



# Company Overview



DISCOVER HOW OUR SERVICES  
BUILD BOLD, COHESIVE, AND  
MEMORABLE BRANDS.

1.888.488.2889 | [info@trybsquared.com](mailto:info@trybsquared.com) | [www.trybsquared.com](http://www.trybsquared.com)

ABOUT US:

“POWERED BY DIVERSITY  
AND CREATIVITY.”

AT BSQUARED, WE TURN BRANDED MERCH INTO UNFORGETTABLE MOMENTS. WITH OVER A DECADE OF EXPERIENCE AND A GLOBAL NETWORK OF TOP SUPPLIERS, WE BRING BOLD IDEAS TO LIFE THROUGH HIGH-QUALITY, SUSTAINABLE, AND ETHICALLY MADE PRODUCTS. OUR TEAM DELIVERS FRESH PERSPECTIVES AND STANDOUT SOLUTIONS THAT TRULY CONNECT WITH YOUR AUDIENCE.

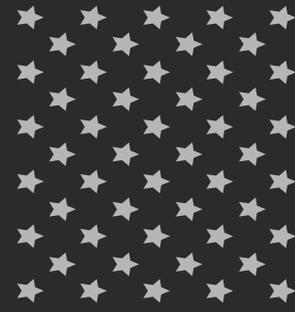
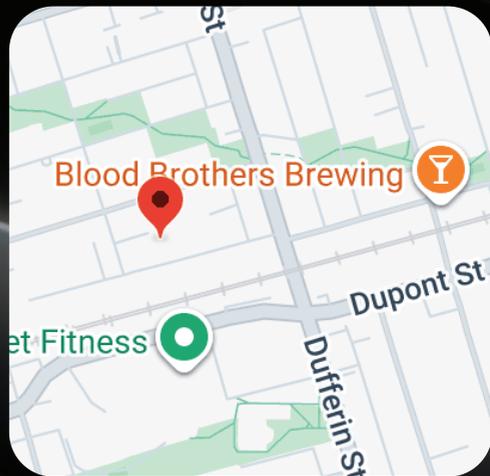
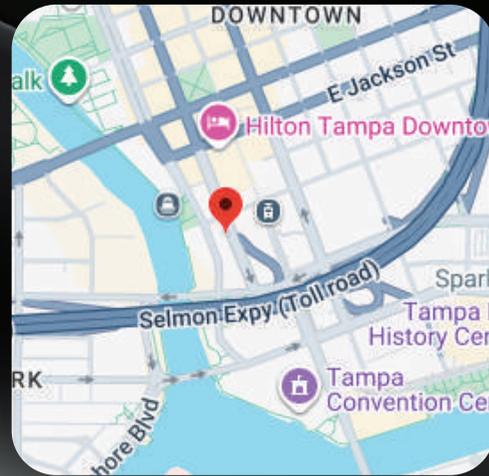
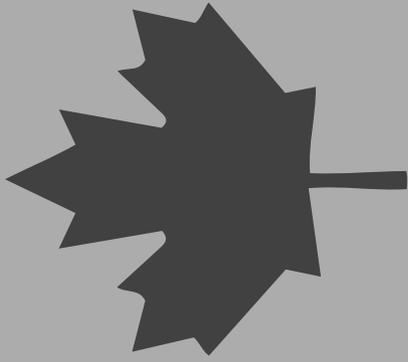
LET'S MAKE YOUR BRAND UNFORGETTABLE!



# MEET OUR FOUNDER & CREATIVE DIRECTOR



"WE ARE CONSTANTLY THINKING  
OUTSIDE OF THE BOX TO ENSURE  
OUR CLIENTS' BRAND LOOKS GOOD."



# 2 OFFICE LOCATIONS

## 📍 CANADA

300 GEARY AVE, UNIT 403  
TORONTO, ON M6H2C5

## 📍 USA

100 S. ASHLEY DRIVE, SUITE 600  
TAMPA, FL 33602



### Branding

Branded merchandise  
Branded Apparel



### Print & Packaging

Large format signage & displays  
Retail & point-of-purchase signage  
Trade show & event displays  
Business cards, posters & flyers  
Window clings & floor graphics  
Brochures & marketing materials



### In-House Services

Creative In-house graphic design  
Warehousing & fulfillment  
E-Commerce Storefronts

# WHAT WE DO?

Proudly *Canadian*

We provide reliable, high-quality production solutions that support businesses nationwide. Keeping production local ensures faster turnaround, consistent quality, and the flexibility to meet the needs of Canadian businesses coast to coast.

### One-Stop Shop Services

- Made-to-order apparel (*always in stock, size-inclusive, Pantone-matched fabric*)
- Kitting and fulfillment services
- E-commerce store development & management
- FOB U.S. and Canadian warehouses
- Cross-border & worldwide shipping
- Trade show banners and displays
- Safety workwear
- Awards and recognition

# WHO WE ARE?



**BSQUARED is a BIPOC women-owned agency with 10+ years of experience in custom branding.**

We offer one of the most comprehensive worldwide supplier networks and distribution capabilities in North America. We specialize in:

- Promotional products
- Custom apparel
- Custom gifting
- Made in North America
- Custom Apparel
- Banners & Displays
- Full Kitting & Fulfillment Programs
- E-commerce Storefronts

We offer cross-border services for global clients, including duty-free transport across Canada and the U.S.

