

**Top 3 most popular ranges of promotional items, as measured by CT (Click Through) in 2008 are desk gifts, exhibition giveaways and pocket gifts.**

### Most popular ranges (Jan to June 08)

CT rank	Themed group name	CT Eqg Jul-Dec 07	CT Eqg Jan-Jun 08	Variance Dec 07-Jun 08	Variance % Dec 07-Jun 08	Themed Group £ Value (Annual approx)	£ Rank
1st	Desk gifts	100,151	115,650	15,499	15.5%	£158,588,961	1st
2nd	Exhibition giveaways	66,765	88,826	22,061	33.0%	£75,837,189	3rd
3rd	Pocket gifts	61,113	80,258	19,145	31.3%	£69,219,369	5th
4th	Environmentally friendly	44,020	67,888	23,868	54.2%	£32,404,998	12th
5th	Travel related	41,152	63,875	22,723	55.2%	£79,773,145	2nd

### [Click here to see a full list of the most popular ranges of promotional items](#)

Desk gifts include 3M's Post-it notes – a central player in the promotional merchandise sector. Post-it notes have been bringing colour and organisation to homes and offices for over 25 years and today, the Post-it brand incorporates more than 1,000 products sold in more than 100 countries around the world. These include a wide range of colours, shapes, notes, flags, dispensers, holders and organizers, all of which make easily customisable and highly-prized gifts.

### [Click here for a brief history of the 3M Post-it note](#)

One clear recent trend is that product ranges with environmentally friendly credentials are among the fastest-growing.

### Fastest-growing ranges (Jan to June 08)

Themed Group Name	CT Eqg Jul-Dec 07	CT Eqg Jan-Jun 08	CT Rank	Variance Dec 07-Jun 08	Variance % Dec 07-Jun 08	Themed Group £ Value (Annual approx)	£ Rank
Garden Time	617	1,319	26th	702	113.8%	£650,572	24th
Beach, BBQ & picnic	10,515	22,193	14th	11,678	111.1%	£34,521,183	11th
Smoking-If you must!	973	1,541	25th	568	58.4%	£425,698	25th
Sports stuff	21,064	33,186	8th	12,122	57.5%	£52,306,923	9th
Travel related	41,152	63,875	5th	22,723	55.2%	£79,773,145	2nd
Ladies gifts	17,099	26,506	10th	9,407	55.0%	£27,583,548	13th
Environmentally friendly	44,020	67,888	4th	23,868	54.2%	£32,404,998	12th

### [Click here to see a full list of the fastest-growing ranges of promotional items](#)

And when it comes to the most popular individual products, the environmentally-friendly ones are at the front of the queue. In fact, seven of the top ten most popular individual products are eco bags.

## Most popular individual products (Jan to Jun 08)

CT Rank	Supplier	Product	CT Enq Jul-Dec 07	CT Enq Jan-Jun 08	Growth	Growth %
1st	Bright Ideas Global	ECOBUTTON PC POWER SAVER	218	500	282	56.4%
2nd	Thermalmate UK	PLASTIC SPORTS DRINK BOTTLE (with finger grip)	92	275	183	66.5%
3rd	Everything Environmental Ltd	ECO FRIENDLY TOTE SHOPPER TOTE BAG	141	258	117	45.3%
4th	Macma UK Ltd	HANDY SHOPPER TOTE BAG	58	220	162	73.6%
5th	Oversolve Ltd	JUTE SHOPPER TOTE BAG	0	210	210	100.0%

And environmentally friendly bags are also the fastest- growing individual products, taking the five top slots.

## Fastest-growing individual products (Jan to Jun 08)

Supplier	Product	CT Enq Jul-Dec 07	CT Enq Jan-Jun 08	CT Rank	Growth	Growth %
Oversolve Ltd	JUTE SHOPPER TOTE BAG	0	210	5th	210	100.0%
Everything Environmental Ltd	JUTE SHOPPER TOTE BAG FOR LIFE (in white)	0	208	6th	208	100.0%
Everything Environmental Ltd	JUTE EVERYDAY SHOPPER TOTE BAG FOR LIFE	0	189	8th	189	100.0%
Everything Environmental Ltd	JUTE MULTI PURPOSE SHOPPER TOTE BAG FOR LIFE	0	186	9th	186	100.0%
Oversolve Ltd	PAPER CARRIER BAG	1	185	10th	184	99.5%