



# LIFEGUARD PRESS

**DESIGNER LIFESTYLE PRODUCTS & GIFTS**

Licensing, Collaboration, Distribution, Manufacturing

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## WHAT WE DO

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### LIFEGUARD PRESS CREATES LIFESTYLE PRODUCTS FOR ICONIC BRANDS

Since 2000, Lifeguard Press has become the industry leader with the largest licensed gift selection focused on products tailored to uniquely reflect each brand.

We partner with retailers, fashion designers, creatives and brands to deliver meaningful partnerships that drive brand awareness, and increase customer loyalty and brand lifestyle.

Our mission is to grow each brand's recognition, distribution and consumer connection whether we license, manage or private label.



## HOW WE DO IT

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SIX MAIN BUSINESS MODELS CREATE OUR UNIQUE AND INDUSTRY-LEADING LIFESTYLE GIFT COMPANY

### LICENSING

Full-service product manufacturing and distribution for select brands

### PRIVATE LABEL

Manufacturing products to specifications and shipping to the company for distribution

### COLLABORATIONS

Managing coordination and product curation of exclusive collaborations between brands and companies

### STRATEGIC PARTNERSHIPS

Providing product development direction and manufacturing exclusive products for distribution

### CUSTOMIZATION + CORPORATE GIFTING

Customizing a wide range of gift products for clients, employees and events

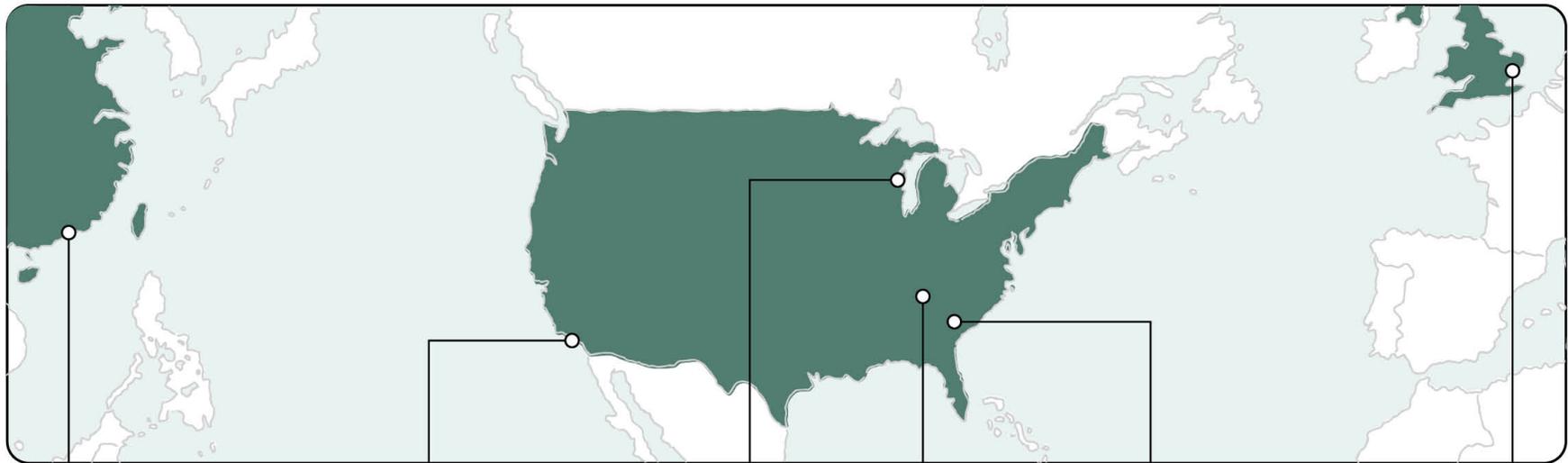
### DIRECT TO CONSUMER

Online Amazon store development and fulfillment with in-house tech team for the largest e-commerce marketplace

