04 · CANVAS TOTE UPGRADE — LOWER COST

A better tote, at a lower cost.

The client was buying a 6 oz flat tote and arranging decoration separately. We upgraded the fabric, construction, handles, and side gussets while lowering the cost.

Custom canvas tote · Promotional products distributor

6 oz → 12 oz
CANVAS

Box bottom
FROM FLAT

Matched
GUSSETS & UPGRADED HANDLES

Lower
THAN BEFORE

BEFORE AND AFTER

Before · 6 oz flat

After · 12 oz box bottom, red

After · green colorway

What changed

Fabric — 6 oz upgraded to 12 oz canvas.

Construction — A true box bottom replaced the flat shape; the bag holds more and stands on its own.

Handles & gussets — Upgraded handles in a denser, more durable webbing, reinforced for daily use; side gussets color-matched to them in both colorways.

Print — Full-bleed event print on the front, produced in red and green.

DETAILS

Front · full-bleed print

Upgraded handles

THE RESULT

Lower than the previous wholesaler-plus-decoration cost.

830 units delivered. Twice the canvas weight, a true box bottom, and matched gussets, at a cost below the client's former bag-plus-decoration route.

The upgrade came from developing the product as one piece, not from paying more for it.

6 oz → 12 oz canvas | Box bottom from flat | Matched gussets & upgraded handles | Lower than before

Client logos are covered in these photos.

EZ Source · Columbus, Ohio
ez-source.com · emma@ez-source.com · 7775 Walton Pkwy, Suite 100, New Albany, OH 43054