



# calendars connect

**circle RECORDS**  
800.555.4473

**JANUARY 20XX**

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31					

**tricounty CREDIT UNION**  
Tri-County Credit Union  
Phone: 316.555.9281

**20XX CALENDAR**  
**Worldscape**  
A girl in a winter jacket and hat is running on a sandy beach. A dog is running on a leash in the background.

**puppies**  
A dog on a leash is running on a beach.

**BEACHES**  
A girl is jumping in the air on a beach. A dog is running on the sand in the foreground. Palm trees and lounge chairs are visible in the background.

**palm beach RESORT & SPA**

**PHARMACY CALENDAR**  
**FULTON Medical Center**  
FULTON MEDICAL CENTER  
Medical Clinic: 426.925.8442 | Hospital: 426.925.8444

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**kooziegroup®**  
kooziegroup.com

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calendars connect | [kooziegroup.com](http://kooziegroup.com)



# powerful connections

Think printed calendars are obsolete or old-fashioned? **Think again!** **86%** of people who use a digital calendar also use a printed calendar.\*

**Every single day**, promotional calendars put your **message in front of your audience.**

- When they jot down an appointment.
- When they verify the date of Mother's Day.
- When they are reminded of an important anniversary.
- When they excitedly flip the page to the next month to see what attention-grabbing image will show up.

Use the power of promotional calendars to **connect every day.**



**VANISTENDAL METAL WORKS**  
DELIVERING QUALITY & VALUE  
TO OUR PROJECTS, VENDORS, AND CLIENTS  
[vanistendalmetalworks.npp](http://vanistendalmetalworks.npp)



**METAL WORKS**  
th Street  
64899  
9865



We've been **connecting** businesses, nonprofits, academic institutions, and more with their customers and supporters **for over 60 years**. Put our decades of experience to work for you – from stockline products to custom calendars designed to your specs to our full-service co-op center that can run all the details of your calendar program – and **seize all the benefits promotional calendars present**.



Promotional calendars  
**connect.**



*\*According to a MarketSight® Survey, April 2019.  
Illustrations from The Saturday Evening Post  
by Norman Rockwell ©SEPS. Licensed by Curtis  
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**Koozie Group® calendars**

**soar**  
**higher** than the  
*competition*

**free** ad setup

**free** one-color imprint

**free** full-color imprint  
*on select items*

**free** virtual proofs

**combined quantity  
pricing** *on select items*

**free** samples *up to \$10*

**early order pricing**  
*through July 1*

**free** storage

**guaranteed** inventory  
*on select items through Dec. 31*

**exact** quantity shipments

**white glove** service  
*on orders over \$10,000*



# materials matter

## Keep It. Give It.

*Social Impact and Sustainability Commitment*

**Koozie Group** is an industry leader in **product safety**, **quality assurance**, **social responsibility**, and **supply chain security**. Learn about our **Keep It. Give It. vision**.



Our Sleepy Eye, Minnesota, facility has been **Forest Stewardship Council® (FSC®)** and **Sustainable Forestry Initiative® (SFI®)** certified since 2021.

Nearly **95% of our calendars** carry one of these **certifications** and are identified on the product so your customers know that sustainability is important to you, too.

POINT OF CONNECTION

Spiral binding contains  
**90%**  
recycled content.



# cook up some great ROI



Like a **good recipe** handed down from **generation to generation**, calendars include all the **ingredients** to make the **perfect promo**.

