

Sony Swag: Visit the New #TeamSony Store



SEL Corporate Communications
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Life@Sony is excited to introduce the new [#TeamSony Swag Store](#), announced during SEL's Annual Business Conference. We designed this pilot program with your feedback from the BE Heard survey, offering a personalized and streamlined swag selection experience exclusively for Sony employees.

Employee insights highlighted the need for more customized swag options and an easier selection process. We listened and responded with the #TeamSony Swag Store to ensure your shopping experience reflects your desires.

We're launching the Swag Store with a limited selection of high-quality, company-branded items. To celebrate, **the first 100 employees to place an order will receive an exclusive gift item.** Accessing the store is simple:

1. Visit the [Swag Store website](#).
2. Register and follow on-screen instructions.
3. Log in with your credentials.
4. Browse and make your selections.

The Swag Store will be updated regularly with new products, so we encourage you to check back periodically.

The store provides the flexibility to select the Sony merchandise you'd like at your convenience, making the process more efficient and enjoyable. Additionally, by offering a personalized selection, we reduce waste and ensure you receive only the items you want.

For our new #TeamSony members, each new hire will receive a personalized code to choose their welcome swag from the catalog as part of our onboarding process.

If you have any suggestions for future products, please reach out to Life@Sony. Your input is valuable as we continue to develop this program.

Happy shopping!