



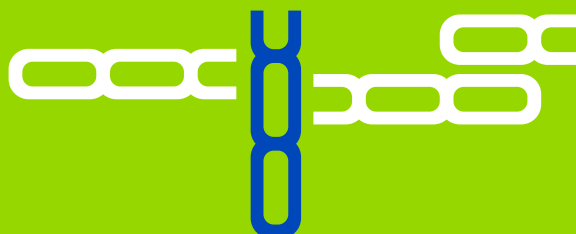
ENGLISH / 2026

Gifts That Get to Work

A practical handbook for promotional gifts and branded clothing

An AI-era workbook for marketing, HR and executive assistants

Anti Saluneem



Your toolkit

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01

A useful gift starts with a sound decision

The object is the visible result. The work is understanding the recipient and delivering the idea well.

This handbook helps you explain a decision to management, procurement and the recipient. You do not need to know every product or printing technique. You need a clear purpose, a recipient, a budget and a date.

It combines public Logo.ee articles, Anti Saluneem's published expert perspective and external sources. Worksheets and calculations were created for this book. Examples are not real customer results or quotations.

Choose one real project: an event, a welcome pack or a client thank-you. Complete the tools for that situation. A usable brief matters more than the number of pages you read.

DO THIS NOW

Record the project owner, approver and date of use. Read your role's chapter, then the budget, brief and AI sections.

02

A clear brief in 15 minutes

One page can start a productive conversation and comparable quotations.

Describe a desired action, such as follow-up meetings, a useful first working day or thanks for a specific partnership. 'We want attractive merchandise' does not narrow the choice.

Mark unknowns as unknowns. An initial product idea need not become a fixed requirement before checking a sample.

Question	Your answer
Purpose: what should happen after receipt?	
Recipient: role, situation, actual need	
Quantity: confirmed recipients and justified reserve	
Budget: the whole project	
Deadline: date and place of handover	
Brand: message, colours, logo, desired feel	
Constraints: exclusions, materials, packaging	
Result: one metric and review date	
Approver: product and artwork sign-off	

DO THIS NOW

Send the brief to logo@logo.ee, including the questions you cannot yet answer.

Marketing: connect the gift to a next step

Link one physical product to one campaign and one clear action.

Giving away every item is not a trade-show success metric. Define a worthwhile contact beforehand: a relevant role, a real need and an agreed next step. The gift can open a conversation; a person must qualify the opportunity.

For a launch, choose a product that supports the same use situation. A travel service could use a relevant travel accessory. Check that the campaign message and object do not contradict each other.

Include a short card explaining the benefit and next step. A QR code should deliver the promised value immediately, such as a useful checklist, rather than forcing the recipient to search a general homepage.

Before	During	After
Audience and purpose	Conversation, useful item, agreement	Promised material and follow-up
Contact-handling plan	Record the need and next step	Review meetings and opportunities

DO THIS NOW

Finish this sentence for the gift card: 'This helps you ____; your next step is ____.'

[04]

04

HR: a welcome pack is part of the experience

A gift cannot replace good management. It can make a well-organised employee experience tangible.

Start with the first working day. What helps someone work or join the team? Check office and remote-work needs, clothing size and an option to decline or choose an alternative. Do not assume identical preferences.

Use a standard core pack with role-specific additions: a relevant tool, comfortable clothing and a personal welcome. Avoid filling a box with unnecessary objects.

Recognition should say what the thanks are for. Keep gifts voluntary and check company gift and tax rules. Collect only the size information needed and restrict access.

Moment	Purpose	Check
First day	Start work and feel included	Was it ready on time?
Achievement	Specific thanks	Was the recognition understood?
Team event	Shared use	Was the item used?

DO THIS NOW

Ask five recent starters which items they actually use and what was missing.

05

Executive assistants: a repeatable system

Clear approvals, stock and handover reduce last-minute rescue work.

Keep a gift calendar beside events, visitors, management meetings and anniversaries. Each entry needs an owner, approver, budget, use date and delivery location.