Promotional calendars generate **673** impressions through their lifetime.\*\*

**89%** of people who receive a promotional calendar are likely to use it.\*

**67%** of people use both a digital and printed calendar.\*

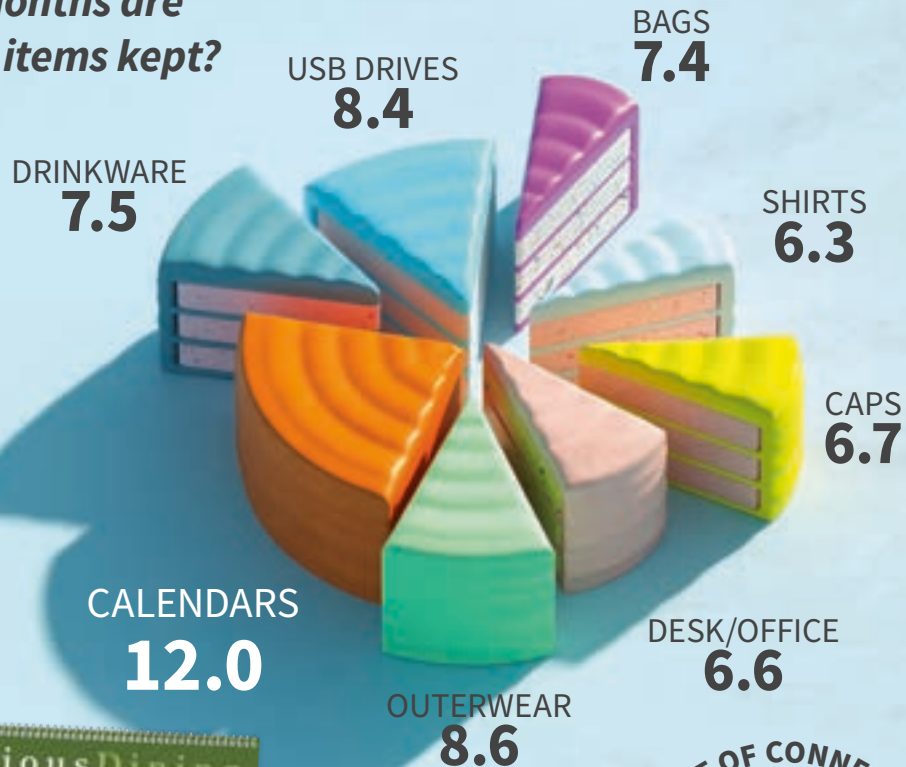
**75%** of people keep a promotional product because it is useful.\*\*\*

**61%** of people can name the advertiser on a promo product they have received in the last **12** months.\*\*\*

\*MarketSight® Survey, April 2019 \*\*Global Ad Impressions Study 2023 Edition \*\*\*PPAI 2021 Consumer Study Report

# yearlong viewing exposure

*How many months are promotional items kept?*



POINT OF CONNECTION

On average,  
calendar orders  
repeat **8** times.

# connect

with top vertical markets

**Insurance Agencies**

**Funeral Services**

**Religious Organizations**

**Security Brokers**

**Banks and Credit Unions**

**Industrial Suppliers**

**Business Services**

**Auto Sales and  
Repair Businesses**

**Agriculture-Related  
Business**

**Real Estate Agents**





*share your*  
**message**



## marketing

- brand building
- new products
- sales support

## sales

- trade shows & meetings
- leave behinds
- customer appreciation

# Calendars aren't just for customers.

They can be used throughout  
an organization to build  
connections and convey  
information.

## human resources

- benefits information
- corporate history
- employee appreciation

## operations

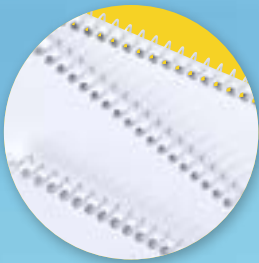
- schedules
- safety programs
- plant information



# calendars

# 101

*boost your knowledge*



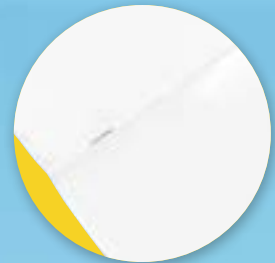
## **Spiral Binding**

The classic look of spiral binding uses a single wire coiled through the calendar to hold it together.



## **Twin Loop Binding**

This binding uses two wires crimped closed to allow the calendar to be flat on a wall or on a desk.



## **Stapled Binding**

Choose stapled binding, also called saddle stitching, for an economical version of a calendar that is also perfect for direct mail.



## **Tinning**

Large commercial calendars can take a beating. Tinning, a process of crimping pages of a calendar with a metal strip, adds durability and keeps your calendar hanging neatly.



## **Window Ad**

A window ad prints in the middle of the calendar, putting your message at the center of attention.



## **Backmount**

The last page of the calendar is made of stiffer material to stand up to daily wear and tear. It has places for notes, phone numbers, and your ad at the very bottom.



### Drop Ad

The last page of the calendar is longer than the grid and drops down below so your ad can be seen all year.

### Personalization

Personalize each calendar to connect with customers on a first-name basis.



