



Why choose personalised backpacks as corporate gifts?

We carry backpacks with us **every day**. They are **useful**, they even become **necessary** when you go to school or work. You can put anything inside them. They are **comfortable** and practical. Walking with one on your shoulder, you will **forget about back pain**.

Compared to a bag, they are equipped with two straps that **distribute the weight evenly** over the shoulders. Moreover, personalised backpacks can generally contain **more products** and support **more weight**.

They are excellent advertising corporate gifts. They are ideal for companies that want to **promote** their brand reaching a **very wide audience**, as both children and adults use them.

[Personalised backpacks for kids: corporate gifts to make them feel special](#)

In the first interactions with the outside world, a child loves to **show** what belongs to him and what he likes. Kids would flaunt personalised backpacks **with pride** because they are unique and make them feel **special**. They can use them for their activities and to store their games.

Giving [personalised children's backpacks](#) to your employees or customers for their kids can **advertise** your brand efficiently. If they like the gift, children will use it often, getting a wide audience to **know your company**.

[Personalised backpacks for adults: corporate gifts for work](#)

Regardless of age, these accessories are always a **great help** for everyday life. At university or at **work**, we use them to bring with us everything that is **useful** for our activity.

This is where your company comes in. Giving your **employees** a [branded laptop backpack](#) with your **logo** printed on it will make them feel **part of the team**. Moreover, you will provide them with a useful accessory for **work**.

You can create branded corporate gifts for your **customers** as well, which they can use on any occasion. Anyone who receives your personalised backpack and wears it outside the company **will spread your brand**. Simply put, it will **attract new customers**.

[How to choose and create personalised backpacks to use as corporate gifts?](#)

There are many benefits to delivering **personalised rucksacks** and backpacks as corporate gifts for your employees or as promotional products for your customers. However, it is important to choose the **right model** and **customise** it effectively. The type affects the utility, while the print determines the **promotional impact**. It is important that the logo is clearly **visible**. For this reason, you will have to think of its **position, size** and **colours** carefully.





Personalised backpacks: models and tips

There are different types of personalised backpacks, for every **taste** and **need**. With some you can store the most important items safely, with others the equipment for a picnic. There are models which are perfect for a trip to the mountains and others which are essential to go to work.

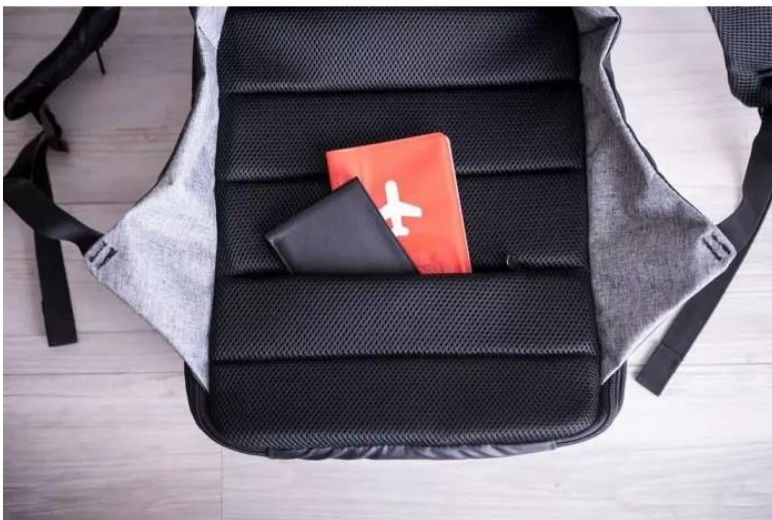
Laptop backpacks, anti-theft backpacks, folding backpacks and cooler backpacks: smart backpacks

Both **technological** and cutting-edge companies can benefit from giving away personalized corporate gifts with these features. Most will notice the **originality** and **effectiveness** of your backpack and will be enticed to **get to know your company better**. "Smart" personalised backpacks will show that your brand is open to **innovative solutions** and **attentive to the needs** of your public and team. The models available are:

