

# MERCHANDISE

INSIDER  
SPECIAL  
February 2026



The Delegate Wranglers®

featuring  
**ZAGWEAR**  
**EMBELLO**



**CHECK IT  
OUT HERE**



# CONTENTS

> Page 4



**ZAGWEAR**  
Creating Product Experiences

> Page 9

**embello**  
BRANDED MERCHANDISE | PRINT | WORKWEAR





# ZAGWEAR

Creating Product Experiences

The Delegate Wranglers®

# INSIDER

MERCHANDISE SPECIAL

“

We take a creative approach to merchandising, help clients provide memorable product experiences for their audiences which help boost loyalty and brand recognition.

**Stephen Hannah**

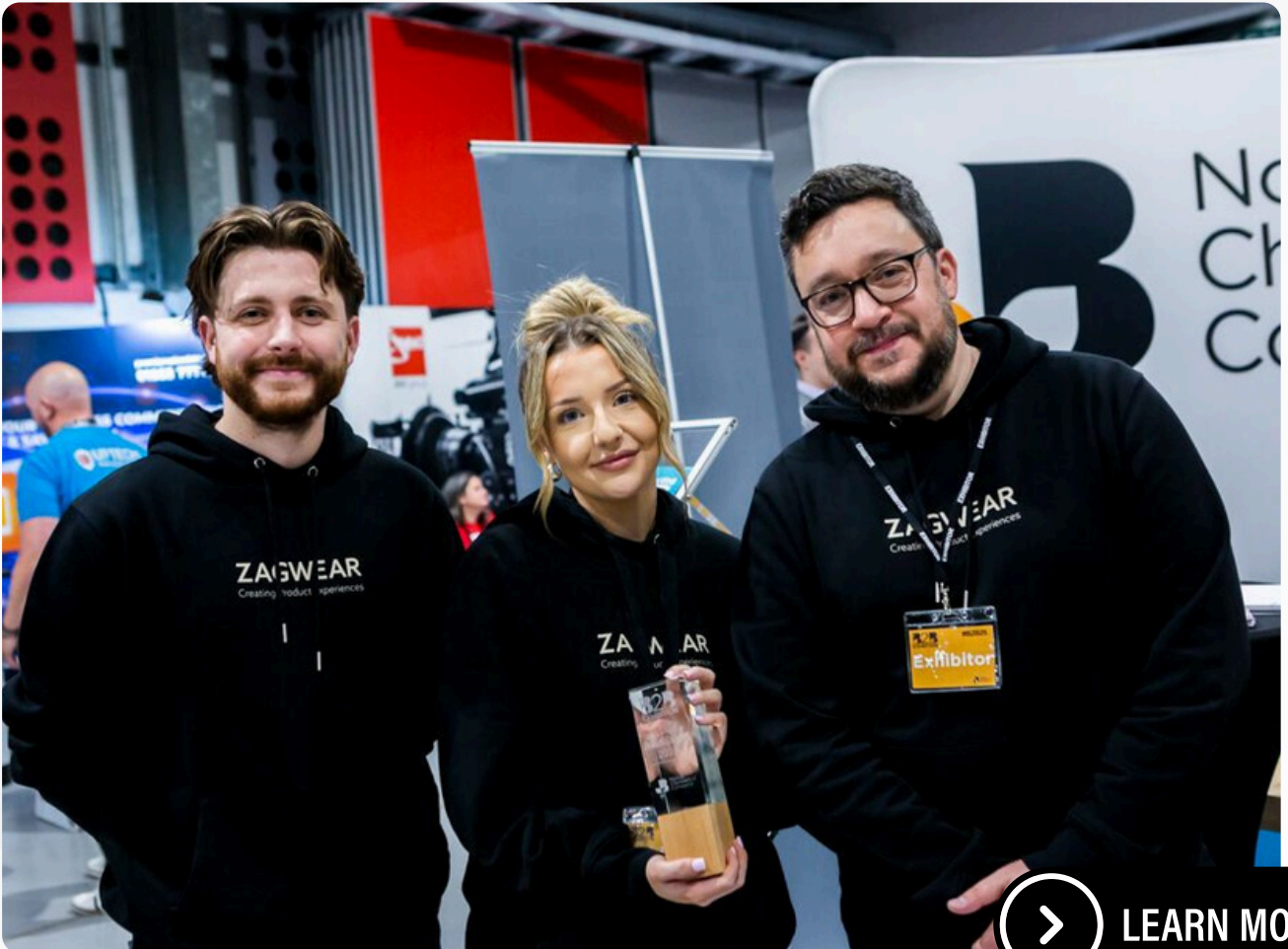
Account Manager

**READ  
MORE**



## Hi Stephen, tell us all about Zagwear and what magic can you bring to your clients' events

With over 25 year experience, Zagwear provide a personal service; sourcing, holding and distributing branded marketing materials across the world.



