

ICON BLUE. Promotion Perfected.

ICON BLUE is a leading national manufacturer and distributor of custom-designed products and imprint-ready promos.

We'll help you choose the right product, for the right audience, at the right price. We'll oversee production to ensure flawless quality. We'll get it to you on time and on budget, everywhere you specify. We specialize in rush orders and last-minute solutions.

A product should not just be a product—it should be a great idea. That's why we consult with clients on selecting the perfect product for their campaign and their budget, even designing it for them if needed. We're not just a promotional products distributor—we're a marketing support agency that specializes in promotional products. Our goal is always to help enhance awareness of your brand.

Our exceptional service continues end-to-end. When you work with us, there's a dedicated account team staying on top of your order at every point in the process. We're ready to answer your questions or deal with changes you need made—quickly, accurately, and efficiently. Behind our great service, there's great enthusiasm and commitment. That's partly because Icon Blue has been repeatedly rated a great place to work by our employees.

Don't just take our word for it. We've been recognized as a Star Supplier by Fortune 500 companies for over 10 consecutive years. Icon Blue is an equity portfolio company of GE Asset Management.

Some of Our Clients:

Toyota - Macy's - Hilton - FOX - Paramount - Live Nation - RMI - Hyundai - Smashbox -
Honda - GLAAACC - Littler Mendelson - Dun & Bradstreet - NBC Universal

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Icon Blue—What We’re All About.

Icon Blue’s core mission is to provide strategic applications of branded products. We address that mission with creative, intelligent product messaging ideas and then make the best idea a reality—all the way from design to delivery.

Here are some of the ways Icon Blue fulfills our commitment to our customers:

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Custom Products	Logistics	Quality & Integrity
Sometimes, what our customer needs just isn't in any catalog. We'll review their campaign needs and brand positioning goals. Next, we'll apply our creativity to designing the perfect product. Then we'll have it manufactured to our specifications at one of the overseas facilities we contract with. We'll handle the logistics and storage too.	At Icon Blue, we're masters of complex logistics. From the moment an order is sent to the manufacturer, our account team monitors the process. We review all orders twice, and then we ensure that the products get where they're going. Our Red Flag system identifies danger points and alerts the team to problems as they crop up. We even ship internationally.	We pride ourselves on our integrity as a company. That extends from how we treat our employees to all aspects of how we do business. We attend to details many other companies in our space don't bother with. We're deeply knowledgeable about product safety, and we ensure that every product we select or design meets the highest child safety standards.

ICON BLUE Inc.

Providing Promotional Solutions since 1998.

A Certified Minority-Owned Business