



Lasting Impressions recently supported Tony's Coffees & Teas in their re-branding process, supplying apparel and promotional products to showcase their new logo.

In order to boost excitement and awareness of the new branding, Tony's Coffee proudly sponsored the Seattle Folklife Festival, becoming the official coffee of this popular northwest event. In preparation for the event, Lasting Impressions was tasked with creating uniforms for their entire team from the corporate employees to delivery drivers, as well as supplying promotional items to be sold at their festival booth.

With the option of using either silk screen or embroidery on each of the garments, we were able to use the best method for imprinting each type of fabric in a manner that was clean and elegant while remaining sturdy enough for everyday use.

Embroidery



Silk Screen



Polo Shirts



Lasting Impressions maintains that presentation is key when creating a promotional garment, especially a uniform. We helped Tony's Coffee in the garment selection process in order to secure the proper products to convey their message. Together we selected a Silk Touch polo shirt that is sturdy and comfortable for wearing on long days while also maintaining a clean, professional silhouette. The style chosen was available in a lady's cut as well as a man's, ensuring proper fit and presentation for all employees.

Hats

Even a small touch like a branded hat is enough to get your message across. Tony's Coffee uniformed their delivery drivers with skull caps to keep them warm in the cold weather, and also used ball caps to ensure a sanitary coffee preparation environment. We had each of these items embroidered with the new branding, with extra attention to the choice of thread color in order to make the logo pop. The hats were also an option for visitors to the Folklife Festival to purchase from the Tony's Coffee booth.



Aprons

Coffee and Tea are some of the most powerful staining substances around, so aprons were an absolute necessity when it came to the Tony's Coffee crew. After careful consideration, a dark apron treated with powerful stain resistant Teflon was chosen. It was also embroidered with the new branding.



Reversible Vests



In order to go above and beyond traditional uniforms, Tony's Coffee requested embroidered vests to supply their employees with. Lasting Impressions was able to find a functional vest with Polar Fleece on one side and Terra-Tek™ Nylon on the other. Using a creative embroidery team, we were able to have these garments embroidered in such a way as to maintain their reversibility.

T-Shirts

During the Folklife Festival, Tony's Coffee sold silk screened t-shirts celebrating the new logo. When their chosen t-shirt style was found to be out of stock, Lasting Impressions pulled together to find a comparable t-shirt that ensured consistency. The style chosen was available in a feminine cut as well as masculine, proving to be a stylish product that was attractive to a large customer base. After the festival was over, the t-shirts remained on sale through the Tony's Coffee website.



Tumblers

As another option for visitors to the Folklife Festival, Tony's Coffee also chose to sell imprinted tumblers. Customers who purchased a tumbler were given a free cup of coffee as added incentive to purchase. Lasting Impressions was able to find a creatively shaped translucent tumbler to feature the Tony's Coffee logo. This product continued to be available for purchase to the public after the festival was over via Tony's web site.



Lasting Impressions can create a fully integrated campaign for your company, regardless of the size of your budget. For more information, contact Janet McNaughton at 425.822.6651 or janet@lastingimpressionsgifts.net.