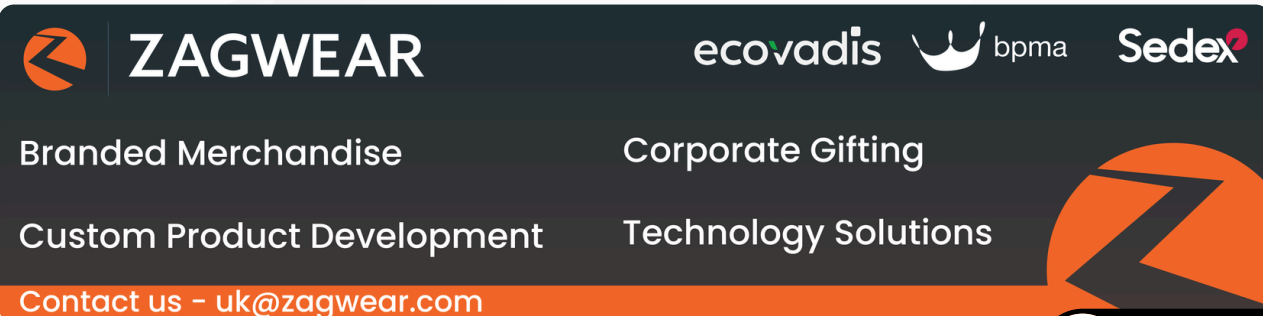
We take a creative approach to merchandising, help clients provide memorable product experiences for their audiences which help boost loyalty and brand recognition.

Events companies have enough to do, so if we can save them time, stress or money, they can concentrate on other things!



## Tell us a bit about your role and how your team look after your clients so well

As an account manager at Zagwear, I build creative partnerships with clients, ensuring their goals and expectations are met. I have many years of experience working both production and agency side, so understand a lot of the hurdles that event teams have to go through.



**ZAGWEAR** ecovadis bpma Sedex<sup>2</sup>

Branded Merchandise Corporate Gifting  
Custom Product Development Technology Solutions

Contact us - [uk@zagwear.com](mailto:uk@zagwear.com)

[> LEARN MORE](#)

I love to help clients craft innovative solutions and make the process as easy as possible for them. We have a dedicated team who specialise in creating visuals, coming up with solutions and managing the production of your valued merch, so with us you're in safe hands.

## Tell us about why you are such a good option for event planners & clients to consider?

Zagwear offers event teams both impactful merchandise and simple processes. We source sustainable yet premium products to so you can show your audience who you are and what you're about, enhancing brand visibility and fostering genuine connections.



From unique swag to rewarding giveaways, our merchandise adds value to any client interaction.

Our team work hard to ensure seamless production and delivery world wide, through consistent communication, taking the hassle out of clients planning. We go above and beyond to provide exciting and visual responses to briefs, ensuring that we cater our offering to each individual event creating something truly outstanding.

### **What's new? Anything exciting to tell us about?**

Zagwear has been named a 2026 PPAI Pyramid Award Winner for Client Campaigns.



The honor, presented by Promotional Products Association International showcases the effective use of promotional products by distributor members in client campaigns.



Zagwear worked closely with the client to come up with a bespoke product which could be marketed, produced and distributed in time for the SuperBowl, which was no easy task! The product received an excellent reception from both users and peers.

You can find out more about Zagwear here:





embello

BRANDED MERCHANDISE | PRINT | WORKWEAR

The Delegate Wranglers®

# INSIDER MERCHANDISE SPECIAL

“

We help you choose the right items for your audience, brand them beautifully, and make sure everything arrives exactly when it should. No tat, no stress – just thoughtful, feel good merch that keeps your brand in people’s hands long after the event wraps up.

**Kyle Raffo**

Founder

**READ  
MORE**



## Hi Kyle, tell us all about Embello and the fab services you offer to clients

Great events deserve great merch. Embello specialise in branded giveaways and event swag that people genuinely want to take home.



Think cool, useful products, quality apparel, creative gift packs and those little touches that make a stand feel busy.

