More to MOO

Edition



MOO

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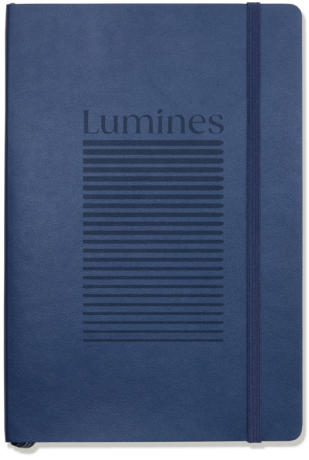
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Great design is for everyone











We're all bored of mediocre

The world needs fewer things. Better-made things. Things that feel good in your hand, that work beautifully, that help you connect with people in real-life. Things deserving of your brand.

That's why we focus on quality over quantity, choosing thoughtful design and careful craftsmanship over endless choice. Because design isn't about decoration. It changes how things are used, valued and remembered.

Inside, you'll find objects we're very proud of.

We hope you'll be proud to use them too.

Richard and the MOO team



Why brands choose MOO



Since 2006, MOO has been helping brands make meaningful, lasting impressions.

A lot has changed since we opened our doors to sell Business Cards. We've expanded our product range, grown our teams, and partnered with brands around the world.

But one thing has remained remarkably consistent: our obsession with the tiny but crucial details. Because good branding isn't about just slapping a logo on something. It's about creating products people genuinely want to use for a long time.

We go big on the small stuff that matters: the binding on a Notebook cover, the weight of a Pen, the engraving on a Water Bottle. It's also why we're probably not your standard merch supplier. Here's what makes MOO different.

We're on a mission to create products that your teams and clients will love. So we geek out hard over quality, usability, and design aesthetic. We spend months, sometimes years, developing products, from the layout of a simple Planner to the Red Dot Design Award-winning silhouette of the Twist Pen.

We never stop working to get the details right, long before your logo goes anywhere near it. It's also why we only partner with like-minded brands such as Fellow, Owala, and Ember, known for their innovative, go-anywhere Drinkware, who share our design-driven values.

We obsess over the details

Most merch suppliers start with the cheapest available product and work backward. MOO starts with the product itself and asks how your brand looks best on it.

You can tell a MOO product by feel alone. From the Swiss-style, lay-flat binding of the Hardcover Notebook to expertly-cut, any-shape Die Cut Stickers, MOO has spent 20 years honing our processes and tech.

Sustainability isn't a sticker on the box

Every MOO product starts with the same question: how can this be made responsibly? Our Drinkware range, for instance, is made from durable, 100% recyclable stainless steel. Our Matte Paper Stickers are plastic-free and fully recyclable. Our Cotton Business Cards are made from recycled cotton.

We're FSC® certified, meaning our print is sourced from producers committed to responsible forestry, biodiversity, workers' rights, and community standards.

"Trusting our supply chain felt as important as the quality, look, and feel of our products," explains MOO's Head of Sustainability. "FSC® certification demonstrates our commitment to sourcing materials from responsibly managed forests and other controlled sources, with full traceability."

Real people, not a help desk queue

We're lovers of analog, offline, and IRL human connection. We're all sick of robotic chatbots and crave human-to-human interaction, especially in customer service.

That's why MOO Business Services pairs you with real people. You get a dedicated account manager and an in-house design team who can help with anything from templates to one-off custom products.

With our offices and warehouses in the US and UK, you get fast shipping wherever you're based, and a team who treat your brand as their number one priority. Try getting that from a dropshipper on a marketplace.

None of this happens by accident, and none of it happens overnight. Two decades of obsessing over paper weight, pen mechanisms, supply chains, and customer support add up to something a same-day merch site simply can't fake. Welcome to the wonderful world of MOO.

Design isn't an afterthought; it's where we start

Your inbox, desk, and Saturday plans might reveal more than you think

Which brand personality are you?



The free spirit

What's your ideal Saturday?
Somewhere outdoors with patchy signal and a decent view.