## Achievements

- 2023 CAMSC Small Business of the Year – Nominee
- 2023 CAMSC Entrepreneur of the Year – Nominee
- WBE Canada Magazine Cover Feature – 2022
- BlackNorth Initiative “Year One” Magazine Feature – 2021

## Our Values

- Women-owned, women-run
- Genuine laughs & meaningful relationships
- Ethical at heart
- We get it done!
- Sustainable with style

## Certifications

- B Corp (Certified Benefit Corporation)
- EcoVadis Bronze
- CAMSC (Canadian Aboriginal and Minority Supplier Council)
- WBE (Women's Business Enterprise)
- Collegiate licensing company





“We’ve always believed branding can spark joy — for our clients and our communities. Becoming a B Corp is our way of saying ‘yes, fun and responsibility can go hand-in-hand.’ We’re so proud to make this official.”

— Bianca Latina, Founder &  
Creative Director

# Certified B Corp™

Becoming a B Corp means we met incredibly high standards for social and environmental performance, transparency, and accountability. It’s a badge that says: We care about people, we care about the planet and we care about doing business the right way...And YES — we still care deeply about making your brand look amazing.

Now, with our B Corp Certification, we’re doubling down on:

- Sustainable sourcing
- Ethical partnerships
- Community uplift
- Taking care of our people
- Delivering thoughtful, purpose-driven branded merchandise



We believe branding should feel good — start to finish.

# EcoVadis Certified

**Our EcoVadis certification underscores BSQUARED's commitment to operating responsibly and transparently.**

Through continuous improvement across environmental, social, and ethical standards, we strive to meet globally recognized sustainability benchmarks while delivering meaningful impact for our stakeholders.



**Committed to sustainability, ethics, and responsible business practices.**

# ECO & SUSTAINABILITY



At BSQUARED, we're committed to quality, performance, and sustainability. Our packaging is thoughtfully designed with recyclable materials and minimal waste, setting a new standard for eco-friendly, responsible solutions in our industry.



# OUR COMMITMENT TO TEXTILE RECYCLING

## Textile Recycling Made Easy

**Who:** Businesses or individuals with surplus old inventory—outdated swag, merch, or excess stock.

**What:** A simple and sustainable textile recycling service that takes your unused items and gives them a second life.

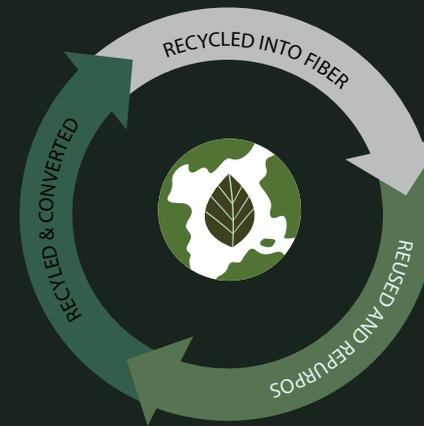
**When:** Anytime you're ready to declutter—we operate on your schedule.

**Where:** We offer pickup directly from your location, so there's no need to transport anything yourself.

**How:** Contact us, and we'll take care of everything—from hassle-free pickup to responsible recycling and repurposing of your items.

### Our capabilities include:

- Reweaving old garments into new textiles
- Turning absorbent fabrics into wiping cloths
- Recovering reusable materials
- Reducing waste through product repurposing



# 1% giveback program

↙ Our commitment is *Simple*

Show up.

Give back.

and make a lasting impact where it matters most.

**BSQUARED**

## OUR 1% GIVEBACK PROGRAM

At BSQUARED, we believe in doing business with purpose. Through our 1% Giveback Program, we proudly reinvest 1% of our revenue back into community initiatives, charitable organizations, and causes that align with our values. It's our way of creating meaningful impact — together with our clients, partners, and community.

## CHARITABLE PROGRAM PRICING

Through our charitable program, we partner with organizations to give back by sharing profits and offering significantly discounted pricing on produced items. This approach allows our partners to stretch their budgets further while creating meaningful, positive impact.

# Digital solutions & application

## E-Commerce Solutions

We design visually engaging, mobile-optimized e-commerce platforms using modern technologies and seamless system integrations.



## E-COMMERCE SHOP PAGE

Our solutions include dynamic product catalogs, secure payment gateways, customization features, and built-in SEO and marketing tools.

We prioritize security, compliance, and ongoing support to ensure reliable performance and a smooth user experience.



## EMPLOYEE SELECTION & SHIPPING SERVICES

- Unlimited product and web updates
- Real-time inventory and reporting
- Point-of-sale support for events
- Same-day (GTA) and overnight shipping in Canada & the US
- Global shipping via FedEx, UPS, DHL with duties pre-paid
- EU EORI for seamless European shipping
- Partnerships with local couriers worldwide for efficient delivery



# WHAT HAVE WE DONE?

A curated look at the merch we create — crafted with care and designed to impress. We work with clients across all industries, tailoring our services to meet the unique needs of every brand.