## WHERE WE ARE

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STRATEGICALLY PLACED TEAMS ALL OVER THE WORLD TO MAKE THINGS HAPPEN EFFICIENTLY



### ASIA OFFICE

Hong Kong, China

On-site team facilitating communication between factories and sourcing with rigorous compliance and quality audits

### FOUNDERS' OFFICE

Los Angeles, California

Executive and legal team focusing on operation contracts

### AMAZON OFFICE

Appleton, Wisconsin

Dedicated office managing our Amazon store and sales

### ATLANTA SHOWROOM

Atlanta, Georgia

Award-winning showroom in the world's largest gift mart

### UK OFFICES DISTRIBUTION CENTER

Suffolk, United Kingdom

Allocated team managing European sales and distribution

### CORPORATE HEADQUARTERS

Bowling Green, Kentucky

Main office for licensing, product development, sourcing, sales and customer service with a centrally located operations and distribution center

## WHY PARTNER WITH LIFEGUARD PRESS?

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### YOU ARE THE EXPERT IN YOUR BRAND + WE ARE THE EXPERT IN LIFESTYLE GIFTS

We work closely with and give full attention to each brand to translate their story into a lifestyle collection.

Our dedicated team provides strategic direction and manages the development of products from concept to consumer that will engage your core audience and attract new customers.

**WORKING WITH OUR EXPERTS IS LIKE HAVING YOUR OWN IN-HOUSE TEAM!**

#### **CREATIVE PRODUCT DEVELOPMENT**

Creative and art teams focused on developing brand-specific products with innovation that anticipates and responds to market trends

#### **COMPLIANCE QUALITY CONTROL**

Dedicated team located in Asia focused on maintaining and exceeding industry standards to demonstrate compliance excellence

#### **EXPERIENCED SOURCING**

Resourceful teams in the US and Asia, on-site and concentrated on quality, techniques, timing and details of production from our trusted manufacturing partners

#### **MARKET SPECIFIC TESTING**

Solid relationships with leading, internationally recognized 3rd-party testing labs to ensure product standards are met and exceeded

#### **TRUSTED SALES SUPPORT**

Enthusiastic and responsive sales support team with attentive network that has gained the trust and respect of esteem buyers and businesses

#### **DISTRIBUTION**

Dedicated distribution and logistics facilities centrally located in the US. Our services include Storage, Pick, Pack and Dispatch in the US and Worldwide.

# LICENSING

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Lilly Pulitzer®

A PALM BEACH PERSPECTIVE

## LICENSING



ban.dō

WE EXIST TO HELP YOU BE YOUR BEST

# LICENSING

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kate spade  
NEW YORK  
STYLE SYNONYMOUS WITH JOY