Create a small checked range for visitors, speakers, new employees and key partners. Save the product code, approved branding, packaging and actual previous total cost. Reconfirm current price and stock before ordering again.

For multiple delivery addresses, collect necessary details securely, limit sharing and set a deletion date. Check names before personalisation. Packing and the accompanying card belong in the project plan.

DO THIS NOW

Assign one final approver and record a simpler backup if the preferred product or delivery cannot be confirmed.

06

A portfolio: core, campaign and special thanks

Repeated situations need standards; different recipients need different choices.

A core range covers recurring needs. A campaign range carries a specific message and purpose. Special thanks focus on the relationship and recipient's needs, not simply seniority.

Separate these budgets so a large event order does not consume the employee or key-client allocation. Combine compatible orders when this saves setup and freight, but do not buy unwanted stock for a discount.

Range	Use	Keep consistent
Core	Visitors and welcomes	Product, branding, quality
Campaign	Event, launch, recruitment	Message and next action
Special thanks	Important cooperation	Relevance and personal card

DO THIS NOW

List three recurring situations and create a core range with physically checked samples.

A budget you can explain

Compare the whole project and the cost of a gift actually handed over.

Total cost includes products, branding, setup, design, personalisation, packaging, assembly, transport and applicable taxes. Show contingency separately and clarify inclusions.

This is an illustrative calculation, not a Logo.ee price list. Add VAT and any gift-related taxation after checking the circumstances with your accountant.

100 gifts	Calculation	EUR
Products	100×12	1200
Branding	100×2	200
Setup and design	One-off	100
Packaging and assembly	100×3	300
Transport	Whole order	60
Total before tax		1860
Cost per gift before tax	$1860 / 100$	18.60

DO THIS NOW

Request two quantity options with identical specifications. Compare the total, not the cheapest isolated line.

[05]

Quantity and reserve both need reasons

Plan around recipients and the actual method of distribution.

An event order does not equal total visitor numbers. Consider the target audience, the team's capacity and distribution rules. For employees, distinguish existing recipients, expected starters and replacement stock. Confirm names before personalisation.

Reserve should cover a specific uncertainty: extra recipients, size exchanges or a planned later use. There is no universal percentage. A dated campaign message can make surplus unusable.

Planning item	Your quantity
Confirmed recipients	
Likely additions	
Size-exchange or replacement reserve	
Usable existing stock	
Order = need + justified reserve - usable stock	

DO THIS NOW

Assign surplus a future use or run a smaller pilot. Include minimum quantities and repeat setup costs.

[06]

09

Work backwards from handover

Replace 'urgent' with dates and approvals.

Start with when finished gifts must be in your hands. Work backwards through freight, assembly, production, sample or artwork approval and preparation. The supplier must confirm timing for the actual product and branding.

Unconfirmed quantities, missing logos, clothing sizes, multiple addresses and absent approvers can create more delay than production. Agree approval deadlines and a fallback.

Stage	Owner	Confirmed date
Brief and budget		
Product, sample and stock		
Logo, artwork and dimensions		
Production and quality check		
Assembly and transport		
Receipt and handover		

DO THIS NOW

For a fixed deadline, ask for a preferred solution and a simpler backup at the outset.

10

The selection matrix: three options are enough

Assess products against the same job instead of an impressive picture.

Weight each criterion and score products from 1 to 5. Multiply and add. These weights are adjustable examples. Mandatory requirements such as safety or arrival date must be passed first, rather than traded away for attractive features.

Comfort may dominate employee clothing; portability may dominate an event giveaway. Inspect samples to reveal issues a screen cannot show.

Criterion	Example weight	A / B / C (1-5)
Real recipient use	35%	
Quality and durability	25%	
Branding fit	15%	
Total cost	15%	
Packaging and logistics	10%	

DO THIS NOW

Check samples of the strongest two choices. Ask recipients about use, not only whether they like the appearance.

Branding must suit the product

Logo size, surface and production method work together.

