



— 2019 —

AXIS GEAR

BEER BOOK

Beverage & Bar Look Book

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AXIS GEAR
TEAM

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**"A GOOD LOCAL PUB HAS MUCH IN COMMON
WITH A CHURCH. EXCEPT THAT A PUB IS
WARMER. AND THERE'S MORE CONVERSATION."**
-WILLIAM BLAKE

AXIS GEAR

HELPING BUILD BETTER BRANDS

OUR WORK



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Introduction

Who we are and what we are about.



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Apparel Printing

We can put just about any kind of art on just about anything.. (Except interpretive dance...Yet)



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Custom Knitwear

We are Canadian, which means we know about warm and cozy, and how to brand with it.

10

Drinkware

Liquids are so much better in glasses, ideally large, fancy glasses.

12

Coasters & Bar Mats

Fun and easy advertising. Resting places for all your bevies, preventer of drink rings.

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Fun Stuff

We have ideas, some more unconventional than others. See what we can do for you!



INTRODUCTION

We specialize in creative branding, promotion and product development. Boutique service with an innovative twist. We love coming up with creative solutions for all your marketing and promotional needs

It's simple. We THINK. About you, about your clients, about what you are trying to achieve. Our experienced team will carefully consider your goals and help you create the best promotional marketing plan to get there. We won't "just slap your logo on it"... unless you are a hockey puck manufacturer.

Your account manager is always researching, both here in Canada and internationally, what's new and exciting in the promotional products industry. With our extensive sourcing capabilities, digital print and in house screening, we'll help you select the best products to meet your goals.

We are all on the same TEAM. When a typhoon delayed a shipment from our international factory, we jumped into action. Rerouting the package to direct air cargo, our team drove straight from Toronto Pearson Airport to the event venue, delivering the product to our

clients' hands. We all hope for sunny days but we are there for you when the storm hits too. Every interaction with your participants and clients should be carefully considered as it reflects on your brand and how they experience and connect with you.

If you ask us for a pen for an expo... we don't just say "here's 5 – pick one". We'll take the time to understand the goal of the promotion, what your brand is trying to convey to the client and who that client is. After discovering this, we present your team with options that meet those goals and fit within your budget.

A law office may need a pen with blue ink, a physiotherapist a soft grip gel style, an art school a 10 colour multi ink.

A carpenter's expo might not need a pen at all. Perhaps a pencil is the answer.

Norm Chew
President & Founder



METALLIC INKS

SUPERSOFT HAND INK

DIRECT TO GARMENT

EMBROIDERY

SUBLIMATION

*"PRINTING LINKS THE PRESENT
WITH FOREVER. IT CARRIES
PERSONAL IDENTITY INTO
REALMS UNKNOWN."*

-NEIL POSTMAN

Near and dear to our hearts is the apparel side of brand building. With near limitless suppliers, we can offer seasonal choices, trendy items or fully custom with little chance of stock issues.





SOFT RETRO PRINTS ON COMFY CLOTHES

Decoration is as important as the hops to yeast ratio in brewing (we don't know if that's actually a thing, but it feels like beer lingo). Axis Gear will recommend the best solution for the garment you choose.

Sublimation: dying the fabric for a soft hand feel and longevity of imprint

Embroidery: stitched logos for a classier take. Perfect with hoodies and hats. Maybe a golf polo or two.

Direct to Garment: the new wave in screen printing. Unlimited colours, soft hand feel and perfect on your favourite tee

Super Soft Hand Ink: a unique branding technique that gives a vintage aesthetic. It's soft, it's trendy and just looks cool.

Metallic Inks: Looking to do something a bit different? Try adding metallics for a bit of shine.

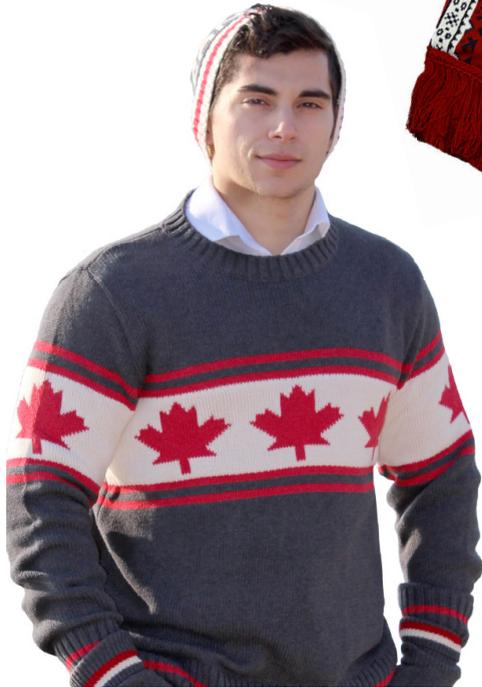
We could go on and on. And on. As much as you love beer, we love decoration.

**"WINTER IS
COMING."**

- GEORGE R.R. MARTIN

Welcome to Canada, eh! Custom knit wear doesn't just stop with toques (we love a good toque), it's sweaters, scarves and mittens, too! Did we mention socks? Beer socks. Completely different from beer goggles but just as comforting.

Many of our custom knitted items have a low minimum which allows you to change up your style after a sellout. Made in Canada, Union Made, we can ensure that these items give you warm fuzzies for all the right reasons.



