https://PCNA.COM/GIVEE)



## Our Current Impact



PCNA partners with **1% For The Planet**, a global network of businesses working to support people and the planet. Thus far, PCNA has contributed **\$1.6 million** to non-profits working to improve water access, food security and nature-based carbon solutions. Working together, we'll continue making a difference.



**2022 Sustainability Report:** Announced and released its first ever Sustainability Report



**EcoVadis:** Awarded a Silver medal for sustainability performance from EcoVadis, the world's largest provider of business sustainability ratings



**New Role:** PCNA hires Nick McCulloch, Director of Environmental, Social & Governance (ESG)





**Branch Out:** PCNA's first annual tree planting event








As the industry leader in environmental and social responsibility, PCNA continues our unwavering **commitment to sustainability** and creating positive change.

## What's Next?

-  **Zero waste** at New Kensington, PA facility by 2025
-  Long-term "**Rethinking Plastics**" **2030 strategy** – aiming to phase out all fossil-based plastics from its collection by 2030

## New Sales Tools & Resources

-  **NEW web enhancements:** ProudPath hub: filter and search by eco SKUs and descriptions
-  **NEW ProTips video series** featuring educational videos depicting the importance of eco & sustainable initiatives, product composition information & more
-  **NEW sales collateral:** customized digital flipbook, sales flyers, brand story cards and photography

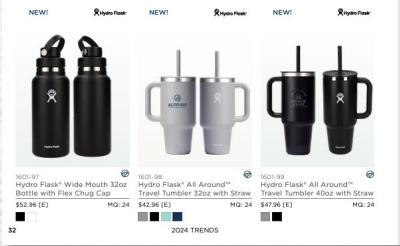
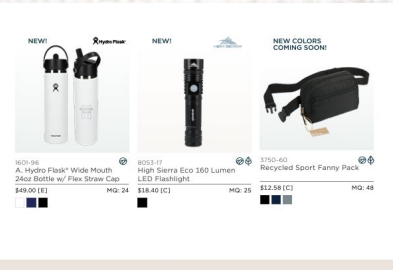
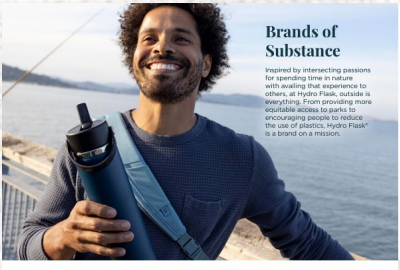
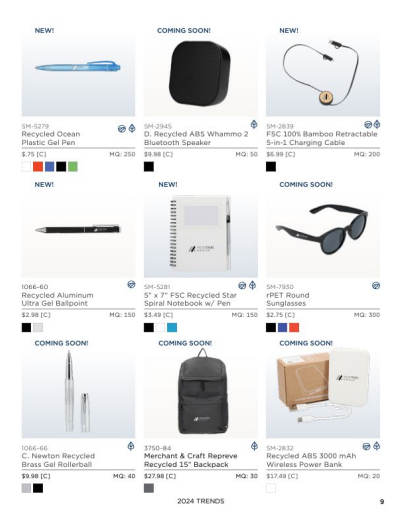
...and we're just getting started.



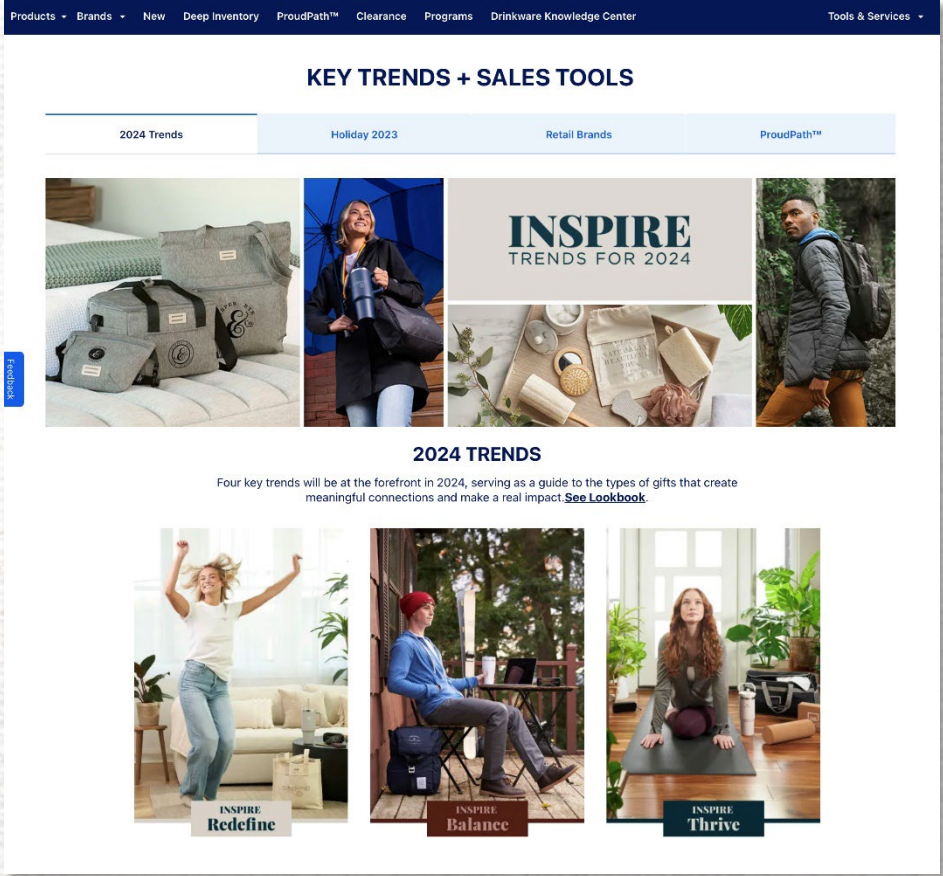


# 2024 LOOK BOOK & LANDING PAGE – AVAILABLE NOW!

## Inspire: Trends of 2024 Lookbook



## Trends 2024 Landing Page







**PCNA**<sup>TM</sup>

Stop by and see us!

**PPAI Booth #4024**





Q&A