Your inbox is currently...
A bit of a mess, but I get by.

Which sounds most like your brand?
Bold, ambitious, optimistic.

What are you known for?
Turning ideas into action.

Your desk looks like...
I can find everything. Nobody else can.

You follow curiosity wherever it takes you.
Perfect match: MOO Drinkware



The connector

What's your ideal Saturday?
Brunch plans, good company, and a full calendar.

Your inbox is currently...
Let's not talk about it.

Which sounds most like your brand?
Helpful, approachable, dependable.

What are you known for?
Bringing people together.

Your desk looks like...
Part workspace, part vision board.

You know everybody. And if you don't, you soon will.
Perfect match: Business Cards



The organizer

What's your ideal Saturday?
Finally getting through that list that's been staring at me all week.

Your inbox is currently...
Color-coded and under control.

Which sounds most like your brand?
Polished, intentional, meticulous.

What are you known for?
Noticing what everyone else missed.

Your desk looks like..
Extremely minimal. Clear desk, clear mind.

You're all about the details (and yes, color-coding your calendar).
Perfect match: Perpetual Planners

The creative

What's your ideal Saturday?
Lost down a creative rabbit hole.

Your inbox is currently...
Mostly newsletters I'll definitely read later.

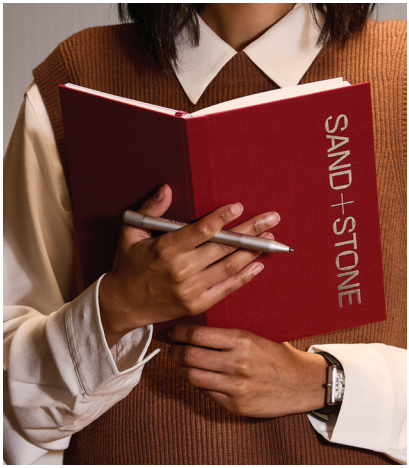
Which sounds most like your brand?
Creative, playful, unexpected.

What are you known for?
Coming up with the idea nobody saw coming.

Your desk looks like...
Covered in scribbled ideas and coffee stains.

Big ideas tend to follow you around.
Perfect match: Custom Stickers





The thoughtful type

What's your ideal Saturday?
A coffee in hand, a good magazine, and nowhere urgent to be.

Your inbox is currently...
Zero unread emails. Ever.

Which sounds most like your brand?
Warm, thoughtful, human.

What are you known for?
Making people feel welcome.

Your desk looks like...
A carefully curated collection of things I love.

You give good ideas room to grow.
Perfect match: Branded Notebooks

The finer P

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Gift Voucher

SPECIAL GIFT FOR YOU

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STOCKHOLM

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W NORDISKA.CO

13

1 Bookmark
2 Letterhead
3 Postcard
4 Luxe Business Card
5 Notecard
6 Long Flyer
7 Square Flyer

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The secret of beautiful print is all in the detail.

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7



9



10



11



8



12



8 Brochure
9 Metallic Die Cut Sticker
10 StickerBook Sticker
11 Gold Foil Square Business Card
12 Bookmark
13 Rob's Cheerios

Business Cards are dead

Just don't tell the people who bought 2.6 billion of them from MOO.com

Business Cards? Please. Have you not heard of the internet? A chatbot can write an email in under a second. LinkedIn will say hello so you don't have to. Why hand over some beautiful relic when you can just slide into the DMs? Ridiculous.

Yes, the days of putting effort into first impressions are as far behind us as long copy ads in print magazines. Dead. Finito. Kaput.

Just imagine it: bothering to get your brand printed on four layers of archival-quality Mohawk Superfine paper, made in Upstate New York. Creating a seriously thick Business Card with a beautiful, natural texture. Choosing from a range of sizes that perfectly communicate your message. Taking control of tiny details like seam colors and edge shapes. Who are you, the king of France?

And yet, somehow, we've sold 2.6 billion Business Cards in the last twenty years, including 150 million in 2025. Digital world and all, they're still going strong.

