

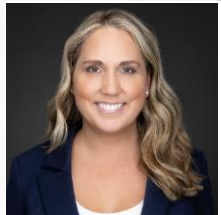


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2024 Trends To Kick-Start Your Sales

Mary Furto & Liz Haesler

Presenters



Mary Furto
VP of Marketing



Liz Haesler
Chief Merchandising Officer



Agenda

- 2024 Trends Preview
- New events platform from PCNA
- ProudPath™ Year in Review
- Sales Tools & Next Steps



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2024 Trends

Liz Haesler
Chief Merchandising Officer



INSPIRE Redefine



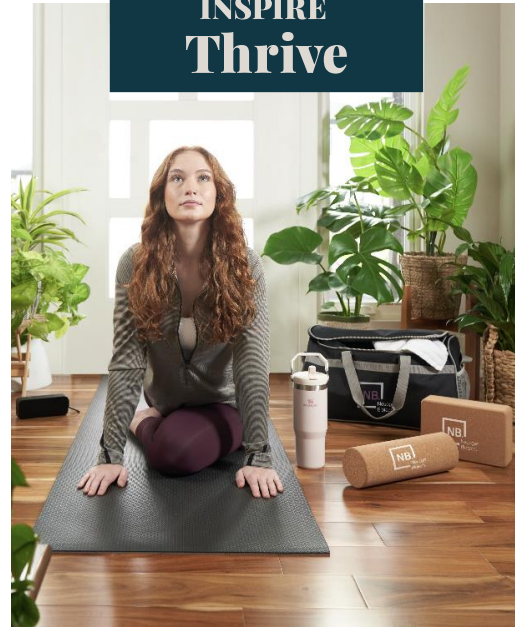
- **Sustainability & Eco-Friendly**
- **Social Responsibility**
- **Innovation:** Reinventing & redefining current state
- **Quiet Luxury:** High-quality, timelines styles, Elevated basics &

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**



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INSPIRE Redefine



Patagonia founder gives away company valued at \$3 billion

'Earth is now our only shareholder'



Sustainability
Quiet Luxury
Brands of Substance



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



Sustainability is driving the quiet luxury movement

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





NEW!

SM-6020

Chroma Recycled Acrylic Straw Tumbler 16oz.

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

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



NEW!

SM-5281

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

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

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



NEW!

9009-12

FEED Organic Cotton Market Tote

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

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



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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.

FILTERS
TING
TAL HEALTH



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

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

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

NEW!



1602-05

Victor Recycled Vacuum Insulated Tumbler 20 oz.

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

- Made from 91% post-consumer recycled stainless steel
- Keeps drinks hot for up to 8 hours or cold for up to 24 hours

NEW!



9898-02

Daybreak Recycled 15" Laptop Backpack

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

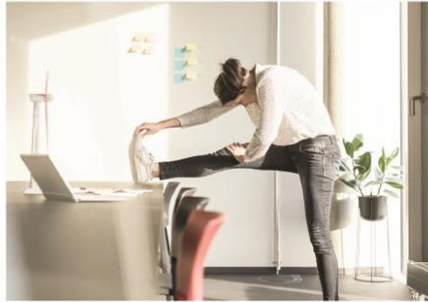
- Made with 75D RPET and is your next go-to travel backpack
- Featuring an open main compartment, internal laptop sleeve + water bottle pockets



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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.



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.



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.

NEW!



1631-33

Cork Wellness Roller

U.S.: \$15.98 [C]
CDN: \$23.98 [C]

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



NEW!



8676-02

Topo Designs Daypack Classic 15" Laptop Backpack

U.S.: \$99.00 [C]
CDN: \$148.51 [C]

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



1603-03

Stanley IceFlow™ Flip Straw Tumbler 30 oz.

