

Branded Merchandise Guidelines

In line with sustainability being one of Lancaster University's key values, this should be considered in all marketing and events at the University.

When it comes to branded merchandise, these are the three key questions to consider:

- Is it essential?

Before you order, consider whether giving away items is essential. Instead of Open Day event freebies or visitor gifts, pledge to the student hardship fund or commit to planting a tree on campus.

- Are there alternatives?

Alongside the donation ideas mentioned above, the University Food & Dining Team can also make branded biscuits for an event. Order these through [catering](#). These are made on-site and can feature a logo or design on top.

- Still want merchandise?

Consider the environmental/ethical impact of your product choice. The design should be kept generic so you can use it at other events too and avoid waste. Make it something that they will use – and not throw away. Everything must have sustainable credentials.

How to order

Over 50% of the University's carbon emissions come from goods and services we buy, so the Procurement Team have worked with the below two suppliers to ensure their sustainability credentials. Avoid choosing other online suppliers as we cannot vouch for their ethical credentials.

Allwag Branded Merchandise - sales@allwag.co.uk

Email the above email address with the following info to get a login for the website.

https://www.allwag.co.uk/maincat_202_LancasterUniversity.aspx

- Full Name
- Job title and Faculty / Department
- Address at the University
- Contact number
- Email address (this will be your username)

For stock products, the price will be online and you will have to raise a PO for that amount. You put the order through online and raise a PO, the PO is sent to our sales inbox where our warehouse team will pick it up and attribute it to the order, then get it sent out. For alternative products or designs, a quote will need to be requested and will be sent to you. Allwag cannot send anything out without a PO or cost centre code. With procurement often taking 1/2 days to raise POs it's best not to leave orders to the day before stock is required!

We have selected a range of products that have been assessed for their sustainable credentials, from a list of frequently ordered products. The details of these products follow this text. If you wish to order other items, please email n.bauer@lancaster.ac.uk and we can discuss alternatives or sustainable options.

Promotional Gods (Lancaster) - sales@promotionalgods.co.uk

Products - Merchandise



Senator Super Hit Bio Ballpen

- Made in Europe
- Made from renewable biomaterials



Natural 5oz Cotton Shopper Bag

- Natural cotton
- Biodegradable



Broadstairs A5 Eco Notebook

- Recycled paper
- Wood from sustainably managed forests



20mm Bamboo Lanyard

- Made from sustainable bamboo
- High quality



Sustainable stickers

- Biodegradable
- Compostable
- Made in UK



Toy duck

- Filled with recycled stuffing
- EU safety mark
- Must be ordered from Allwag



400ml aluminium bottle

- Great for summer schools
- High quality/durable



Mug

- High quality/durable
- New design

Products - Clothing



- All clothing should be organic cotton or sustainable cotton wherever possible
- T-shirts/Polo shirts/Hoodies/Jackets available
- Available in white, black, red, light grey and dark grey
- The design will be the university logo embroidered on the front left chest and a 1 colour print on the back.
- All clothing is made to order so it has a 1-3 weeks lead time.

Products - VIP gifts

We have a small range of VIP gifts that you can see in the ReStore Lancaster shop on campus. These can be ordered through Allwag - or speak to Emily Rawcliffe in ReStore for stock on campus. We are currently expanding our range of locally-made design-led merchandise.

You can see examples of many of these items in the ReStore Lancaster shop on campus. If you have any questions or feedback, please email n.bauer@lancaster.ac.uk