### Dateblock Overprint

Add copy to any calendar date to connect customers to special company events, celebrations, or other noteworthy information.

### Custom Insert

Insert an extra sheet in front of the calendar. Use it for a seasonal letter, coupons, or anything your customers will want to know.



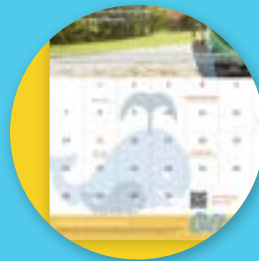
*Some options are only available on select products.*

# calendars

# 101



*we're here to pump you up*



### **Phantom**

Add a screened-back version of your company logo or other special design to add impact all year.



### **OBC Printing**

Use the outside back cover to say even more. It's a blank slate to share company history, include a service area map, and make more connections.



### **Border Color**

A signature company color can be the calendar's accent color to bring out the brand even more.



### **Insight Backmount**

Select from one of our 13 different themes of Insight Backmounts to add a page of tips and insights to your calendar.

*Some options are only available on select products.*

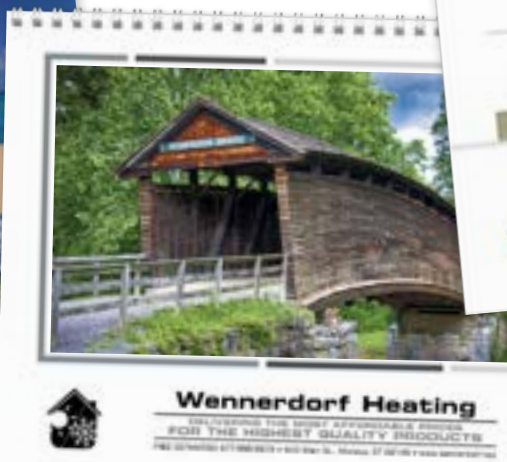
# commercial calendars

Durable construction and a large format make these calendars indispensable tools in commercial settings. With a variety of styles, you'll find just the right one to plot out your next short- or long-term project.



# pocket calendars

When is a calendar more than a calendar?  
 When it has pockets built into the date grid for each month. Store receipts for tax planning time, tuck mementos from big events away for safe keeping, or file important instructions for upcoming appointments where it'll be easy to find them. Pocket calendars are reverse collated – January is at the back of the calendar – to accommodate this unique construction.



Illustrations from The Saturday Evening Post  
 by Norman Rockwell ©SEPS. Licensed by Curtis  
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# stick up calendars



hot stamp mount



full-color mount



These compact calendars offer so many options! Choose a grid and then customize the look by selecting one of our 20+ mount shapes that suits your brand's personality.

vinyl mount examples →  
grid examples →



# desk pad & tent calendars

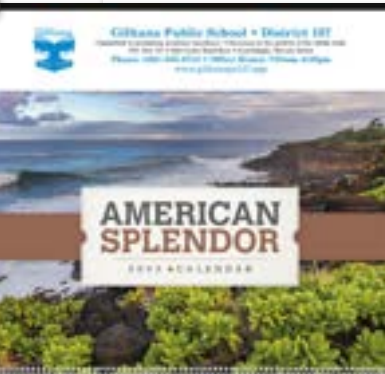
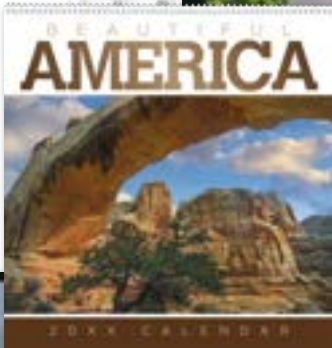
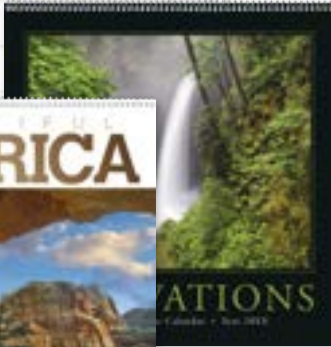
The perfect planning companion for any desk or countertop, these calendars offer something for everyone. Need a quick-glance reference? Choose one of our desk tents. Love to doodle and jot down ideas and important deadlines and appointments? Then a desk pad will be your preferred sidekick for brainstorming and staying on task.



