

Between the good and **the better**

Never less than good to start, but always striving towards better



Good to see you here, welcome!

Maybe you are a manufacturer, a supplier, an importer, a brand or an individual?
Perhaps you are also a social media user, a conscious consumer and a dreamer?

We are convinced that, by joining forces:
we can create a connection **between the good and the better.**



1965. When this story began

Some pioneers could already feel it.

The era of globalization was approaching and companies dedicated to the promotional gifts industry had to come together.

At that moment, with this vision, IPPAG was born.







Now, IPPAG is embracing a **new bright beginning**

Today the needs of our members, partners and the branded merchandise industry, have radically changed. The cooperative has reinvented itself to lead the way towards a future of growth based on sustainable innovation.

Branded merchandise: definition

UK:*/brændɪd/US:(bran'dɪd)

UK:*/mɜː'tʃəndaɪz/

1. A way of representing the values of a brand with something physical: that the receiver can touch, hold, use and keep over time.
2. Everyday items, generally offered as gifts: to convey the identity and message of a brand.
3. A tangible connection created between goods or services and the consumer

In everyday conversation:

"Our branded merchandise is a way to give back and thank our users for their loyalty."

"I'm a huge fan of xx's branded products – I use their bag all the time !"

"We create branded merchandise in our image: to represent our love of well-crafted and useful products"

See also: promotional products, corporate gifts, product media, giveaways, etc.



**“SUSTAINABILITY IS NO LONGER
ABOUT DOING LESS HARM.
IT'S ABOUT DOING MORE GOOD.”**

JOCHEN ZEITZ

Serial CEO, climate activist
and philanthropist

“

Are we a match?

I think the time for change can't wait anymore

I need my personal values to align with my professional ones

I believe that the world will change only with facts and action

I want to contribute to and share what benefits our environment

I am willing to get involved, even if it's not the easy option

I want to wake up every morning feeling proud of my work

I want to leave a legacy

I couldn't agree more! *That's a good point but...* *Nope, not for me.*

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So, even if you agreed with only one statement,
you should feel engaged by

OUR PURPOSE:



