

The Value of Headwear in 2019



[When we first started Hatswork in 2016, we provided you with an infographic full of facts and figures about the value of headwear.](#) Here we are, three years later with all new, updated stats. And Spoiler Alert: they're better than ever!

So what does that mean for your business and your customers? **Easy, caps provide one of the cheapest cost per impression compared to other promotional products. And promotional products are one of the cheapest advertising mediums there is.** It is true! Compare them to [radio](#), [print](#), or [Facebook Ads](#) and the [cost savings](#) is astronomical.

People love receiving caps, and they enjoy wearing them. They act as a walking billboard endorsement right on top of the heads of end consumers. No matter what [industry](#) you're working with, you should be pitching caps to each and every customer.



Click the link below to download your own flyer to use in your office and give to your customers.

[2019 Value of Headwear](#)

For more information, you can follow us on [Instagram](#) and [Facebook](#) using the hashtag #hatswork.