Make yours at MOO.com

Dead things make a hell of a first impression



How your brand survives

The digital apocalypse



Imagine there's a solar storm and every pixel you have ever paid for vanishes overnight.

Your website, gone.
Your social profiles, silent.
Your ad campaigns, switched off mid-spend.

It sounds rather dramatic, but not outside the realm of possibility. (Anyone remember the two great Meta outages of 2024?)

For too many businesses, digital platforms are the whole marketing strategy, built on infrastructure nobody controls or owns. When it goes offline, so does everything else. They simply stop existing.

Digital now accounts for 57%[1] of total marketing budgets, all of it dependent on continuous power, functioning servers, and platforms that stay online. Remove any one of those variables, and you are shouting into the void.

Print never goes offline

Unlike pixels on a screen, print is something you can physically hold in your hand. You can touch it, feel its weight. It has an offline presence that survives server crashes, platform outages, and collective digital exhaustion.

Direct mail carries an open rate of up to 90%[2]. It can't be scrolled away in a nanosecond, shadow-banned, or buried by an algorithm update.

Plus, print is better for your brain as it requires 21%[3] less cognitive effort to process than digital. The result is that people are 70%[4] more likely to remember a brand they encountered in print than on a screen.

Merch has staying power

The same is true of Branded Merch, only more so. People are nearly 2.5 times[5] more likely to think favorably of a brand that gave them something physical than of one that served them an ad. Every time someone reaches for a pen with your logo on it, your brand gets another impression.

Print and digital are better together

Nobody is arguing against the internet. The point isn't either/or; it's that one without the other is half a brand.

A Postcard leads someone to a website. A customized Sticker reminds someone to follow you. The physical makes the introduction; the digital does the rest.

Build a brand that can be touched, not just clicked. That's how you weather the storm.

[1] Harvard Business Review, "Closing the Gap Between Digital Marketing Spending and Performance," 2022
[2] PostGrid, "Direct Mail Marketing for Small Business," 2026
[3] Canada Post, "Direct Mail Beats Digital Advertising in Driving Consumers to Act," 2015
[4] MarketingSherpa, "Channels Customers Trust Most When Purchasing," 2017
[5] Advertising Specialty Institute,"2023 Ad Impressions Study," 2023




Networking
humans
HELLO!
my name is...
Chase
Pronouns:
He/Him



Love or hate them, in-person networking events are still one of the most effective marketing strategies around.

Not because they're packed with potential clients and inspirational keynote speakers, and not because there's often free drinks.

It's because people do business with people. For all our digital tools and clever technology, nothing beats a good IRL conversation.

Research suggests[1] we start forming first impressions within seconds of meeting someone. Before we've even exchanged so much as a business card, our brains are already deciding whether a person feels approachable, competent, and worth talking to.

[1] EBSCO Research Starters, "First impression (psychology)," 2025

Here are a few things to keep in mind the next time you're introducing yourself to a room full of strangers.



People remember people

Many people approach networking as a performance, focusing on saying the right thing or proving their credentials. But people are far more likely to remember how you made them feel.

They rarely walk away from a conversation thinking, "What a great elevator pitch." They remember the person who listened, asked a good question and seemed genuinely interested in what they had to say.

So instead of rehearsing your next answer, pay attention. Ask about the project that excites them. Find out what brought them to the event. Listen for the unexpected detail rather than waiting for your chance to speak. That's usually where the real conversation begins.

On the same wavelength

Observe how the other person communicates. Are they fast-paced or reflective? Direct or more conversational? We naturally feel more comfortable around people who match our pace and energy.

Picking up on someone's rhythm and meeting them where they are can help turn an introduction into a genuine connection. Body language matters, too. Open posture, eye contact, and facing people all signal confidence and approachability before you've said a word.

Something to hold onto

People are bombarded online by constant pings, notifications, and an endless scroll thread. But physical objects work differently. Hand someone a piece of print or branded merch, and you've crossed the digital divide. Your brand is suddenly real and impossible to scroll past.