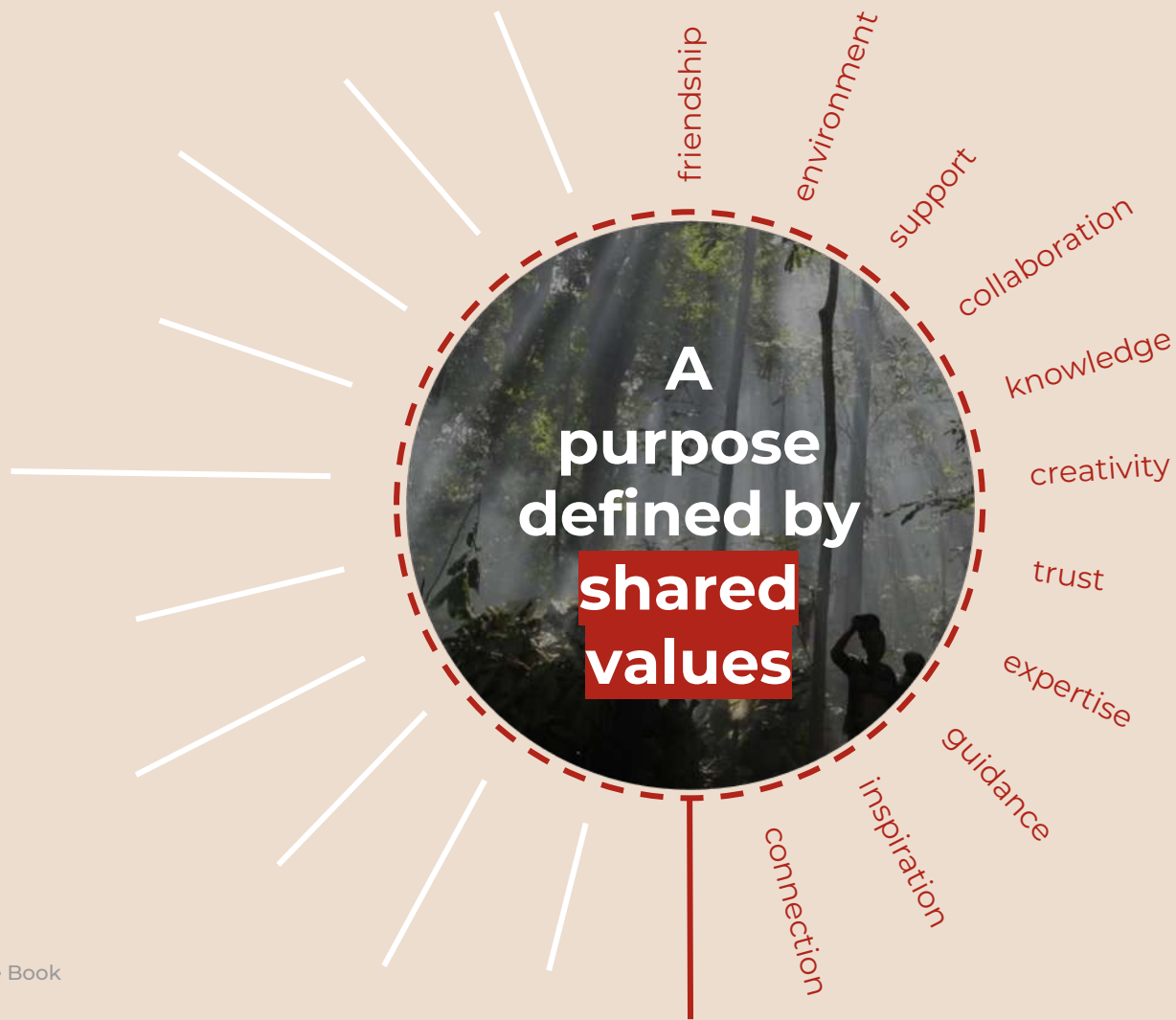


we are gathering

changemakers

who want to turn our industry into a source of
conscious innovation & sustainable growth
benefitting their clients, employees & the planet.

THAT'S OUR PURPOSE!





Especially if anyone in the room wants

to become
a change maker!



our pillars are here
to show you **the way.**



BRAND PILLARS



PEOPLE

A person's hand is shown resting on a car door handle. The background is a soft-focus scene of trees and a sunset sky, with warm orange and yellow tones. The overall mood is peaceful and human-centric.

The word sustainability is often reduced to environmental issues. For us, people are at the heart of sustainable development and improving their lives, health and safety is our unwavering focus.



ACT!

NURTURE AND BENEFIT

PEOPLE

- 1 Being actively involved in improving working conditions and income across our supply chain.
- 1 Creating and developing opportunities for local communities and economies, Encouraging social entrepreneurship.
- 1 Fostering collaboration, supporting initiatives, and cultivating talent within IPPAG: across countries, regions and cultures.
- 1 Aligning values: respecting each countries pace and specificities, whilst promoting group-wide inclusivity and accountability.

IDEAS

To improve and optimize products, services, processes or outcomes: IPPAG only prioritizes an idea if it promotes the conscious use of technology and resources and has a positive impact on society and the environment.



ACT!

BRING YOUR IDEAS TO REALITY

Collaborating within and beyond our industry: acting as a hub for new ideas and as an incubator for their application.

Leveraging collective IT capabilities to enable and imagine next-generation platforms and solutions.

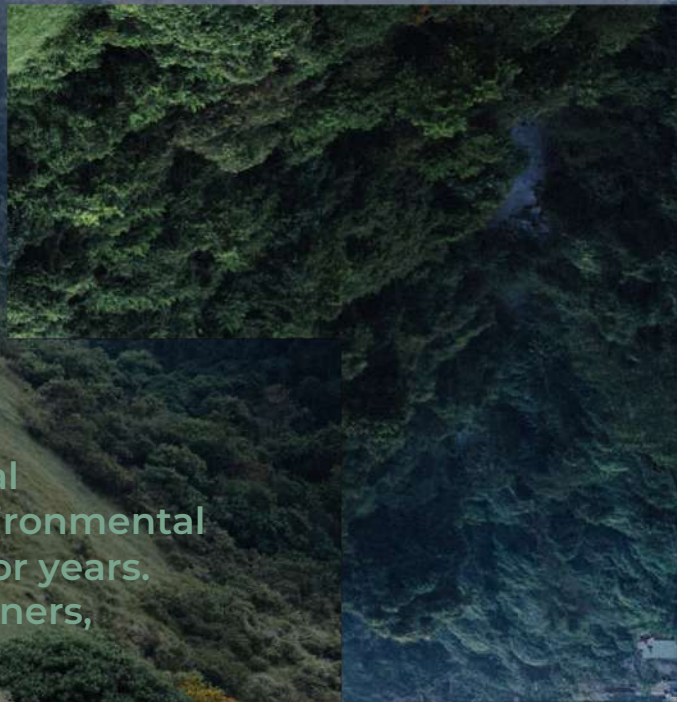
Combining established experience and know-how, with pioneering and innovative perspectives to address today and tomorrow's challenges.