Provide the original vector logo and brand guidelines. Do not ask production to recreate a screenshot. Specify placement, size and colour; the decorator confirms feasibility on the actual item.

Embroidery may need fine detail simplified. Engraving depends on the material and coating. Full-colour printing does not reproduce every lighting effect seen on screen.

Would someone voluntarily wear or use the result? A prominent logo can suit event clothing; discreet branding may suit an everyday partner gift.

DO THIS NOW

Request a product-specific mockup with actual dimensions. Confirm wording, colour, position, branding area and version in writing.

Before production: the sign-off checklist

One written approval is more reliable than unrecorded assumptions.

Keep the approved file, quotation and date together. A later change to logo, quantity or recipients requires price and timing to be checked again. Discuss screen, print and material colour differences before production.

Check	Confirmed / open
Correct product code, colour, material and quantity	
Sample suits the intended use	
Sizes and personal names checked	
Original logo and correct version	
Branding size, position and colours	
Sample or product-specific mockup approved	
Total price, taxes and changes procedure	
Delivery date, packing, addresses and contact	
Receipt inspection and issue owner	

DO THIS NOW

Mark just one version as approved for production. Label earlier concepts as drafts.

Sustainability needs evidence

A green colour or 'eco' label does not establish lower environmental impact.

Begin with need and useful life. Recycled material cannot make an unwanted product useful. Ask which part of the item a claim covers, its proportion and the evidence for that specific product.

Create a claim record: exact wording, product code, document, issuer, validity and scope. Packaging certification must not imply certification of the entire product. Natural material alone does not establish a lower life-cycle impact.

Consider quantity, repair, care, packaging volume and transport. Publish only supportable claims. Do not ask AI to turn an unsupported assertion into persuasive copy.

DO THIS NOW

Replace vague claims with specific verified wording. If evidence is unavailable, omit the claim.

[10]

Safety, gift policies and tax

Check these before purchase, not after handover.

Identify the manufacturer or responsible operator, traceability, instructions and category-specific evidence. Electronics, drinkware, children's products and textiles require different checks. CE marking is not a universal quality badge for all gifts.

The European Commission's GPSR guidance includes items supplied free of charge. Request product-specific documents and check Safety Gate where relevant. An AI product image proves nothing about safety.

Recipients may have a value limit or a gift ban. Offer a respectful way to decline. Estonia's EMTA treats income tax and VAT separately for promotional gifts; a single 'tax-free price' cannot answer both. Check your facts with an accountant and verify local rules for other countries.

DO THIS NOW

Add the recipient's policy and required product evidence to the brief.

Measure outcomes, not items distributed

Cost is known; effect needs a suitable measurement plan.

Choose one primary metric before launch: qualified meetings, relevant enquiries, welcome-pack use or repeat orders. Opens and clicks show interest, not sales.

Use reasonably attributable incremental profit, not total revenue, in ROI. $ROI = (\text{attributable incremental profit} - \text{total campaign cost}) / \text{total campaign cost}$. Include staff time and follow-up. State attribution uncertainty.

Illustrative example: EUR 2000 cost and EUR 2600 attributable incremental profit give 30% ROI. This is not a forecast. Comparable groups or repeated tests are stronger evidence; small differences may be chance.

Metric	Baseline	Result	Review date
Relevant contacts			
Qualified enquiries / meetings			
Won orders and incremental profit			
Recipient use and feedback			

DO THIS NOW

Record the campaign source on enquiries and agree a review date with sales.

AI changes preparation and the adviser’s role

Faster ideation gives more options; better decisions need better information.

AI can turn a vague wish into a brief, suggest use stories, compare categories and prepare supplier questions. Buyers can think through ideas before opening a catalogue.

Anti Saluneem's published perspective emphasises the growing advisory role. A buyer may arrive with AI artwork, but material, seams, surface and branding area determine feasibility. This workbook moves the idea towards a verified quote and production approval.

Measure clearer briefs, missing information identified, unsuitable ideas removed and decision time saved. The number of generated ideas is not a success metric. Without checks, AI can accelerate mistakes too.