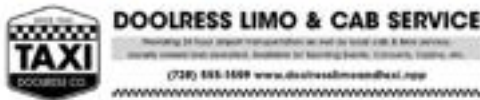


# executive calendars

A step up from appointment calendars, executives showcase your brand information with large every-month imprints. Their larger format and heavier paper make a bigger splash on your customer's wall with full-color images that delight and inspire.



20XX		
Monday	Tuesday	Wednesday
4	5	6
11	12	13
18	19	20
25	26	27



impact  
every day



styles

Appointment

Commercial

Desk Pad

Desk Tent

Executive

Informational

Planner

Pocket

Span-A-Year

Stick Up



Award-winning passion for quality and innovation shine through.

*Triumph® Calendars won 20 consecutive ASI Distributor Choice Awards until the honor was discontinued in 2022.*

Small-town pride is at the heart of every Triumph® calendar. That passion and can-do attitude have resulted in numerous industry awards for innovation and excellence. With themes and styles that offer broad appeal and year-round brand exposure, Triumph® Calendars impact every day.

Heavier  
weight paper

Large variety  
of calendar styles

featured artists

*Hautman Brothers, Dave Barnhouse,  
The Saturday Evening Post, Tim Cox*



**GoldenOaks**  
ASSISTED LIVING

Golden Oaks North  
1000 North 10th Street  
Waukegan, IL 60087  
847-866-1000

Golden Oaks South  
1000 South 10th Street  
Waukegan, IL 60087  
847-866-1000

**LARRY'S**  
TIRE SERVICE

PHONE: 815-838-7487

**BARN'S**  
WEEKLY MARKET

**FARMICA**  
Crop Insurance & Marketing

Marketing Specialists  
1000 North 10th Street  
Waukegan, IL 60087  
815-866-2200



**NORTHWEST TECHNICAL COLLEGE**

120 North Hastings Road, Waukegan, Indiana  
www.nwc.edu Admissions Inquiries (200) 351-0000

ITAC • Automotive • Carpentry • Electrical • Plumbing • Design & Drafting

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	
8	9	10	11	12	13	
15	16	17	18	19	20	
22	23	24	25	26	27	

**JANXX**

**STASSANT'S MEAT MARKET**

**JANUARY 20XX**

**SERVICE STAR**  
SOLUTIONS

800.555.1001

**JANUARY 20XX**

1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**American W**

Wildlife Calendar • Photographs by Peter Dow

**MOTIVATIONS**  
An Inspired Twelve Calendar • Fall 20XX

**IVERSON**  
INSPIRED BY NATURE

**DIQUETRACTORS**

**AGRICURE**

**SPORTSMAN**  
GREAT GAMES

**BEAUTIFUL AMERICA**

**JANUARY 20XX**

**Copper Hills**

**simplicity**

**CENTRAL G**

1200 Central Avenue, Midland, TX  
Phone (202) 355-1001 Visit www.centralg.com

Automotive • Home & Business • Stained

**Public School • District 137**

13700 Central Avenue, Midland, TX 79701  
Phone (202) 355-1001 Visit www.centralg.com

**BEAUTIFUL AMERICA**

**Millaitz Motors**

1356 HWY. 24 N. EVAN, MN • PHONE (456) 555-3158

www.millaitzmotors.com

**JANUARY 20XX**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**JANUARY 20XX**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**POINT OF CONNECTION**

Start to finish, our popular Jewish calendars take over six months to create. The Hebrew copy, images, and candle-lighting times are sent through rigorous selection and proofing steps to ensure accuracy.

**AMERICAN LENDOR**

CALENDAR

**January 20XX**

**COUNTY**

**Millaitz Motors**

1356 HWY. 24 N. EVAN, MN • PHONE (456) 555-3158

www.millaitzmotors.com

**Amazing!**

**January 20XX**

**MUSCLECARS**  
2000 CALENDAR

**FEB 20XX**

**JANUARY 20XX**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**JEWISH HERITAGE**  
CALENDAR

# daily value by design



styles

Appointment

Commercial

Desk Pad

Desk Tent

Executive

Mini

Planner

Pocket

Classic themes combining dependable craftsmanship and a variety of price points.



13-month grids

## featured artists

David Maass, Ken Zylla,  
Norman Rockwell



Reliable quality. Exceptional savings. Surprising selection.

