

Rewards That Engage

At O'Brien, we pride ourselves on keeping up with merchandising trends and offering a variety of products to suit the tastes and preferences of every generation. By attending annual trade shows, visiting our vendors on site and immersing ourselves in the world of premium award choices, we gain firsthand knowledge of what's new and what people want. Everything from electronics to housewares and jewelry to toys and outdoor recreation to socially responsible items is available in O'Brien's assortment – we have something for everyone.

Generational Merchandising®

O'Brien understands how to approach, manage and motivate different generations in the workforce through research and trend monitoring to help you get the most out of your talent. Generational Merchandising® takes various factors into account and focuses on the specific characteristics and wants of each generation to develop product collections and award offerings as diverse as your employees, customers and salesforce.

Our merchandise collection is refreshed constantly, which means every time your participants view our catalog, chances are they'll see something new.

At O'Brien, we offer:

- Brand-name merchandise
- Instant, easy and intuitive digital awards featuring books, music and movies
- Individual travel award opportunities
- Global award fulfillment capabilities through alliances with international partners

Since our assortment is always current, we're able to offer hot, new merchandise as it becomes available – no waiting around for next year's catalog!

Every person in our fulfillment operation knows that they are packaging and shipping an award for someone who worked hard to earn it – your participant! That's why each of the more than 1 million shipments that leave our warehouse in a given year is special.

Our capabilities:

- Shipment of in-stock product within 48 hours of order processing
- Over 4,500 products stored in our 100,000-square-foot, onsite facility
- 99 percent of orders delivered within 4 days of shipment from warehouse
- Custom packaging options – including inserts, tissue, tape and packing slips

If your needs extend beyond the United States, our global capabilities can reach every corner of the globe.

volunteer & philanthropist

millennials

born between
**1980
1998**

represents
22%
of the work
force

"X" generation

work hard, play hard

born between
**1965
1979**



live to work independent

babyboomer

represents
32-37%
of the work
force

born between
**1946
1964**



hard working, loyal & respectful

traditionalist

born between
**1927
1945**

represents
5-10%
of the work
force