Whether it's a beautifully designed Postcard or a branded Water Bottle, physical products can act as memory anchors, helping people reconnect a brand with an experience. They're a tangible reminder of who you are, what you do, and, perhaps most importantly, how you made them feel.

Connections worth keeping

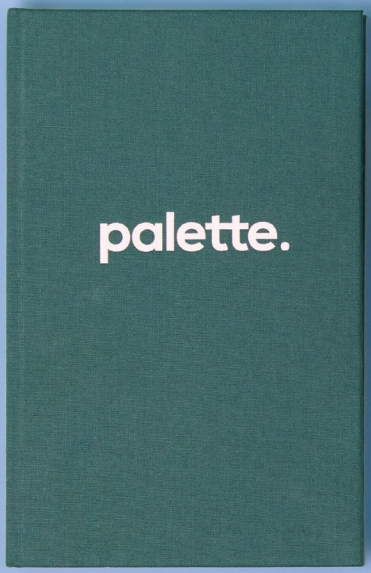
Professional relationships are often built in the days and weeks that follow the event. Follow up with a new contact through a quick LinkedIn message or an unexpected handwritten note. These small gestures show that the conversation mattered and that you appreciate your new connection.

Research shows that expressing gratitude can strengthen new relationships and increase the likelihood of staying in touch. So never underestimate the power of a simple thank you.

Because the goal of networking is never to collect contacts but to create connections worth keeping.

Nicer to m

1



3



4



2





13

1 MOO Hardcover Notebook
2 Medium Postcard
3 MOO Insulated Mug
4 Brochure
5 Die Cut sticker
6 StickerBook Sticker

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Everything you need for a first impression that lasts

5



6



7



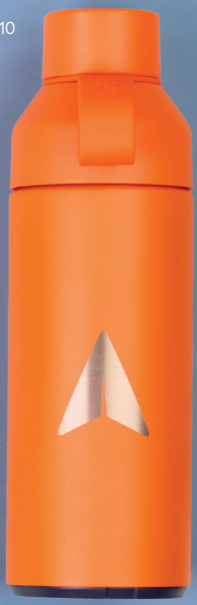
8



9



10



11



12



[7] Metallic Die Cut sticker
[8] Notepad
[9] MOO Slim Pen

[10] Ocean Bottle Original 17oz
[11] Minicard
[12] Square Silver Foil Business Card
[13] Steve's sandwich

The psychology of Stickers



From school folders to skateboard decks, laptops to mailers, custom Stickers are having a moment. For something so small, they carry real marketing weight.

But their popularity isn't really about size. It's about how they make us feel.

Beyond their decorative appeal, Stickers are powerful tools of expression and a surprisingly sticky way to create community. They last longer than a digital ad, travel further than a social post, and often end up in places where traditional marketing never could. Their compact size makes them easy to share, swap, and collect, giving them a built-in virality that feels more like word of mouth than advertising.

The impact of Stickers goes deeper than we might expect. They're identity signals, nostalgia generators, collectibles, and badges of belonging all rolled into one. Here's why we're so obsessed with Stickers right now.



[1] GlobeNewswire, Personalized Stickers Market Valued at USD 4.84 Billion in 2025, 2025
[2] International Journal of Applied Positive Psychology, Nostalgia Promotes Positive Beliefs about College Belonging and Success among First-Generation College Students, 2024
[3] The Last Word On Nothing, On Sticker Charts and Shoddy Science, 2023

Forecasts predict that the global sticker market will reach almost $8 billion[1] by 2034.



A badge of belonging

Human beings have always looked for ways to show who they are and where they belong. Whether it's a feminist slogan or a sustainability message, Stickers give us a way to express ourselves without saying a word. They tell stories of the places we've been and the things we're passionate about.

And for brands, that's pretty powerful. When someone proudly displays your Sticker on their laptop, they're not only sharing your logo, but also choosing to associate with the values your brand represents.



