



# TOP 17 Products of 2017

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marketingedge® magazine asked suppliers to submit their best products of the year and recruited 8 industry experts, representing different market sectors, in various roles, to evaluate a variety of perspectives on the products, both hard goods and apparel. Here are the winners... when working on your next project, consider using one of these products - after all, they are the Top 17 Products of 2017!

# 1<sup>st</sup> Place Overall Winner

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## **4-in-1 Blanket/Poncho/Seat Cushion/Backpack -**

As the name says, this is more than just a blanket. As an all-in-one blanket, poncho, seat cushion and backpack, this product has uses all year round. As a poncho it features anti-pilling fleece on the inside for comfort and warmth and water-resistant ripstop nylon on the reverse side. It also features an adjustable hood with brass snaps, an outside compartment on tote for holding loose items and adjustable shoulder straps which make this unique product highly functional. Size: 60" x 60" folded out as a blanket.



## 2<sup>nd</sup> Place Hard Goods Winner

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**Axel Pen** - Functionality compliments style in this chic 3-in-1 plastic matte metallic pen, stylus and phone holder with chrome clip and grip. Not content to simply write your words on paper or plan new adventures using the rubber stylus on your tablet, the Axel's cap also serves as a handy portable phone holder which prevents it from getting buried on your desk. Use the stand for your smart phone or mini tablet while travelling on wi-fi equipped airlines to watch your favourite entertainment.

# The Other Hard Good Winners

**Bluetooth® Enabled Wall Clock**— Beautiful 16” diameter wall clock with molded case in mirror polished chrome finish features brushed silver-tone numerals on a black chapter ring. This quiet sweep seconds hand quartz clock houses a Bluetooth® wireless stereo speaker system. Wirelessly supports any type of programming from a smartphone or tablet and transmits up to 30 feet away from the device. Bluetooth® pairs easily with Android and iOS software.



3<sup>rd</sup> Place



4<sup>th</sup> Place

**Arctix™ 3-in-1 Insulator** – Never be thirsty again when you have this 12 oz. Arctix 3-in-1 tumbler! Made with FDA compliant dual walled stainless steel. The copper lined, vacuum insulated deep draw liner will maintain optimal drinking temperatures for your favourite hot or cold drinks and includes a sweat-free design. This tumbler is designed to keep for over 48 hours. Can double as a can or bottle cooler too! Will fit a standard 12 oz. can or bottle. Upgrade your logo to a multicolour TruColour imprint for a minimal charge.

## Hard Good Winners continued...

5<sup>th</sup> Place



**Full Graphic Hard Hat -** Customizable to display your logo or safety message. The line includes CSA Type 1 and Type 2 hats for construction and plant workers, miners, linesmen, welders, food plant workers and all workers needing head protection. Hats are designed for the ultimate in comfort, protection, balance and weight that make it light and comfortable to wear. Features a crown pad and foam padding. Easily adjustable.



6<sup>th</sup> Place

**Fabrizio Power Bank Portfolio -** In this digital age you need an outstanding portfolio, able to keep up with you and your devices. Look no further! With an integrated 5000 mAh power bank with built-in USB port to plug your own charging cable, use the sleeve to protect your tablet when you are on the move and then transforms into a tablet stand. Includes 4 card slots, a frosted sleeve to safeguard your smart phone, refillable notepad, document slot and a micro-usb/USB charging cable. Friendly for both left and right handed note takers.

## And the final Hard Good Winners...



7<sup>th</sup> Place



**Rebel Reversible Umbrella** - First of its kind, the Rebel is a reversible umbrella... it opens and closes backwards. The benefit is when you come inside or get in your car, the exterior of the umbrella is dry, while the wet side is now on the inside of the umbrella.

8<sup>th</sup> Place



**Victor Copper Vacuum Tumbler with Opener** - Do not miss the most trendy tumbler of the year. This 24 oz. tumbler is durable, double-wall 18/8 stainless steel vacuum construction with copper insulation, allows your cold beverage to stay cold for 24 hours and at least 8 for hot beverages. Easy sipping, push-on lid and removable bottle opener design works as a slide closure as well. Wide opening for comfortable filling and pouring.

9<sup>th</sup> Place



**Beach Blanket Tote with Sand Stakes** - Folds up from a giant-sized, 6 x 6, beach blanket into a lightweight, easy-to-carry tote bag. Made from ultra soft 100% brushed cotton flannel and roomy enough to carry your beach essentials. Includes 4 sand stakes and imprint on the blanket and tote.

# Apparel Winners

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1<sup>st</sup> Place

**Stealth Reflective Jacket** - This fashion forward design features waterproof fabric, with reflective fabric panels on the chest, back, sleeves and collar provide a unique and bold style feature to this technical shell. Design features include a collar and cuff gasket for superior fit, external full-length storm-flap for protection against a wide range of weather conditions and articulated action shoulders and elbows for ultimate freedom of movement. Available in both men's and ladies.



2<sup>nd</sup> Place

**Unisex Hooded and Raglan Long Sleeve Sweater** - High quality, hooded and raglan long sleeve sweater is super soft and lightweight. Made of 65/35 Poly/Cotton French terry and takes embellishments beautifully!

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### 3<sup>rd</sup> Place

**North End Ladies' Amplify Melange Fleece Jacket** - This stylish piece is a great mix of fashion and function made of 100% polyester brushed-back fleece with moisture-wicking properties. With its asymmetrical centre design and tailored convertible collar it looks great worn open or closed. Other highlights are the quilted elbow patches, thumb holes at sleeve hem and lower pockets with invisible zippers.



**Men's Jupiter Lightweight Stretch Half Zip Athletic Pullover** - This stylish pullover from Sunice® is made using a new fabrication technology called Ultra Lite FX. Ultra Lite FX is built to regulate body temperature in mild weather conditions. Super comfortable, this pullover is excellent for windy and cool conditions, is highly breathable and has a UV protection level of 50+.



### 4<sup>th</sup> Place

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## 5<sup>th</sup> Place



**Mantis Insulated Softshell Jacket** – A warm enough jacket for some of winter’s harshest weather yet offers an extremely lightweight look and feel due to the polyester soft fill insulation. The ECHOHEAT lining delivers warmth and superior regulation of body temperature without adding bulk.

## 6<sup>th</sup> Place

**Poly Hoodie with Detachable Hood**  
This versatile polyester hoodie has a hand pouch, full zipper front and a detachable hood. This comfortable hoodie meets CSA Z96-02 Class 2 Level 2 and has hi-vis 4” 3M reflective tape on front and back.



and finally...

8<sup>th</sup> Place

7<sup>th</sup> Place



**Men's Edge Soft Shell Jacket** - This stylish men's jacket features a fold-down collar with collar stand inside storm placket, reverse coil zipper, back vent at the hem, a concealed chest pocket and two concealed side pockets, as well as, an inside security pocket. The material is a high quality 8.7 oz, 100% polyester with 8,000mm waterproof rating and 800 g breathability. Also available in ladies style.



**Quadra Long Sleeve Top**- A versatile, high performance piece that takes you from morning workout, to relaxing evening walk, to running errands on the weekend. Its high performance yet elegant design makes it the ideal piece for all life throws your way. Modern fit, lightweight comfort, trendy heather look with tech performance fabric with moisture wicking and anti-microbial finish. Available in men's too, it is your new go-to top!

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