Appointment

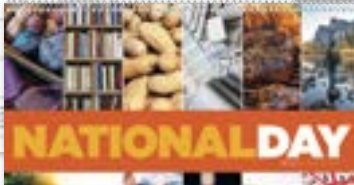
Desk Pad

Mini

Planner

styles

13-month grids



featured artists

The Saturday Evening Post, Currier and Ives, Jack Sorenson

kooziegroup

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*choose your*

# experience



## stockline

With over 400 stockline products to choose from, you're sure to find a style and theme that build a connection with your audience. Just select your item, provide your ad copy, and done.



## modified stockline

Want to connect on a whole new level? Take your calendar game up a notch when you modify one of our stock products. Add elements that increase your brand's visibility or connect to your audience with information they need to know.



# customs

The sky is the limit with the crème de la crème of calendars. With years of experience, our in-house designers are experts at bringing your concept to life. Work with us to create a one-of-a-kind piece that really lets your message shine.

## POINT OF CONNECTION

We recycle almost **95%** of all waste produced in our Sleepy Eye, MN, facility.

**kooziegroup®**

calendars connect | [kooziegroup.com](http://kooziegroup.com) 21

Choose your experience

# stockline

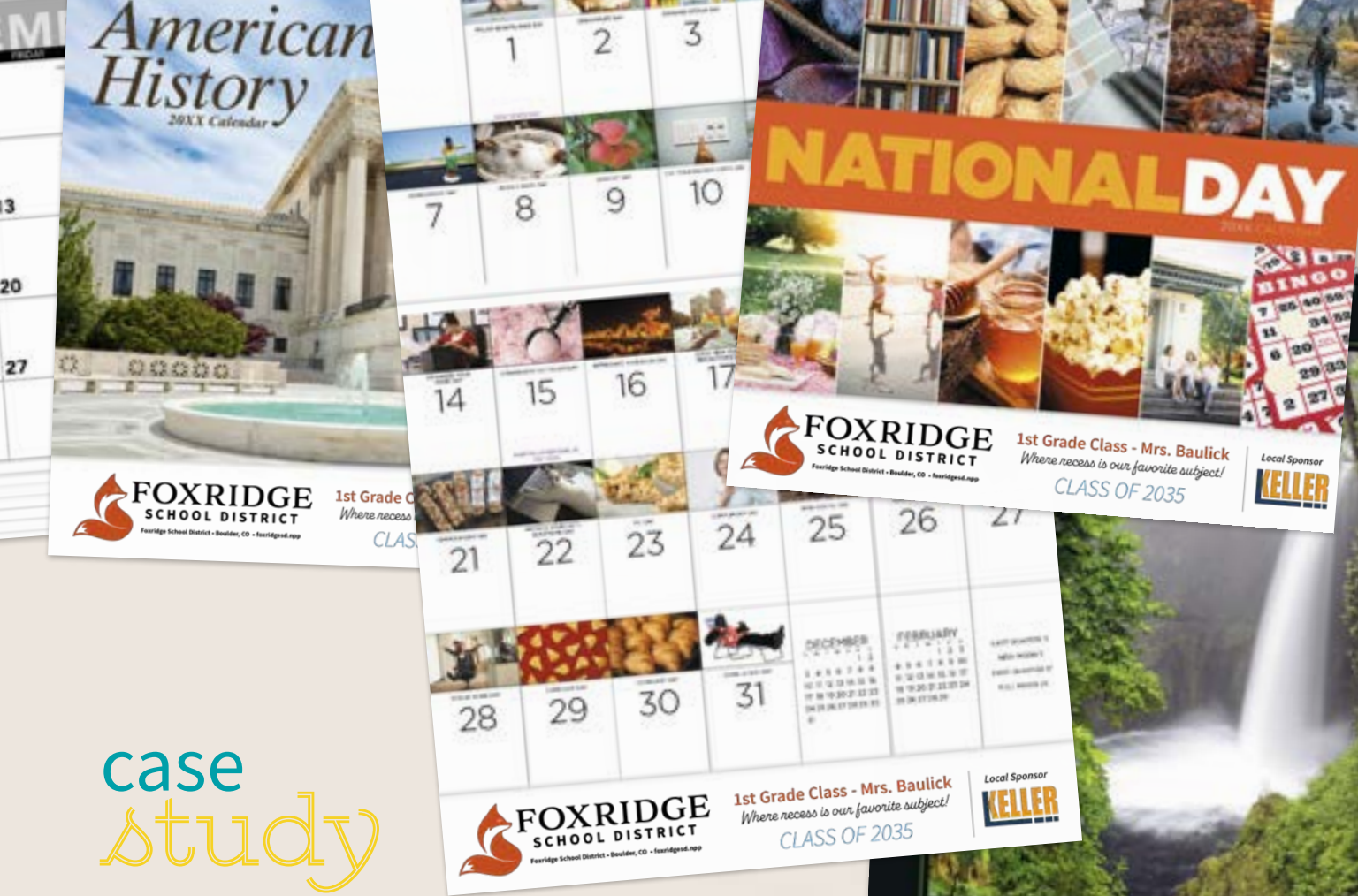
Just like people, companies and organizations have all sorts of personalities. Some brands need to build trust and confidence, some appeal to a more outdoorsy crowd, and others give off a souped-up hot rod kind of vibe. With our breadth of styles and themes, you're sure to find a stockline product that projects just the right image to your audience.