The joy of collecting

Many of us remember rifling through sticker books as kids. The thrill of finding a new one. The satisfaction of completing a page. The agony of sticking one in the wrong place. That instinct never really leaves us. Research shows[2] that nostalgia can boost mood and strengthen feelings of connection, belonging, and optimism. Which is exactly why peeling and placing a Sticker can still feel surprisingly satisfying as an adult.

The thrill of the chase

Stickers are a great tool for self-tracking and reward. A social media study[3] found that 40% of respondents use Stickers as a form of motivation, ticking off tasks, tracking habits, or marking milestones in Planners and Journals. It also taps into that inner magpie instinct and FOMO around limited editions.

Marketing people actually want

The best Stickers don't feel like advertisements at all. They feel like souvenirs, gifts, or tiny pieces of self-expression. They appear tucked inside online orders, handed out at events, or passed between friends.

They're small and unexpectedly delightful. That's what makes them so effective. They can transform ordinary packaging into something worth talking about. And unlike many marketing materials, people often choose to keep them. Great marketing doesn't always need to be louder. Sometimes it just needs to stick around.



10 ways to make your Stickers stick

1. Tuck one into every order
2. Create a collectible series
3. Reinvent the loyalty card
4. Upgrade your event giveaways
5. Celebrate your community
6. Brighten up your internal culture
7. Make signage more useful
8. Send a little surprise in the mail
9. Encourage customer sharing
10. Use them as gift wrap

Sticker guide

Sticky decisions, made easy.
Find the right Sticker for every job.

Matte paper



Plastic-free, recyclable and easy to write on, with a smooth, uncoated finish

Best for: eco-conscious brands, handwritten notes, crafted packaging

Coated paper



Waterproof, PVC-free and tearable, with a smooth semi-gloss finish

Best for: product labels, QR codes, short-term outdoor use

Vinyl



Tough enough for water, weather, scrwatches and scuffs

Best for: laptops, water bottles, long-lasting merch

Single Die Cut



One sticker, cut to your shape in matte, coated or metallic paper

Best for: bold branding, giveaways, custom merch

Metallic paper



A smooth matte finish with just enough shine to catch the eye

Best for: luxury packaging, invitations, festive promotions

Clear



Waterproof, tearproof and made to last outdoors for up to six years

Best for: glass, windows, clear packaging



The weight of your words?

22 grams. That's the amount of aluminum we use to make our perfectly weighted MOO Twist Pen. Light enough to use every day. Heavy enough to make it count.

MOO

If it's making worth

You put too much time and effort into your brand to print it on something mediocre.

beau

worth

it’s

Work with people who
care about the details
as much as you do.

making

tiful

It’s what your brand deserves.

The power of slow-burn gifts



Slow living is a philosophy that has transformed the way many of us eat, travel, dress, and decorate our homes.

The idea is to surround yourself with fewer things, more experiences, and to make everything count.

But when it comes to gifting branded products, businesses are still stuck in the fast lane. The stuff that initially WOWs but then wears off after a day or two before it's thrown out or banished to a forgotten drawer somewhere.

At MOO, we're passionate about the power of slow-burn gifts. Items that become part of people's daily lives and reinforce a positive brand impression whenever your gift is used. The secret to a slow-burn gift isn't novelty; it's longevity.



For decades, businesses have churned out an endless stream of disposable merchandise. Around 80%[1] of the $3.2 trillion value of consumer goods is discarded after just one use.

We can use our corporate gifting power for good by investing in beautiful, useful products that don't contribute to this throwaway culture and will instead be kept and loved for a long time.

The Endowment Effect[2] says that we naturally place greater value on things we own and use regularly. The more a product becomes woven into our daily lives, the more familiar and meaningful it feels. The beauty of slow-burn gifts is that they become more meaningful the longer they're part of someone's life.

The Endowment Effect says that we naturally place greater value on things we own and use regularly.

[1] RTS, "What Is Circular Economy & How Does It Work?"
[2] The Decision Lab, "Endowment Effect"

Why quality feels different

Intentional design and careful craftsmanship are the trademarks of slow-burn gifts.

