

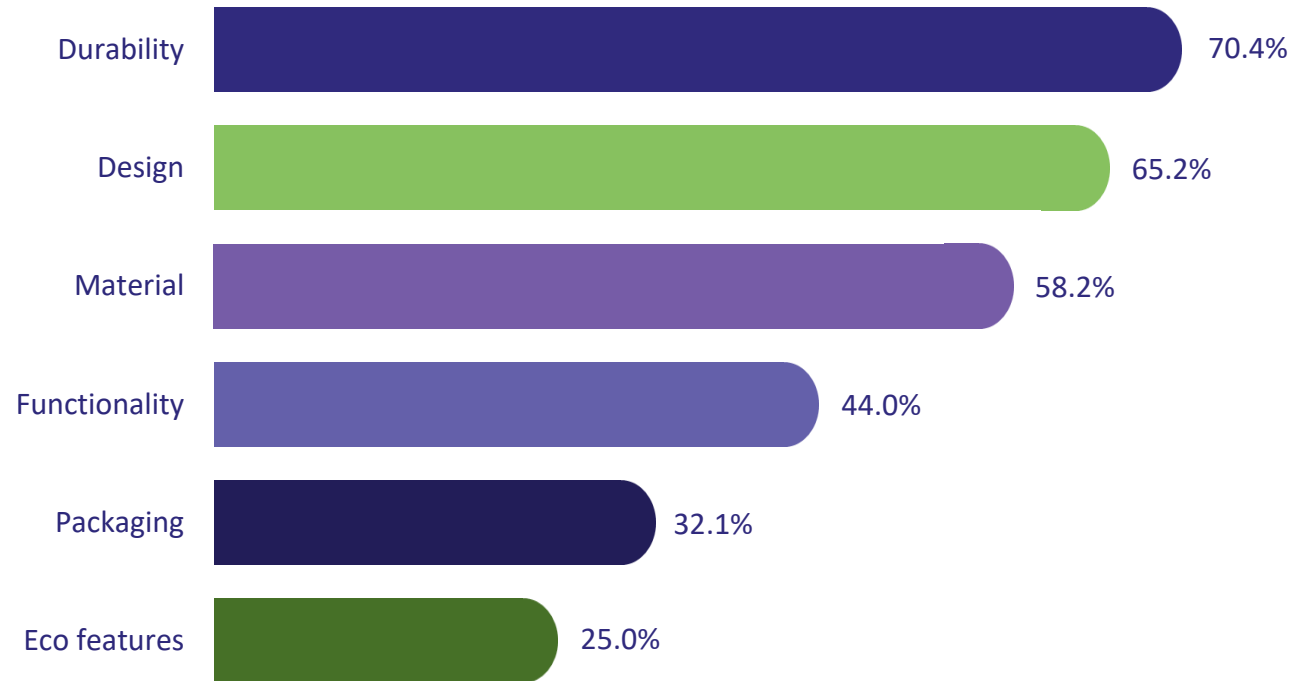
Product Power 2026: Quality, Value And Premium Thresholds



PPAI[®]
Promotional Products Work!™

What Quality Really Means For Consumers In 2026:

Promotional products are judged by the same standards as retail.
Consumers are clear about what signals **quality**:



These elements define whether an item feels *premium* or *forgettable*.

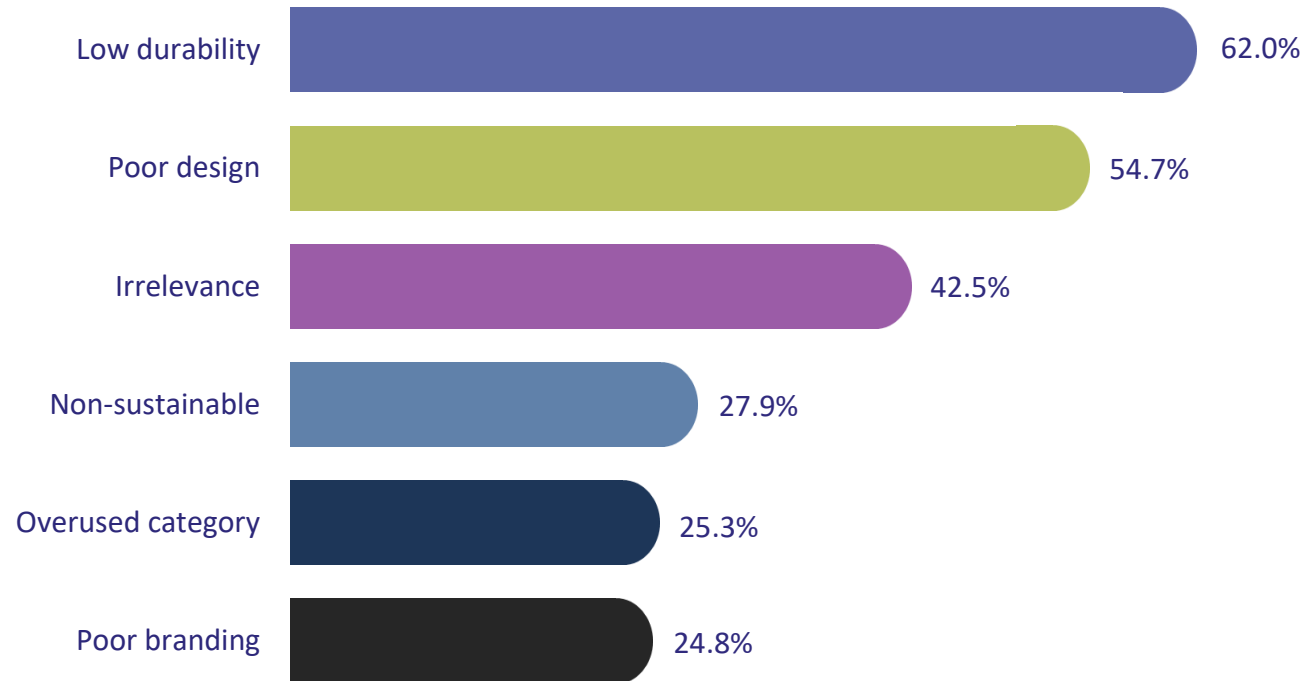
Quality is no longer optional – it is the price of entry for modern brands.