## POINT OF CONNECTION

Having a hard time choosing just one stockline product? We offer combined quantity pricing on select items so you can add variety to your order and still take advantage of quantity price breaks.







# case study

A large urban school district wanted to give students and parents a useful organizational tool to start the year out right. With a tight budget, the administration asked local businesses to sponsor enough Academic Year Desk Planners (Item #821) to give to each student. School leaders loved being able to put the school’s mascot and mission on the front cover along with the name of the businesses that paid for the planners. To further build interest, each teacher was able to choose from a selection of educational calendars with personalized ads for each classroom, again with a small section dedicated to the local businesses that made it possible. Many teachers had some fun celebrations based on the National Day calendar (Item #7232). Parents, teachers, and students enjoyed the sense of connection the planners built between the school and the community businesses.

Choose your experience

# modified stockline



You've found the perfect theme and size. But if you want to set your calendar apart, consider modifying it with a stock option to make it your own. Include something special like an extra sheet, coupons, or custom information on the back.



HAL'S  
1973 Ford  
4  
Covered!





**Choose your experience**

# custom calendar

Ready to set off on a great adventure? Join our experienced program managers, with a combined 300+ years of experience, as they guide you through the process from start to finish.

Come to the table with your own ideas or rely on our expert in-house design team to generate concepts that help your customer's calendar take flight.

## **Some of the ways to customize a calendar:**

- Size, shape, and dimension
- Colors
- Images: provide your own or choose from our gallery
- Date grids
- Paper and coatings
- Beginning month
- Custom holiday lists and/or date block overprint
- Insert sheets
- Personalization



Once you've approved a design, our dedicated team takes it from there. From project management to production and fulfillment, our goal is to make the custom calendar process simple.



POINT OF CONNECTION

Custom  
mock-ups have a  
**26%**  
close rate!



## case study

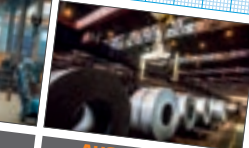
To boost volunteering, a forest management council wanted to create a unique calendar that would both showcase the forests they managed and provide tips on how to protect them. Because they needed to convey so much information, they opted for a fully customized product. They provided a custom holiday list that included their volunteer opportunities along with interesting forest facts like the dates each national forest was established. By adding a phantom overprint, the calendar maintained focus on their organization. Finally, they hand-selected 12 images and supplied custom text with forestry tips. The result was a unique, visually pleasing calendar that contributed to a significant rise in volunteer hours.



# simple questions help make the *connection*



**METAL WORKS**  
**QUALITY & VALUE**  
FOR DEALERS, AND CLIENTS  
[metalworks.npp](http://metalworks.npp)



**Who is the end user?**  
*dealer, consumer, employee, donor,  
member, other?*

**How would you describe the  
end user?**

**What action should the end user  
take after receiving this item?** *make  
a purchase, visit store location, redeem  
coupon, become a member, make a  
donation, go to website, call?*