The Effort Heuristic[3] proves that people judge quality and value based on how much effort they perceive went into making something. The seams on a Notebook cover or the weight of a Pen in hand.

These are the small details people register without realizing, but are all the difference between something feeling considered and something feeling generic.

A little more personal

It's hard to feel attached to something mass-produced. You could replace it with an identical one tomorrow and lose nothing. That's why personalization changes everything, and it's where the slow-burn really begins.

Research[4] shows that personalization transforms a gift from a mere object into a more meaningful experience, raising recipients' self-esteem and making them feel more cherished.

A slow-burn gift that's been thought through, not just pulled off a shelf, creates a sense of ownership and individuality. It makes clients feel seen, appreciated, and connected to your brand in a way that a USB stick rattling around in a drawer simply can't.



[3] Kruger et al., "The Effort Heuristic," 2004
[4] University of Bath, "Personalised Gifts Create Lasting Emotional Connections and Enhance Self-Esteem," 2024

Design things worth keeping

For industrial designer Sebastian Conran, good design doesn't just work. It lasts, physically and emotionally.



Sebastian Conran
Industrial designer & Chair of Conran and Partners

Earlier in his career, Sebastian swapped traditional holiday cards for small handmade pewter wishbones, sending them to clients and friends as festive tokens.

Something that started as a thoughtful gesture became an object someone valued enough to keep or resell.

"One year, I sent out a thousand of these. Then about ten years later, I was in a flea market in Brooklyn, and there was one of those wishbones selling for $14." It's a perfect example of design with emotional longevity.

This kind of thinking challenges the disposable nature of so many modern products. The goal isn't just to reduce waste. It's to design products people want to keep, because they're meaningful, useful, or simply too good to throw away.



Your dream client is 72.5% water

Give them the merch they'll use every day.
Search Water Bottles at MOO.com

MOO

Made to b



1 MOO Paper Pen
2 Stanley Quencher H2.0 FlowState™ Tumbler
3 MOO Water Bottle 18oz
4 MOO Water Bottle 25oz
5 MOO Planner + Clip
6 Rite in the Rain Spiral Notebook