Always questioning the status quo: revisiting good ideas to find the next great ones.



PLANET

Climate change, reduction of biodiversity and natural resources... the conversation is everywhere. Our environmental commitment has been at the center of our actions for years. But today, hand in hand with our members and partners, we are boldly taking a step forward to be even more active in the preservation of the planet.



ACT!

SAFE GUARD THE

PLANET

1 Minimizing environmental impact from start to end, especially carbon footprint via proprietary tools and certified methodology.
(IPPAG Carbon tracking tool)

1 Promoting the use of materials that respect human and environmental health. Facilitating the reuse, recycling and recovery of materials.

1 Creating well-designed products that are made to last: that will be used, appreciated and kept.

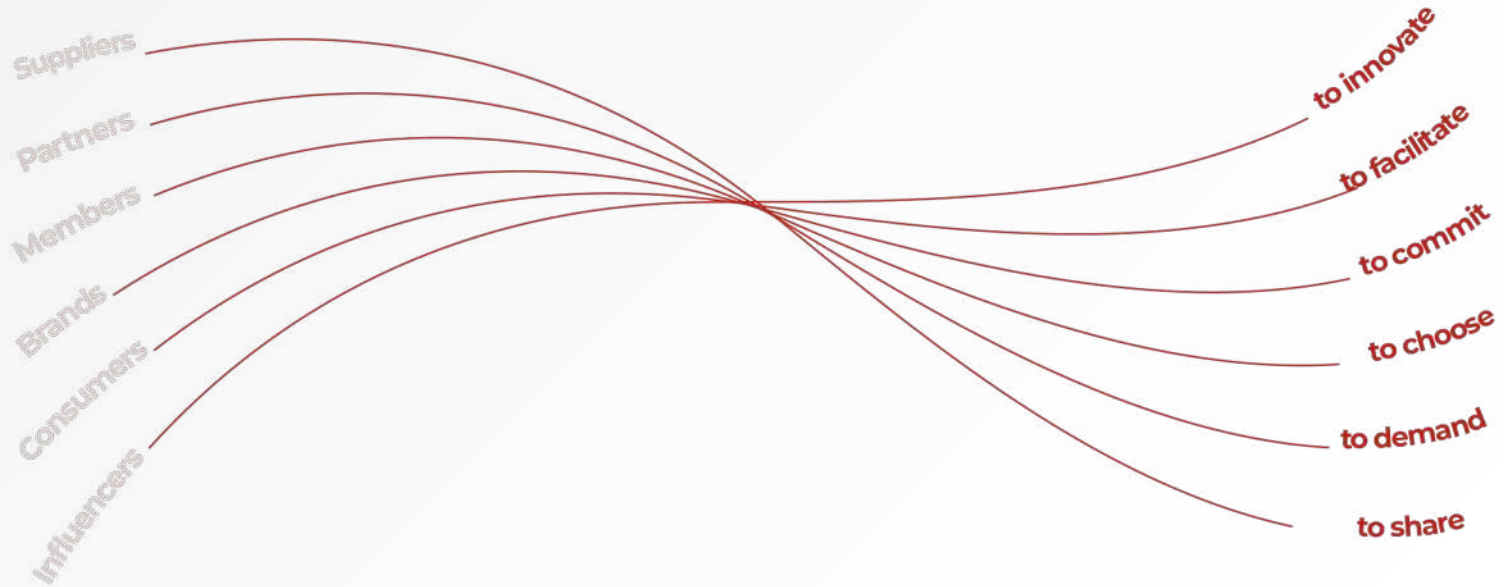
1 Questioning and prioritizing the purpose of products, and the campaigns they are part of: maximizing effectiveness.



Which of these fields of action
do **you identify** with the most

?

Because we all can be change-makers!



our manifesto

Turn your **work** into a source of personal **satisfaction**

Define yourself by **what you do**, not by what you have

Learn from Nature, it's full of ideas

Say yes to innovation only if it's **good for everyone**

Dedicate time to what **matters**.

Open up to **sharing** as the best path for **growth**

Believe that every **small act** can have a **big impact**.

Think about the imprint you are leaving behind

Income is an important metric, but **not the only one**



the more we are,
the greater our **impact.**

JOIN US

ippag.world