# PROJECT DETAILS



# CRISPERS X TORONTO RAPTORS



# DQ FOON



# STRONGBOW



# SAMSUNG



# KINGS HAWAIIAN



NOT ALL BRANDED ITEMS FEATURED IN THE IMAGE ARE PRODUCED BY BSQUARED

# BACARDI EVENT



# POLAR ICE VODKA



# OFF EVENT



# DR. OETKER SUPREMA PR KIT

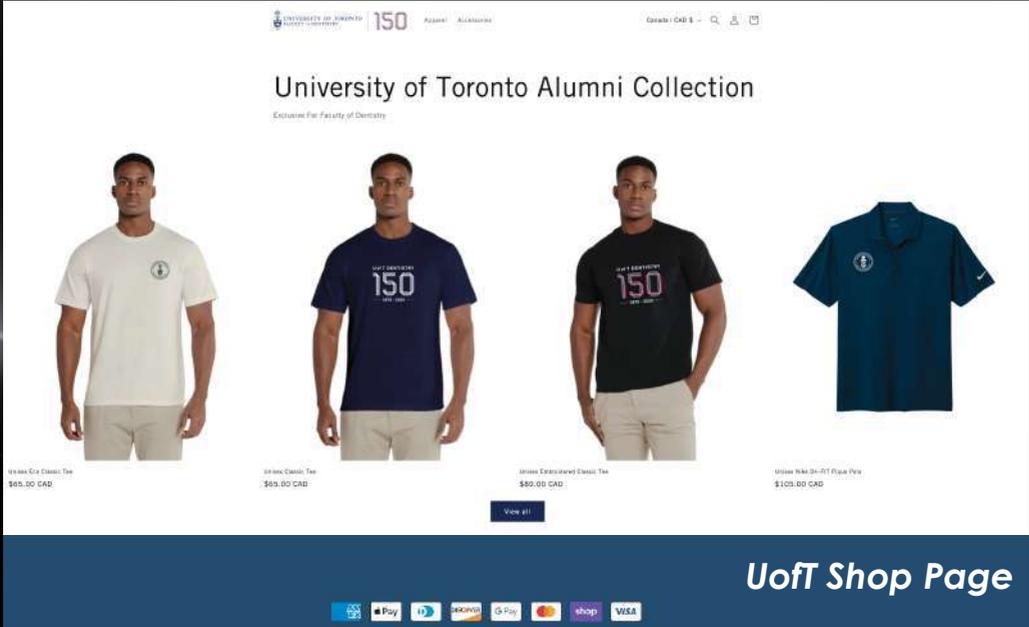


# MALIBU



NOT ALL BRANDED ITEMS FEATURED IN THE IMAGE ARE PRODUCED BY BSQUARED

# UNIVERSITY OF TORONTO



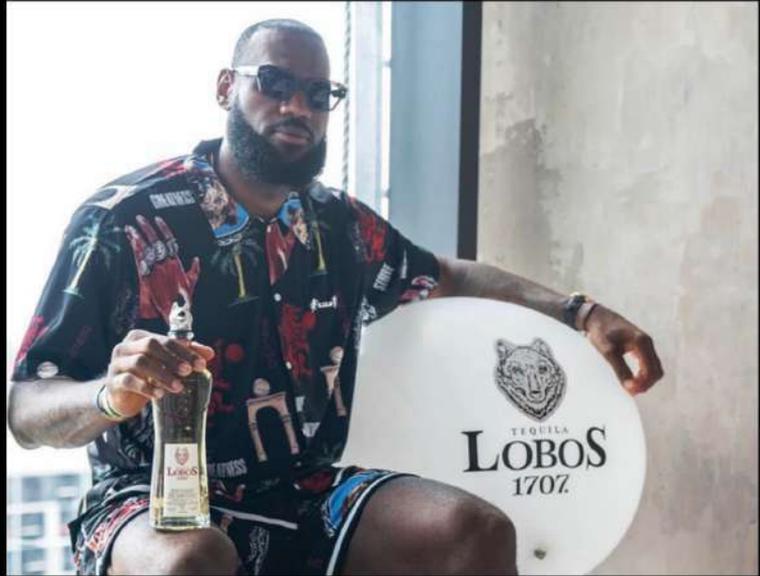
UofT Shop Page



# GREY GOOSE EVENT



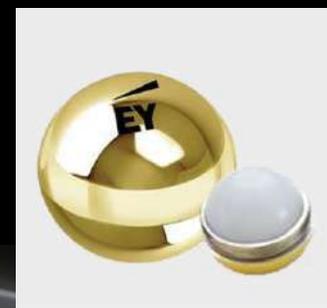
**LOBOS EVENT  
@ LAVELLE  
TORONTO**



# MCCAIN EVENT



# EY HBCU EVENT



# HARIBO PHANTASIA PR KIT



# AC+ION ALKALINE WATER EVENT



# BANKSY EVENT



**B**SQUARED

**Where vision meets craft.  
Let's make it unforgettable.**



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