e kept

Because the best merch is unputdownable

5



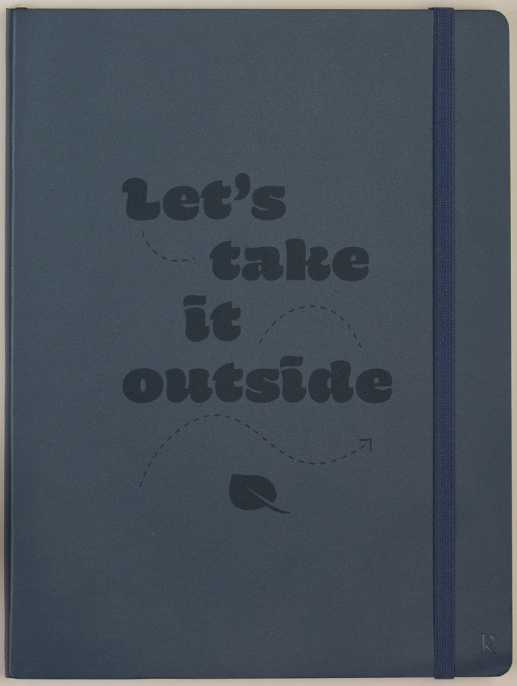
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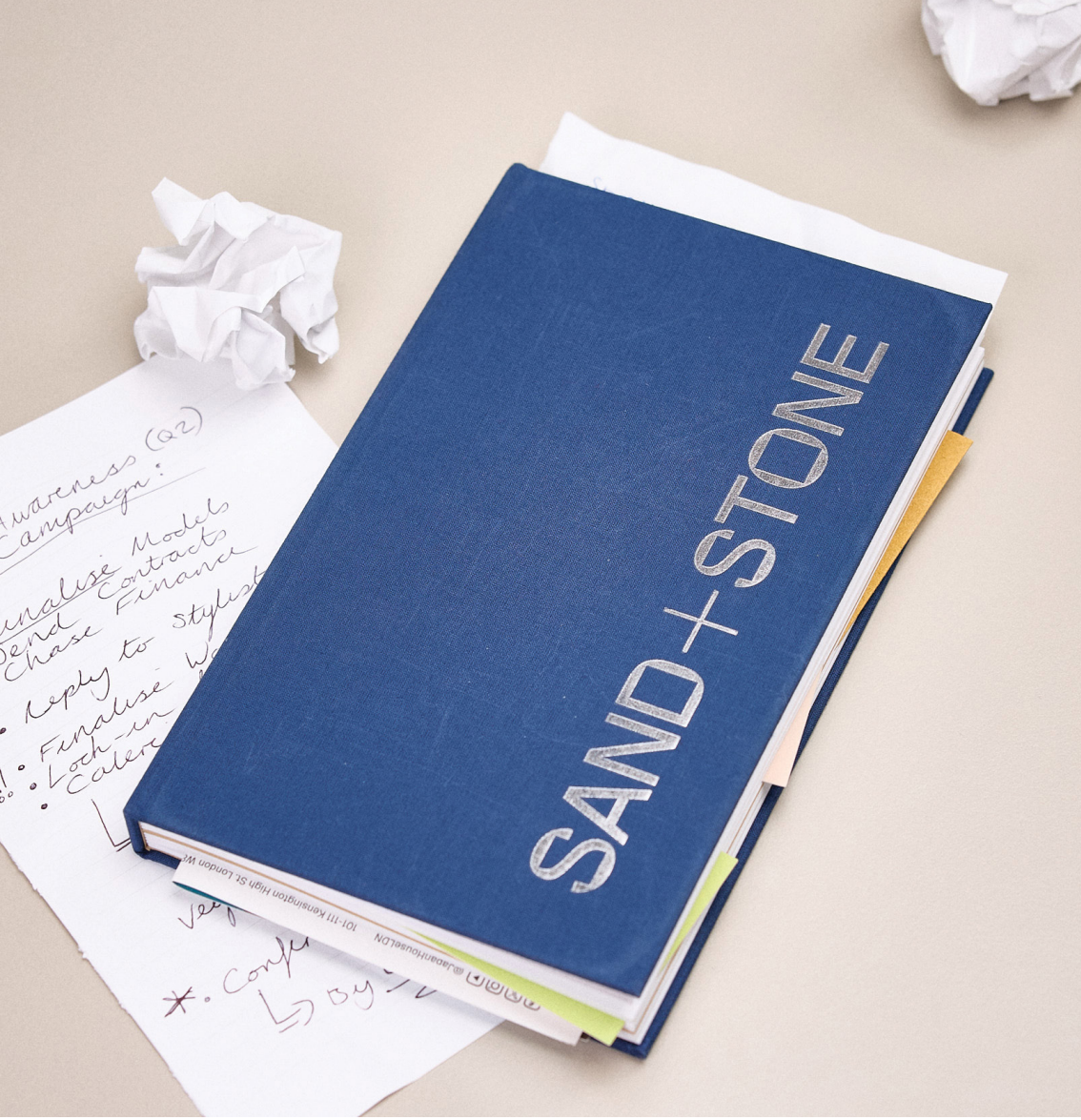




[7] MOO Twist Pen
[8] Karst Stone Paper Pro Series Softcover Notebook
[9] Chynna's croissant



Make every single one different with **Printfinity**. (Go ahead, mix it up).