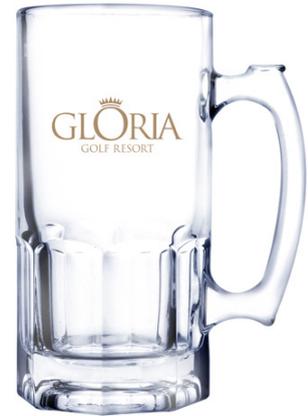
GLASSWARE LARGE, SMALL, & FANCY

"WITHOUT QUESTION, THE GREATEST INVENTION IN THE HISTORY OF MANKIND IS BEER. OH, I GRANT YOU THAT THE WHEEL WAS ALSO A FINE INVENTION, BUT THE WHEEL DOES NOT GO NEARLY AS WELL WITH PIZZA."

DAVE BARRY

Pint, Steins or Bruges Tulip for fancy pants pints. The glass you want is a glass we have. Imprinted or etched, a custom glass is perfect for brand loyalty and a convenient way to get beer into your system.

Just remember to wipe off the foam mustache.





"ALL IS FAIR IN LOVE
AND BEER."

~ KURT PARADIS



COASTERS FOR EVERYONE

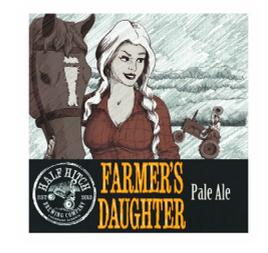
Getting your beer into a pub is great. Getting your logo into the hands of the clientele is even better. We can design a custom die cut coaster to match your logo or choose a standard shape. These will be taken home by tourists everywhere. And keep those glass rings off the wood.

Drink Mats, or Coasters are an easy and effective way to advertise and build brand recognition. We can also do menus, specials signs and any other print promotions you need. And with a preference for recycled paper stock or reusable materials we strive to do it in a way that benefits the world around us. We are always happy to help you find a solution that ticks as many boxes as possible, quality, sustainable and economically friendly? Check, Check, Check! Bar mats and towels make great client gift to help build brand loyalty. How about a custom cutting board? Keep your name top of mind while the limes and lemons are sliced.

"THERE IS NOTHING WHICH HAS YET BEEN CONTRIVED BY MAN, BY WHICH SO MUCH HAPPINESS IS PRODUCED AS BY A GOOD TAVERN."

-SAMUEL JOHNSON

AXIS GEAR 2019





Ringer Tees



Ladies Tees



Work Shirts



Hoodies



Jerseys



All over Print Tanks



Aprons



Multi Tool Bottle Openers



Custom Growlers



Grooming & Toys



Custom Water-bottles



BBQ Grill Sets



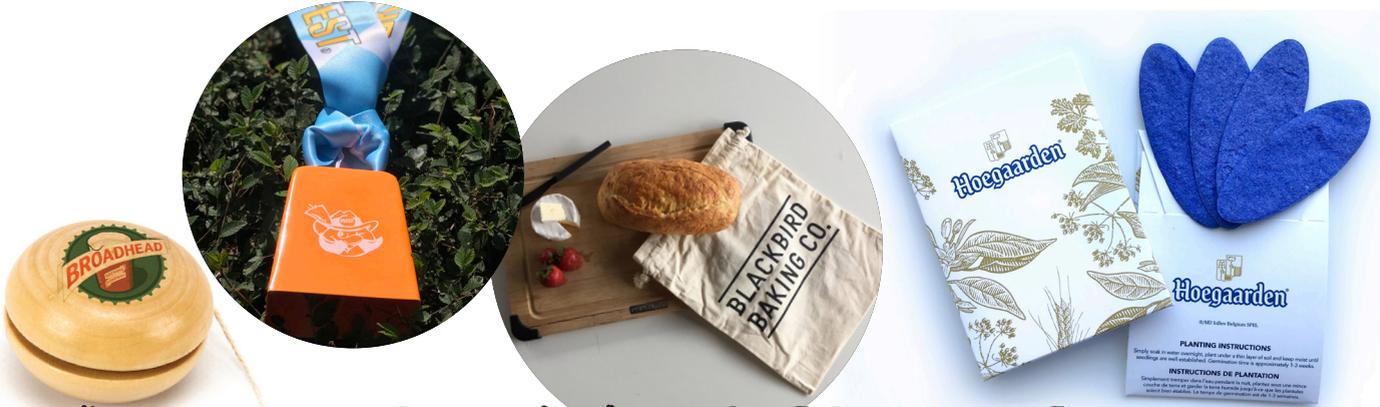
Natural Wood Products

We think that good people also deserve great merch. Why stop at apparel?

Custom multi tools and bottle openers, custom growlers, house wares and handcrafted wood items. The list is endless and we will help you find the perfect companions to your craft beer.

**"GOOD PEOPLE DRINK
GOOD BEER."**

~ HUNTER S. THOMPSON



**"IF YOU ARE ALWAYS TRYING TO BE
NORMAL, YOU WILL NEVER KNOW
HOW AMAZING YOU CAN BE."**

-MAYA ANGELOU

At Axis Gear, we strive for creative and fun solutions. Solving problems with unconventional ideas and making sure you are getting the best promotions, not just the easiest or most common.

Showing your business to the world is exciting and fun, a way for your brand to say "Here I am, World! Get Ready!" We want to be the

wind machine to your Beyoncé!

We do it by coming up with ideas. Sometimes you need unconventional, sometimes you need standards done so well they seem new. Axis Gear can do that for your business. And we can make it enjoyable.





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