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

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



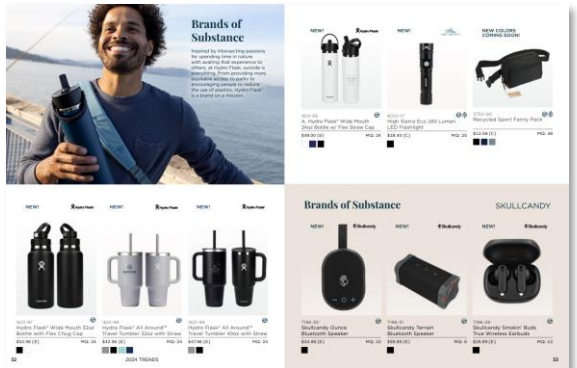
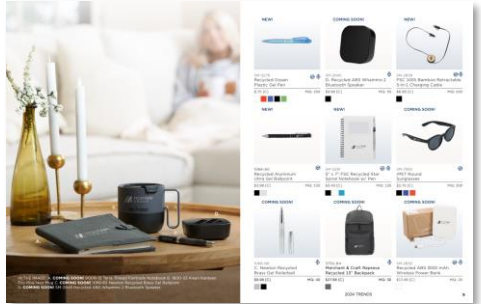
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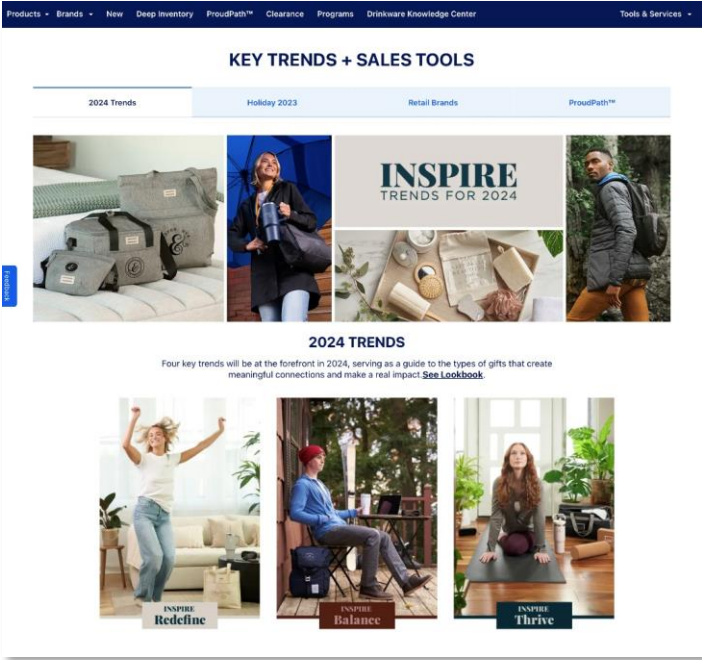
Sales Tools Available Now!

<https://www.pdna.com/en-us/trends>

Trends 2024 Catalog



Trends 2024 Landing Page



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New Events Platform

Mary Furto
VP of Marketing



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

Coming
January 15!

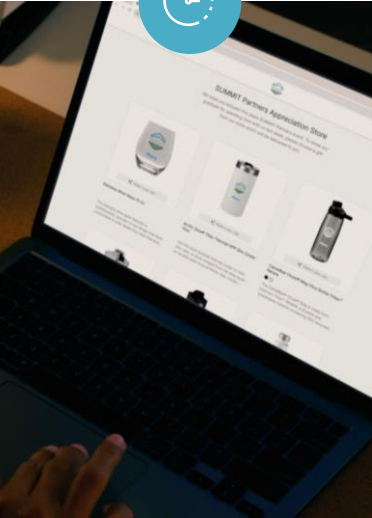
Introducing

GIVEETM — *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 & **no waste**



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



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



Gift orders **dropship direct & fast!**



Coming
January 15!

Give the Gift of Choice: Letting Recipients Choose Their Own Gifts Matters



Speakers **30%**



Apparel **25%**



Bags **19%**



Tech **16%**



10%

Drinkware

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!

How It Works



1. CREATE AN EVENT STORE

Use our setup wizard to quickly and easily create a gifting storefront, then customize its look & feel with brand colors, logos, and more. (That's right - no need to work with a developer here!)



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.



GIVEE

Select

Coming January 15!




A Year in Review: What We've Done

Our Current Impact



Through partnerships with **1% For The Planet**, retail brands that give to great causes, plus hundreds of sustainable product options, this is some of what we've accomplished so far. Working together, we'll continue making a difference.

New Sales Tools & Resources

-  **NEW** sales collateral: customized digital flipbook, sales flyers, brand story cards and photography
-  **NEW** web enhancements: ProudPath hub, ability to filter/search by eco SKUs and descriptions for applicable SKUs
-  **NEW** ProTips video series featuring educational videos for importance of eco, sustainable initiatives what materials are made of + much more





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Continuing to Lead the Way

As the industry leader in environmental and social responsibility, PCNA continues its unwavering commitment to sustainability and creating positive change. 2023 was no exception:


 **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

What's Next?

 Achieving **zero waste** at New Kensington, PA facility by 2025

 Committed to long-term **"Rethinking Plastics" 2030 strategy** – aiming to phase out all fossil-based plastics from its collection by 2030

....and we're just getting started.



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Stop and see us!

ASI Booth #807

Power Session

➤ 1/4 at 1 pm: **Drinkware Decoded**, Booth #465



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Q&A