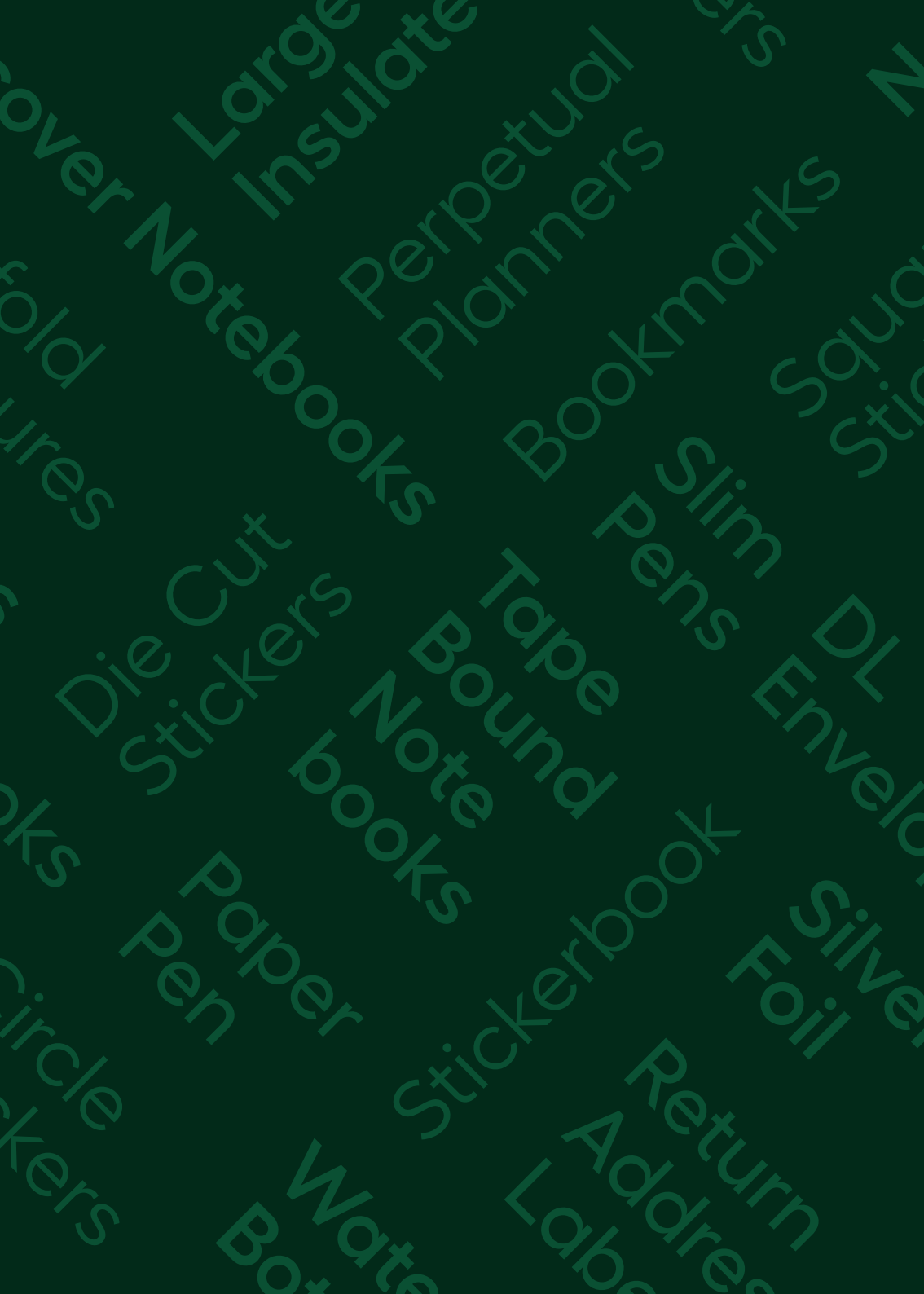
A great place to make misstakes

Not every thought needs to go straight online. Our MOO Hardcover Notebooks give you a luxury space to think, with 160 pages of beautiful 100gsm paper and Swiss binding that lays flat.

MOO

If you're **ready** to put **your brand** on something beautiful, **say hello to** **MOO.com**




Large
Insulated
Perpetual
Planners
Bookmarks
Slim
Pens
Tape
Bound
Note
books
Die Cut
Stickers
Paper
Pen
Stickerbook
Silver
Foil
Return
Address
Label

Got a great idea?

