

SWAG DIMENSION

CASE STUDY · HR, PEOPLE OPS, AND CORPORATE BRAND TEAMS

FOR HR, PEOPLE OPS & CORPORATE BRANDS

Employee swag without the closet

Run a private branded store for your team. Allowance credits for new hires, anniversaries, and remote-team kits. Employees pick their own gear; you skip the sizing spreadsheet and the leftover-XL closet.

Before & after

BEFORE

- New hire arrives — HR ships a generic XL T-shirt that gets worn once
- Annual swag bulk-order that leaves 200 leftover units in storage
- Remote team — no central office to ship from, no way to deliver gear
- Conference swag that arrives the day after the event
- Different sub-brands (engineering, sales, exec) all need different artwork

AFTER

- Per-employee allowance credits for new-hire kits, anniversaries, and milestones
- Email-domain-locked private store (only @yourcompany.com can buy)
- Multi-store support: one store per team, brand, or department
- Drop-ship directly to employee home addresses (perfect for remote)
- Slack notifications when an employee redeems their swag credit
- Per-employee spend reports for finance and FP&A

Programs they run

New hire onboarding kit

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Day one: new hire receives a \$150 swag credit email. They pick a hoodie, water bottle, and notebook. We ship to their home before week one. No sizing form, no closet, no XL-only fallback.

Work anniversaries & milestones

Auto-issue \$50 credits at 1, 3, 5, and 10-year anniversaries. Employee gets a celebratory email and picks their gift. People Ops never lifts a finger.

Remote team gear drops

Quarterly \$75 credits for the whole team. Engineering picks their hoodie, sales picks their polo, exec picks the leather notebook. Everyone gets gear without a central warehouse.

Conference & event swag

Spin up an event-specific campaign store the week before. Attendees pre-order; pick up at the booth or have it shipped. No leftover boxes shipped back to HQ.

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Proof

“We replaced our annual swag-closet rotation with allowance credits. New hires actually wear the gear because they picked it. People Ops got 5 hours a week back.”

— Pilot company #1, Head of People Ops, 200-person SaaS company

Frequently asked

How does the allowance / credit system work?

You fund credits at the org level (any amount). Allocate per-employee credits via dashboard or API. Employees redeem at the store; the credit auto-applies at checkout. Unused credits expire on a schedule you set.

Can we restrict the store to our employees only?

Yes — three options: email-domain restriction (anyone with @yourcompany.com), invite-only (CSV upload of employee emails), or SSO via your IDP (SAML / Google Workspace). Pro tier includes all three.

How does this work for remote employees globally?

We fulfill via a global network of print partners (US, EU, UK, AU, JP). Employees in 50+ countries get domestic shipping rates and customs-cleared delivery. Pricing displayed in local currency at checkout.

Can we integrate with our HRIS or onboarding tool?

Yes — we have a Zapier integration in beta and a REST API for issuing credits programmatically. Connect to BambooHR, Rippling, Gusto, or your custom onboarding flow. Email hello@swagdimension.com for early access.

What does the finance reporting look like?

Monthly CSV export with line-item spend per employee, department, and product. Reconcile to your GL. Export to Quickbooks or Netsuite via Zapier.

GET STARTED

Open your brand store, free.

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Bring your logo. Live store with real product mockups in under 10 minutes. Stripe Connect auto-payouts to your org bank account. No inventory, no minimums, no setup fees.

swagdimension.com/business/register

Or book a 15-min walkthrough at swagdimension.com/demo