## LICENSING

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# Vera Bradley

BY WOMEN, FOR WOMEN

# LICENSING

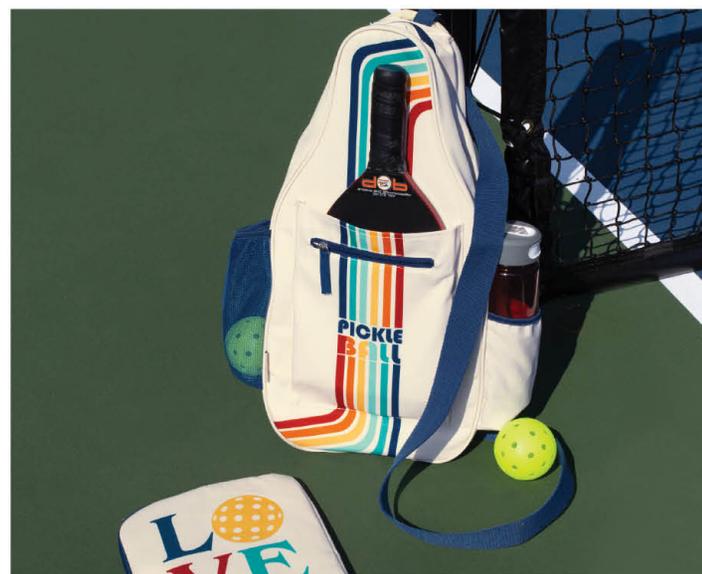


## DRAPER JAMES

GRACIOUS AND WELCOMING

## PRIVATE LABEL

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STEEL MILL & CO<sup>®</sup>

ENCOURAGING CONFIDENCE & AUTHENTICITY

## PRIVATE LABEL

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## KENDRA SCOTT

As a national top jewelry and accessories company focused on natural materials and affordable luxury products that make fashion and trends accessible, Kendra Scott approached Lifeguard Press in 2018 to create a gift collection for gift with purchase, add-on sales and to expand their collection into other categories.

### PRIVATE LABEL PRODUCTS & CATEGORIES

Bags, Stationery, Hydration, Travel,  
Small Vegan Leather Goods and Ceramic Home Accessories



## COLLABORATIONS

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# STARBUCKS®

### COORDINATOR AND MANUFACTURER OF CO-BRANDED COLLABORATION COLLECTIONS

Exclusive Drinkware and Lifestyle Gifts at Starbucks stores in North America + Asia Pacific  
Collaborations include: Ban.do, Undefeated, Vera Bradley, Rachel Zoe, Paired ... and more!



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“Instead of continuing to sell merch online, Starbucks plans to focus on collaborating with other brands, like they have in the past with Lilly Pulitzer and Ban.do. They will enable us to leverage our brand, our global retail footprint, and the customer base in order to extend our reach.”

**KEVIN JOHNSON, CEO, STARBUCKS**

## CUSTOMIZATION + CORPORATE GIFTING

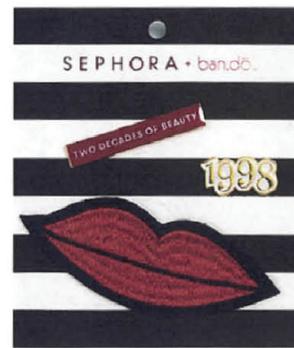
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*MailChimp.*

### NOTES FOLIO

MailChimp customized these denim folios with embroidery for a women's event in Dallas



SEPHORA

### PIN & PATCH SET

Sephora partnered with ban.do to customize a 20th anniversary pin and patch set to celebrate this major company milestone



POPSUGAR.

### NOTEBOOK

Popsugar customized these holographic notebooks for their immersive wellness event: Play/Ground in NYC