AI prepares	People confirm
Goals and options	Recipient need and brand fit
Comparison of supplied quotations	Missing costs and conditions
Visual directions	Actual mockup and production file
Copy and translation drafts	Facts, names, tone and rights

DO THIS NOW

Choose one repeatable task. Define its inputs, reviewer and completion criteria.

An AI brief needs boundaries

Describe the situation, constraints and output you need.

Describe recipient activities rather than stereotypes. A travelling team needing leak-resistant drinkware is a better brief than an assumption that executives want luxury. Use anonymous segments where names add no value.

Include quantity, total budget, handover date, markets, logistics, brand rules and exclusions. Ask for missing information first. Never invite the model to silently invent price or delivery.

Require a distinction between facts, assumptions and questions. Product information must come from supplied quotations or verified product records. Unconfirmed stock and prices must not become promises.

COPY AND ADAPT

Act as a promotional-gift planning assistant. Project purpose: [purpose]. Recipients and use: [description]. Quantity: [number]. Total budget and tax treatment: [details]. Required arrival: [date/place]. Brand and constraints: [details]. First ask up to five important missing questions. Then propose three distinct use-based directions, each with a rationale, risk, facts to verify and next step. Do not invent product codes, prices, stock or certificates.

DO THIS NOW

Review the questions and answer the relevant ones before requesting recommendations.

AI ideas: expand, then narrow

The first list starts a conversation; it is not an order list.

Request different use stories rather than ten similar bottles: working while travelling, focusing at a desk or spending time outdoors. Explain why this audience would use each option.

Ask for a reason to reject every idea. This reveals delivery, branding, care, packaging and policy problems. Compare three directions with the matrix.

Then consult real Logo.ee products and a specialist. Save product codes, verification date, branding options and open questions. An online price may apply to another quantity or undecorated item.

COPY AND ADAPT

Using my brief, propose three use-based directions without naming unverified products. For each, show the situation, recipient benefit, product category, branding idea, possible failure and supplier checks. Assess them against my selection criteria. Label judgements as assumptions.

DO THIS NOW

Also ask which simpler solution could achieve the same purpose.

AI quotation comparison: align the rows

A comparison is only useful when the inputs are comparable.

Provide anonymised cost lines and specifications. Separate product, branding, setup, packing, freight and tax. An empty line does not mean free service; missing information must remain missing.

Align quantity, branding positions and colours, quality, packaging and delivery point. Show differences that cannot be aligned instead of picking a winner from misleading totals.

Check arithmetic in a calculator or spreadsheet. Ask about validity, stock confirmation and changes. AI cannot confirm a supplier's commitment.

COPY AND ADAPT

Compare these quotations for one project. Show quantity, unit, unit price and total for each line. Distinguish included, extra and missing items; never treat missing cost as zero. Highlight quality, decoration, packaging, tax and deadline differences. Finish with the unanswered questions needed for a fair decision.

DO THIS NOW

Get supplier answers to the open questions before choosing.

From AI visual to production file

A concept, a product-specific mockup and a production file have different jobs.

A concept communicates style and emotion; it may depict an imaginary product or impossible decoration. Label it as a concept and avoid promising an exact replica.

A product-specific mockup uses the real item, dimensions and decoration area. Approve it with the chosen method. The production file then meets the required artwork, colour and technical specifications.

A designer checks clear space, contrast, typography, logo proportions, fine lines and surface. AI may alter words, logos, seams and proportions. Compare with originals. Lighting effects in an image may not be reproducible in print.

COPY AND ADAPT

Create an artwork brief, not a production file. Use only my brand guidelines and original logo. Product: [code and real image]. Decoration area: [supplier dimensions]. Method: [confirmed method]. Describe two feasible directions and questions for the designer. Preserve logo geometry and lettering proportions. Mark unknown dimensions as unresolved.

DO THIS NOW

Only a human-approved final file goes to production. Keep AI concepts as inspiration.

Personalisation without an awkward surprise

Personal means relevant attention, not maximal data collection.