**What is the most important  
message for the user of this item?**

**Is there anything you can provide  
to show the customer's preferred  
style?**

**Should specific products or  
services be featured?**

**What reference material or website  
about the company/organization  
and product/service can be  
provided?**

**Are there constraints or  
mandatory components?**



# big or small

**We design for them all.** Whether it's big national companies or small local ventures, a custom calendar can benefit every business. Our dedicated custom program managers will guide you through the process to get a customized mock-up that will **WOW** the customer.



calendar co-op center

# seize the opportunities

Calendar co-ops that are **easy to repeat** = profits to your bottom line **year after year.**

SUPPLY CUSTOMER'S LOGO

1



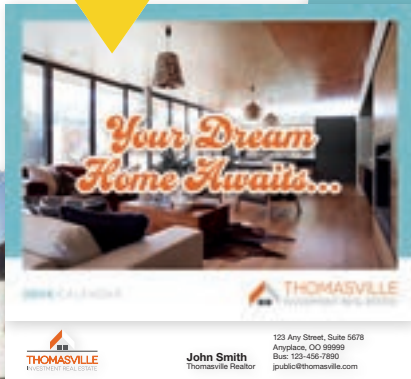
**We manage** the entire program **for you** from **start to finish!**



SELECT CO-OP CALENDARS

2

custom calendar



stock styles/co-op ad

co-op brochure



WATCH YOUR CALENDAR CO-OP SALES SOAR!

3



**Let us make calendar co-ops easy for you! We:**

- Provide a specialty team with dedicated email and phone numbers who present themselves to customers as the calendar co-op center.
- Accept and process orders directly from customers.
- Supply regular status reports.
- Pay out net profits each month.

POINT OF CONNECTION

Our calendar co-op center has been serving customers for over **30 years.**

**kooziegroup®**

# start to finish

getting calendars to your door



## 1 Product Development

We source images from over 150 artists and photographers, along with high-quality stock image companies, to create calendars that are as attractive as they are useful. Our in-house creative team brings the varied themes to life.



## 2 Pre-Press

Our pre-press team pulls all the pieces together, from holidays to grids to images. Then our quality-assurance experts review the files to make sure everything is in order before they are sent to production. Accuracy is important!



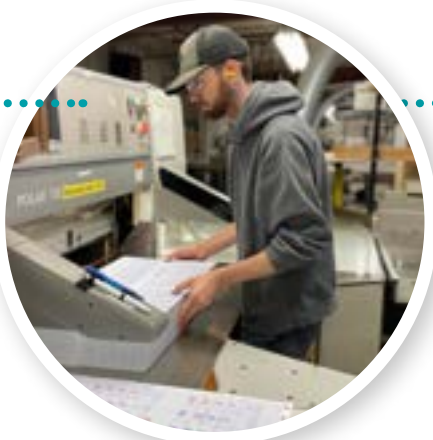
## 3 Plating/Printing

Files are sent to our manufacturing team, and they prepare the plates used on our printing presses. Many of our products are printed on our web press, which feeds a 57-inch-wide roll of paper through the 240-foot-long press.



POINT OF CONNECTION

We're working on calendars two years in advance.



**4 Manufacturing**

Hot off the press, printed sheets are cut, collated, folded, trimmed, and bound. As leaders in the industry, we've developed efficient processes that allow us to produce a calendar every 3 seconds.



**5 Assembly**

Because we are often printing calendars over a year in advance, we store finished product until we get an order. When a customer sends in their artwork, we pull the stock and add the imprint.



**6 Storage/Shipping**

We take orders all year round, so we offer free storage on calendars imprinted early in the year to make it easier for our customers. When orders come in later in the season, we imprint them and ship them right off the line.

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**kooziegroup®**

kooziegroup.com | keep the good going®



Part #: 91640 | Printed in the USA on FSC®-certified paper.

Visit kooziegroup.com for complete details including most-up-to-date pricing and production times. Koozie Group® products are rigorously tested to confirm compliance with CPSIA and other North American product safety laws and standards. All of Koozie Group's product SKUs are Prop 65 compliant and a majority do not require a Prop 65 label when shipping to California. Koozie Group, the Koozie Group® logo, kooziegroup.com, Triumph® Calendars, HotLine® Products, Good Value® and all related trademarks, logos, and trade dress are trademarks or registered trademarks of Koozie Group and/or its affiliates or licensors and may not be used without written permission. ©2023 Koozie Group, Clearwater, FL 33760. MP-3736