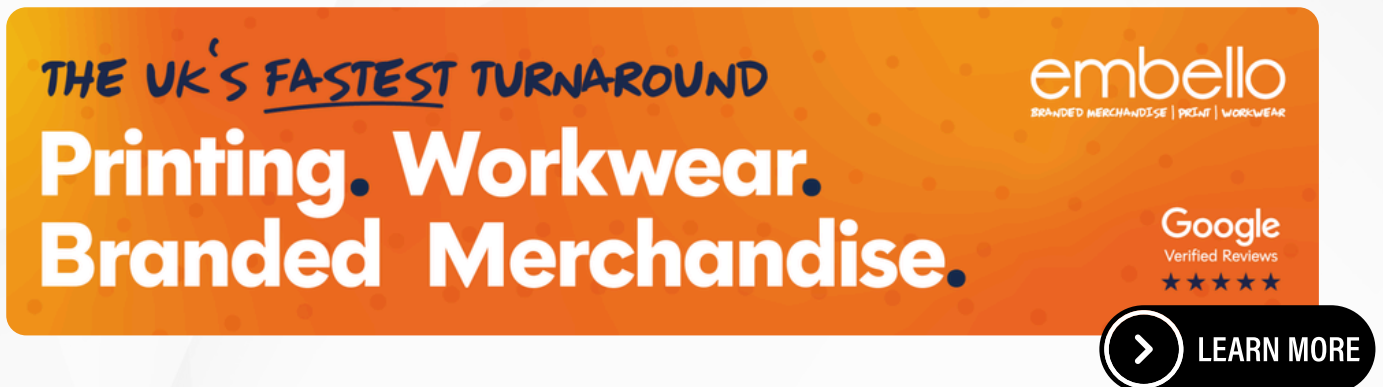
We help you choose the right items for your audience, brand them beautifully, and make sure everything arrives exactly when it should.

No tat, no stress - just thoughtful, feel good merch that keeps your brand in people's hands long after the event wraps up.



## **Tell us a bit about your role and how your team look after your clients so well**

I started Embello over a decade ago after seeing far too much forgettable, low-quality promo merch being handed out - the kind that barely makes it home, let alone onto someone's desk.



**THE UK'S FASTEST TURNAROUND**

**Printing. Workwear. Branded Merchandise.**

embello  
BRANDED MERCHANDISE | PRINT | WORKWEAR

Google  
Verified Reviews  
★★★★★

[> LEARN MORE](#)

Brands were investing properly in their image, then cutting corners on the things people actually touch and take away.

I knew it could be done better. Today, we're a trusted global partner supporting brands with custom merch, branded workwear, printing and graphics.

The Embello team handles everything from product inspiration and design ideas to free printed samples and complete in-house production - so our clients get quality, fast turnaround and complete peace of mind (and products that actually reflect their brand).

## **Tell us about why you are such a good option for event planners & clients to consider?**

Clients come back to us because we make their lives easier - and their brands look better.



We're fast (really fast), with one of the quickest turnarounds in the UK thanks to in-house production across print, embroidery & branded merchandise.

We offer free samples so there are no surprises, honest trade pricing for agencies and repeat clients, and a strong focus on sustainable product options. Most importantly, we're proactive. We spot issues early, suggest smarter alternatives and deliver what we promise. Great products matter - but reliability and trust are what keep people coming back.

### **What's new? Anything exciting to tell us about?**

Branded swag boxes have been a big focus for us this year. We're creating fully curated, beautifully packaged gift boxes for events, product launches, onboarding, virtual conferences and global campaigns.

Everything is handled in-house — from product sourcing and branding to kitting, packing and fulfilment - Which means total quality control and faster turnaround times.



We've also expanded our sustainable options, with eco-conscious packaging and responsibly sourced products built in from the start.

Whether it's 50 VIP kits or 5,000 global mailers, we're making branded boxes feel premium, purposeful and genuinely exciting to open.

You can find out more about Embello here:



# YOU CAN BE IN A FUTURE EDITION....

The  
Delegate Wranglers®

# INSIDER SPECIALS



Check out our Insider Specials Hub for everything you need to know about taking a space in one of our Insider Special Mailshots

You can be a part of our Insider Newsletter special editions

### **Exclusive emails**

These one-off emails are in the form of a totally bespoke online magazine & are sent to thousands of event profs

### **Exclusive opportunity**

Advertising in this special is limited to a maximum of four suppliers per newsletter

### **Tons of content inc short interview**

You get to include a banner, promo photo, headshot, contact details, links to socials, as well as a short interview

### **You can post on your socials too**

We give you the assets and a link to the online magazine for you to promote on your social media channels



The  
Delegate Wranglers®

Thank you for reading this  
DW Special Insider

Dont forget to like, share, and comment



The  
Delegate Wranglers®