Choose the level: one message, team-specific messages or individual names. Confirm spelling and diacritics. Named surplus cannot easily be reused.

AI can draft a card from a known role or real cooperation. It must not invent achievements, relationships or preferences. Avoid inferring sensitive traits from profiles; use only necessary, appropriately obtained information.

Across eight markets, translate meaning and tone. A local reader should check forms of address, humour, names and pronunciation. Avoid reducing a country to a colour or gifting stereotype.

COPY AND ADAPT

Write three short thank-you cards in [language]. Verified reason: [actual cooperation or achievement]. Brand tone: [tone]. Maximum 45 words. Do not infer personal facts, results or closeness. Preserve names exactly and identify points requiring approval.

DO THIS NOW

Test the card with the product and packaging: is the purpose clear on one reading?

QR and NFC: a useful entry point

The digital addition should make the recipient's life easier.

Choose one destination: care instructions, event material, welcome video, worksheet or contact. A clear promise such as 'View care instructions' is better than 'Scan me'.

Use an address you can maintain. Test the actual size and surface with different phones. Curvature, gloss and small print can hinder reading; ask about product-specific NFC suitability.

AI may plan landing-page copy, but that does not prove the link, form or analytics work. Test opening, submission, confirmation and delivery in real conditions. Count visits separately from enquiries and orders.

Situation	Digital benefit	Next step
Welcome pack	First-day guide	Relevant contact
Trade show	Conversation-related material	Agreed meeting
Client thanks	Care or a useful idea	Voluntary feedback

DO THIS NOW

Include a readable fallback URL. Not every recipient will use NFC.

AI data, rights and review

Use only the information needed for the task.

Do not put client lists, sensitive employee information, contracts or confidential pricing into a public AI chat without approved handling and suitable protection. An anonymous use situation usually suffices for ideation.

Confirm rights to logos, fonts, photos and illustrations. AI output does not guarantee permission to use a depicted brand, person or asset. Keep original assets, approved files, versions and rights records together.

NIST identifies convincing false statements and privacy risks in generative AI. Source checks and human approval are therefore essential. Written prices, product evidence and approved artwork outweigh a fluent model answer.

Before using AI	Before using the output
Anonymise and minimise inputs	Check names, facts and numbers
Use an approved service	Check rights and brand rules
Assign a reviewer	Save the approved version

DO THIS NOW

Write a one-page team rule covering permitted input, excluded data, reviewer and sign-off location.

[13]

Prompt workbench: four recurring tasks

Copy a template, add real information and verify the output.

Recipient interviews

Write five neutral interview questions for [role/use]. Explore existing items, barriers, care and voluntary use. Do not lead respondents towards a particular product.

Campaign card

Draft three gift-card messages. Audience: [group]. Benefit: [use]. Next step: [real destination/action]. Tone: [tone]. Maximum 40 words. Avoid unsupported claims or pressure.

Project risks

Review my brief. Identify the five main risks in timing, budget, use, branding and logistics. For each, provide an early signal, prevention, owner and fallback.

Outcome review

Use only the supplied campaign data. Separate facts, gaps and assumptions. Explain what worked, what remains unclear and one change for the next test. Do not attribute all sales to the gift.

DO THIS NOW

Save a successful prompt with its inputs and checked result for later adaptation.

Illustrative case: an AI-assisted event gift

A hypothetical project shows how checks improve a quick first idea.

A B2B service company wants 40 meaningful follow-up meetings at a trade show. Its gift budget is EUR 1800 before applicable taxes. Product selection and prices still need a quotation.

AI proposes three use stories and exposes missing information: conversation capacity, promised follow-up material and portability. The team chooses two directions and asks Logo.ee for actual products, decoration options and total costs.

One mockup has detail too fine for production. A designer simplifies it; the sample confirms usability. A QR code leads to relevant material and an agreed meeting opportunity. Contacts follow the company's approved handling process.