## PARTNERS

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MORE BRANDS WE HAVE PARTNERED WITH TO CREATE LIFESTYLE GIFTS

*(just to name a few!)*

★macy's

ANTHROPOLOGIE

amazon

Madewell

bloomingdales

BARNES & NOBLE

Fred Segal

URBAN OUTFITTERS

Dillard's

Taylor Swift

PAPER SOURCE™

Disney

Staples

John Lewis

facebook

HBO

NORDSTROM

shopbop

LIBERTY  
LONDON

ASOS  
discover fashion online

KOHL'S

BIRCHBOX♦

Indigo

Hudson News

UNIVERSAL®

SELFRIDGES & CO

free people

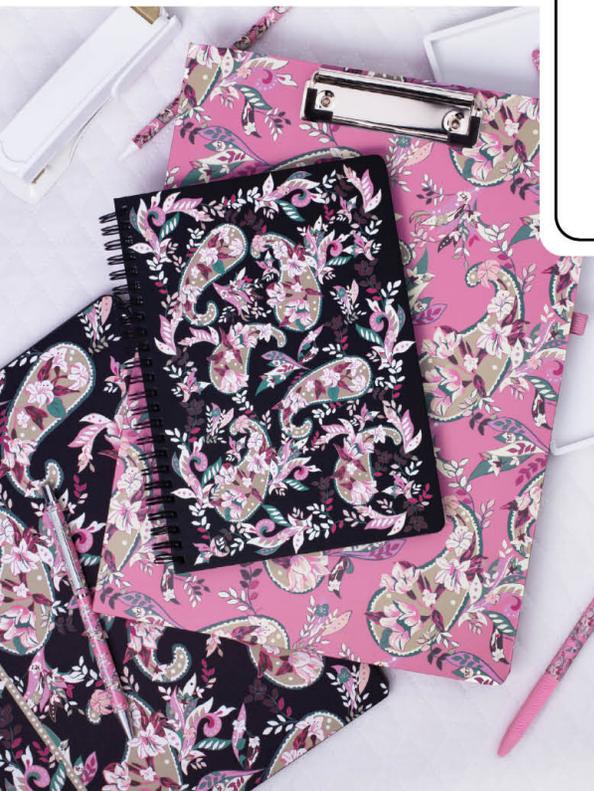
Cracker Barrel  
OLD COUNTRY STORE

“We’ve been fortunate to partner with Lifeguard Press on several projects over the years. Their responsiveness, ingenuity and attention to detail are excellent. It is clear their phenomenal team are passionate about product and very committed to deliver the best results, which is why we continue to partner with them.”

SEPHORA, VICE PRESIDENT, EVENTS & MARKETING



**PRODUCT CATEGORIES  
AND  
CAPABILITIES**



## WHAT WE MAKE

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### OUR TEAM CAN SOURCE ANY PRODUCT

#### NOTES & WRITING

notecards, notebooks, journals,  
notepads, planners, calendars,  
note cubes, pens, pencils, markers

#### SCHOOL & OFFICE

backpacks, laptop cases, supplies,  
notebooks, binders, folders, pencil cases,  
pencil cups, staplers, tape dispensers

#### DRINKWARE

water bottles, tumblers, thermal mugs,  
wine glasses, coffee mugs, etc. in  
stainless steel, acrylic, ceramic, glass

#### TECH ACCESSORIES

phone cases, charging cords & accessories,  
watch bands, earbuds, tech pockets,  
wireless speakers, organizers and cases

#### SUMMER FUN

pool floats, beach towels, drink holders,  
beach and picnic blankets, cooler bags,  
beach games, melamine dinnerware

#### TRAVEL ACCESSORIES

luggage tags, passport covers,  
travel bottles, duffel bags, totes,  
neck pillows, eye masks, makeup bags

#### CLEAN CARE

hand sanitizers, tech wipes,  
touch less tools, face coverings and masks,  
mask holders and pouches

#### HOME & ENTERTAINING

trinket trays, candles, pillows, blankets,  
dinnerware, bar ware, serve ware, vases,  
recipe boxes, kitchen accessories

#### BAGS

market bags, tote bags, overnight bags,  
pouches, purses, wristlets, clutches,  
cooler bags, insulated carriers

#### WELLNESS

yoga mats and accessories, stress balls,  
gym bags, workout hair accessories,  
water bottles, wellness journals

#### ON THE GO

umbrellas, keychains, wallets,  
sunglasses, hydration, earbuds, pouches,  
tote bags, car organization bins

#### APPAREL & ACCESSORIES

t-shirts, sweatshirts, dresses, tops, skirts,  
pajamas, workout clothes, pins, patches,  
socks, hair accessories, hats

**ADDITIONAL SPECIALTY CATEGORIES: GARDEN, PET, PARTYWARE, HOLIDAY, BABY, BRIDAL GIFTS ... AND MANY MORE!**

## NOTES & WRITING

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## OFFICE / WORK FROM HOME

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## BACK TO SCHOOL

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## HOME & ENTERTAINING

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## VASES

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## OUTDOOR ENTERTAINING

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TECH ACCESSORIES

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ON THE GO

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DRINKWARE

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PET

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SPORTS

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SUMMER FUN

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WE LOOK FORWARD TO PARTNERING WITH YOU

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LIFEGUARD PRESS