Consumer quote: “If it feels well-made, I assume the brand is, too.”



What Makes A Product Feel Cheap Or Forgettable?

Consumers are clear about what signals low-value promo items:



These elements instantly reduce perceived value, and brands pay the price.

Cheap isn't neutral. Cheap damages brand trust.



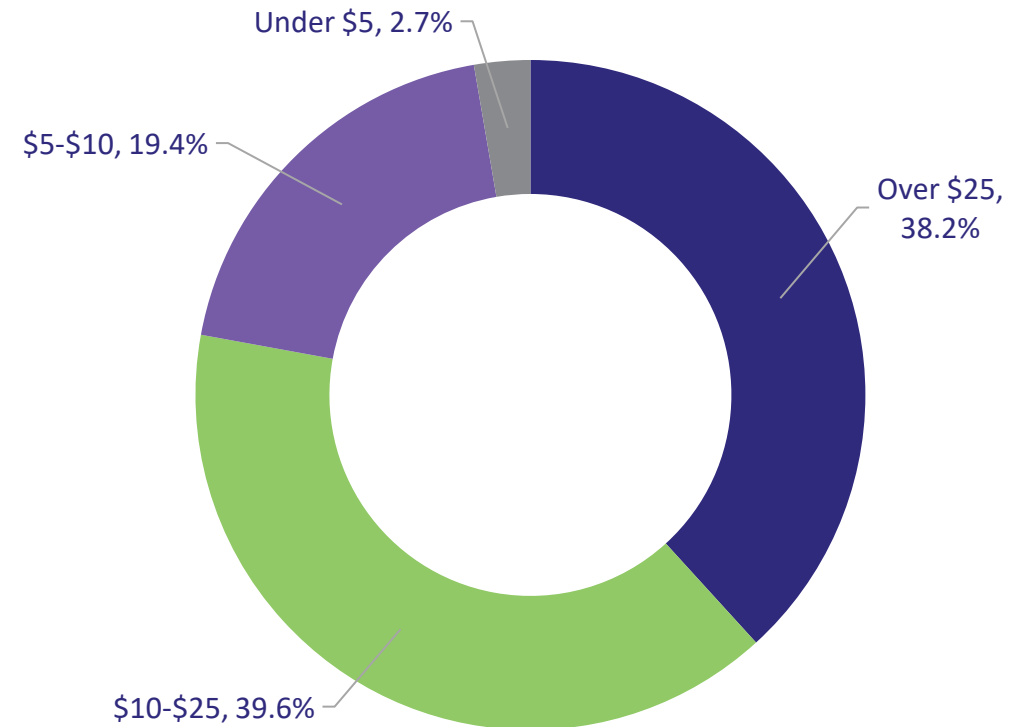
Consumer quote: "If it won't last or doesn't fit my life, it feels like the brand didn't try."

When Does A Product Feel Premium?

Consumers draw a clear line between everyday giveaway items and premium promotional products:

- 39.6% say \$10-\$25 is the range where products start to feel premium.
- 38.2% say over \$25 feels premium.
- Only 19.4% say \$5-\$10 qualifies.
- Virtually no one (2.7%) considers items under \$5 as premium.

Premium isn't about extravagance – it starts at the \$10-\$25 tier.



Premium is a perception threshold, and it begins earlier than most brands assume.

Consumer quote: "If it feels like something I'd actually buy, it feels premium to me."