Afterwards the team reviews contacts, meetings and later orders separately. Poor meeting results do not automatically condemn the item: audience, conversation and follow-up must also be checked. AI structures the information; people confirm the explanation.

DO THIS NOW

Map your project: purpose > missing facts > quotation > sample > handover > follow-up > outcome.

A 30-day AI pilot

Start with one controlled project; measure quality as well as time.

Compare tasks of similar complexity. Separate active work from waiting for replies. Record corrections and approval rounds: a faster draft saves nothing if fixing it takes longer.

Keep human review at each stage: purpose, product and deadline, production artwork and handover. Decide what becomes a team standard only after the pilot.

Week	Task	Deliverable
1	Map current work and effort	Brief template and baseline
2	Test ideation and comparison	Three directions and checked costs
3	Verify product and artwork	Approved sample and plan
4	Deliver and review	Time, errors and recipient feedback

DO THIS NOW

Track work time, approval rounds and recipient use; evaluate sales effects over a suitable longer period.

Build a system in 90 days

Turn one successful project into a repeatable process.

Bring marketing, HR, assistants and procurement together. Shared standards reduce duplicate buying and preserve brand consistency without making every gift identical.

Keep the brief, quotation, approved artwork, delivery details and results in one project record. Recheck stock, price, recipient need and branding on every reorder.

Period	Work	Result
Days 1-30	Review stock, occasions and spending	Calendar and three core choices
Days 31-60	Test a campaign and AI workflow	Approved samples and brief
Days 61-90	Review use, cost and follow-up	Improved portfolio and repeat plan

DO THIS NOW

Schedule a portfolio review. Stop repeating orders nobody can connect to a use or purpose.

An enquiry that invites a useful answer

Use this template to move from an idea to comparable solutions.

Do not attach unnecessary recipient data at the enquiry stage. Quantity and anonymous use information suffice for initial discussion. Share names and addresses only after the required scope and process are agreed.

COPY AND ADAPT

Hello Logotrade team,

We are planning [project] to achieve [purpose]. Recipients: [group/use]. We need [quantity] gifts by [date] at [location]. Total budget and tax treatment: [details]. Please also compare [second quantity].

Desired use story and brand direction: [details]. Exclusions: [constraints]. Our original logo and brand guidelines are attached.

Please propose two or three options with product codes, material, branding, sample availability, total cost and confirmable arrival date. Separate setup, packing, assembly, transport and taxes. Identify missing information and a simpler backup. [Approver/role] will sign off by [date]. Thank you, [contact].

DO THIS NOW

Send to logo@logo.ee. State clearly if the budget or product is still undecided.

Ask the specialists

Bring your purpose and constraints; turn them into a feasible solution.

Logotrade connects product selection, design, branding and delivery. Start with the recipient and use situation. Product-specific price, availability, decoration and timing are confirmed in a quotation.

Send your brief or two AI-generated directions, separating settled facts from questions. Review samples, compare total cost and remove risks before production.

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[Browse products](#)

[Ask the specialists](#)

[Completed work](#)

[Newsletter sign-up](#)

DO THIS NOW

Send purpose, recipients, quantity, budget and date in one page.

[03]

Sources: using this handbook responsibly

A transparent basis is stronger than impressive but unverified statistics.

This is an original practical synthesis. Public Logo.ee articles provide industry context. Anti Saluneem's expert perspective comes from the article published on 15 September 2026, not a new interview for this book. External sources address recipient usefulness, AI risks, environmental claims and safety.

Other handbook descriptions were used for comparison, not copied text, worksheets or client stories. The full paid books were not available for this project. 4imprint's 17th edition dates from 2020; its customer accounts do not establish Logo.ee results.

All calculations and project scenarios are illustrative. Weights and schedules are adaptable tools. Tenfold growth is not presented as a proven result; enquiries, orders and incremental profit must be measured.

Sources checked on 3 October 2026. Prices, stock, software and rules change. Use current product records and written supplier confirmation; verify tax and legal rules for your own circumstances.

DO THIS NOW

Use the clickable sources that follow for verification and further reading.

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