- **Laptop backpacks**

Nowadays everyone has a **computer** and many use it for **work**. This implies having to **take** it from home to the office or bring it with you while you **travel**. PCs are very **fragile** tools. A branded laptop backpack can **store** yours and protect it against shocks. It will also make it easier to carry it **around**. They can contain your **computer gadgets**, too. You will find branded laptop backpacks which are very **spacious**, others which have numerous **pockets** to keep all the contents in order. Definitely a very useful corporate gift for your **employees!**

- **Anti-theft backpacks**



Branded anti-theft backpacks

ensure maximum **security** to protect your most important items. **Smartphones**, cards, **passports** can be stored in a **hidden pocket**, out of the hands of shoplifters. Giving them to your customers will provide them with a **cutting-edge** promotional product, which is at once useful and uncommon. These are the premises of an item people will use often. In other words, of a **successful corporate gift**. By printing your logo so that it is

clearly visible on your branded anti-theft backpacks, you can attract the attention of many people to your company.

- **Folding backpacks**

These models are smart because you can fold them to **reduce their size**. You can store them in a larger bag and use them if necessary. They are practical, less thick than the previous ones, but **less bulky** and **lighter** as well. They are suitable for informal situations, such as a walk. For instance, you can **pack** them and use them during a mountain trip. Branded folding backpacks are original and useful personalized corporate gifts that your team and customers will appreciate. By using them, they will advertise your brand **everywhere!**

HI Gift

- **Cooler backpacks**

Maintaining food and beverage temperatures can make a difference, especially in warmer months. That is why our [printed cooler backpacks](#) are perfect for a **summer** giveaway. Your customers and employees will use them for a picnic or **excursion** and show your company logo. Equipped with a system that preserves the **temperature** of food and drinks, custom cooler backpacks do not lose value over time as promotional products.

Personalised picnic backpacks and sports backpacks: leisure backpacks

Besides being great items for work, personalized backpacks are **leisure** accessories. Being very versatile items, all models can be used in different ways. However, some are perfect for your **activities**:

- **Picnic Backpacks**

In your [custom picnic backpacks](#), you can store **everything you need** for a trip out of town. Ideal promotional products for spring and summer, they meet the needs of those who want to enjoy a beautiful day **surrounded by greenery**, without giving up the **comfort** of a home-cooked lunch. Custom picnic backpacks come with a range of pockets for **tableware** and **glasses**. They are perfect corporate gifts to surprise your customers with a leisure accessory!

- **Sport Backpacks**

If your company is active in the sports or **trekking** sector, you can give your customers [branded sport backpacks](#). In line with your business, they are **useful to your audience**. These models are suitable for less demanding **trips** and **excursions**, too, because they are very **comfortable** and practical. Besides, your customers may use branded sport backpacks to go to work in **informal contexts**.

Personalised backpacks and bags: backpacks for every occasion

There are personalised backpack models suitable for **all occasions**. Their **design** is **simple**, and they are ideal for those who are looking for useful, but not too specific branded corporate gifts. In particular, you can choose between two types:



- **Customizable drawstrings bags**

Soft and colourful, [customizable drawstring bags](#) are ideal corporate gifts, because they are **cheap** and useful. They are lightweight and comfortable to carry in your bag, which makes them practical accessories to bring with you. They are suitable for **any type of situation**, and **anyone can use them**. A clearly visible logo will turn them into personalized corporate gifts with **great visual impact**.



- **Personalised rucksacks**

Personalised rucksacks are the most **classic** backpacks. There are various **shapes** and **sizes**, and they are all customisable. Although they are **smaller** than the previous models, they ensure your logo **great visibility**. They are practical and **versatile**, too. You can use them to go to a friend's place, to university, to work. You can wear them on a walk in the park or in the city. Simply put, they are personalized corporate gifts that, being **simple**, will meet **everyone's tastes**.

Finally, for companies that work with a young audience or wish to make a gift to their employees' kids, there are **personalised children's backpacks**. We have already mentioned them. These models are designed for kids, so you will find bright colours and cute shapes.