

# Case Study Insights

## Why Umbrellas



### High Perceived Value & Brand Visibility

Umbrellas maximize brand exposure with their large, customizable canopies that offer effective sun and rain protection, making them visible and valuable daily essentials.

### Value Added Gifts Driving Repeat Business

Offering umbrellas as gifts in membership drives or loyalty programs builds lasting brand loyalty through their practical, long-lasting use and frequent visibility.

### New Product Launch & Cobranding

Umbrellas are perfect for product launches and cobranding, providing a wide canvas for vibrant, joint branding opportunities at outdoor and promotional events.

### Unisex Gift Appreciated by all Audiences

As a universally appreciated unisex gift, umbrellas ensure broad demographic appeal and are essential items in any corporate or personal collection for all-weather protection.

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*Umbrellas are long lasting billboards that continue to promote your brand long after they have been received. A practical and desired gift for all, they come in an array of colors, sizes and price points. The design possibilities are next to endless and they will never go out of style. From Hospitals, to Schools and all kinds of sporting events, umbrellas are at the top of the list of promotional products to consider. Rain or shine, umbrellas will always be an essential category.*

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Never ordered Umbrellas from BEN-LINE? *Let us know what YOU need to change that!*

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**At BEN-LINE, logos keep you dry in style. We've got you covered.**

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Have a question? Need a Quote? [Click here!](#)

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