



Custom Cutting Boards Make For An Eco-Friendly Employee Gift

Challenge

The largest not-for-profit health system in Kentucky was looking for a gift to show appreciation for their employees during Hospital Week. The healthcare provider wanted to provide an eco-friendly item for daily home use. With employees throughout Kentucky as well as Indiana and 12 other states, they needed a partner that could both ideate an environmentally conscious yet practical product and meet the shipping demands of a multi-state program.

Solution

Taylor's promotional marketing team developed a unique and sustainable household product. Tapping into our vast supply chain, we crafted a series of bamboo cutting boards in the shapes of both Kentucky and Indiana, and fashioned custom-made boxes for each. Not only is bamboo a highly renewable resource, it is durable and lighter than most wood products. Cutting boards made from bamboo have long lifespans, a natural ability to resist bacteria and can be used time and again without risk of deteriorating. Each cutting board was laser-engraved with the customer's logo and the storage boxes were produced with a stylish four-color design.

Results

The client was thrilled in all aspects of production and placed a repeat order the following summer



EMPLOYEE ENGAGEMENT

Employees value the unique, functional item that celebrates their workplace and state.



ECO-FRIENDLY

Bamboo can be harvested 3-6 years after planting while other hardwoods require up to 50 years.



COST EFFICIENCY

The entire program came in under budget while delivering a unique and long-lasting gift for employees.