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The purpose of this newsletter is to help our clients grow their business! Promotional products increase awareness, help with company branding initiatives, and assist with lead generation. Promotional awards and products improve customer loyalty, employee morale and productivity! Enjoy this issue and use it to help your business grow!

Spring/Summer 2015

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# Promotional™ times

Information and Ideas for  
Improving Sales, Image & Profits



## Smart Promotional Items For A Smartphone Society

You see it everywhere you go: People walking around with their eyes glued to their cell phones. It seems almost second nature to pull out your cell phone at red lights, while waiting in line at the dry cleaners, while you're pumping gas. The cell phone has become almost like a third limb, a necessity that most people can't leave home without. We are a culture dependent on technology. Why not use it to your advantage and put your logo right in the place that millions of Americans look at hundreds of times every day: their cell phones.



Because cell phones are so valuable (and expensive) it is vital that we keep them safe. Hand out heavy-duty cell phone cases at your next trade show event. People will jump at the opportunity to keep their beloved cell phone safe and protected, and your company name will be obvious every time they set their phone down at a business meeting, corporate lunch or weekend picnic.

Everyone can relate to seeing the dreaded "low battery" signal on their phones, and the uneasy feeling you get when there isn't a charger around to fix the problem. Be the hero by providing car chargers or other types of portable chargers.



At your next tradeshow, provide a few power sources so people can charge their phones while they visit the show. This will keep people coming to your booth, will make your booth look consistently busy, and will give you a chance to talk about your services/products to people waiting for their phone to charge. It's an easy way to give people what they need.



Before people leave the house they check for three things: their phone, their wallet and their keys. The I-Wallet attaches securely to the back of most smart phones and keeps credit cards safe. Customers will appreciate the simplicity provided by the I-Wallet, as it can be used as an easy accessible business card holder.



## Time For Products That Really Work

In the world of very busy business professionals, there never seems to be enough time to get everything done. People are constantly checking their computer clocks, cell phones, watches and wall clocks and doing their best to productively manage their time. Using the concept of time is a great way to stay connected with your customers and there are many promotional items that can help you do just that.



Logo watches are a luxury gift that really lets your customers know you care. It's a symbol of your appreciation that they take the time to use your business, and an acknowledgment that their time is valuable and your goal is to never waste it.



Make your customers time fly by when you give them a unique and colorful sand timer for their desk. It is a great way to brighten up their desk, and is a great conversation starter!



Elegant desk clocks are great promotional products that show your customers how valuable they are. Engraved with your logo or slogan, these elegant clocks become a part of your customer's office, and they keep your company relevant and on your customer's mind throughout the workday.



Tradeshows are a great place to give out inexpensive but useful gifts that help people think of you when they're thinking about the time (and when are we not focused on time these days?) Colorful stopwatches, simple silicone watches and pens that double as clocks are fun giveaways that potential customers will love.



## Score A Hole-In-One

As temperatures rise and people begin to spend more time outside, golfers break out their favorite clubs and balls and head to the course for a round of golf. A lot of people use the game of golf to discuss work and do some networking, so incorporating golf items into your springtime promotional product line is an effective way to reach new, current and prospective customers.



Nothing spoils a good golf game like a thunderstorm, however, a sturdy and reliable umbrella can really make a big difference. Golfers will be thanking you as they grab their branded umbrellas to save themselves from getting soaked by the rain.



Golf balls and golf tees are useful promotional items that golfers will use and appreciate. Another fun way to get connected with potential customers is to sponsor a golf tournament and to include golf kits with various items that are useful on the course. Meeting your customers face to face is a great networking strategy, and it's fun too!



Show some of your best clients that you appreciate their business by giving them golf themed accessories for their desk. It'll remind them of you every time they see this mini golf bag, while also showing them you listen and pay attention to their interests.

By using golf themed promotional products in your spring and summer advertising strategies, your marketing game will be a hole-in-one!



### Vacation Extras to the Rescue



Last year, a vacation home management company handed out emergency cell phone chargers to guests, who booked vacations of two weeks or more, as part of a "thank you" welcome kit upon their check-in. Almost every guest who received one asked to purchase another one for the other travelers in their group. Everyone was thrilled at how portable and convenient it was to keep their smartphones charged while at the beach, theme parks and other tourist attractions during their stay.



The kits also contained sunscreen, sunglasses and travel sized toiletries with their logo on them. One family reported that the travel toiletries "saved their vacation" when one of their bags with all of their personal items was lost at the airport. Not only did this family book a vacation with them again for this year, they also referred their friends and neighbors, too!



### Lagniappe

(a little something extra)

## Quotable Quotes

"A year from now you will wish you had started today."  
– **Karen Lamb**

"To create more positive results in your life, replace 'if only' with 'next time.'" – **Unkown**

"Sometimes when you innovate, you make mistakes. It is best to admit them quickly and get on with improving your other innovations." – **Steve Jobs**

"I like thinking big. If you're going to be thinking anything, you might as well think big."  
– **Donald Trump**

### Tools To Promote Safety and Security



No matter what kind of business you run, safety and security is of paramount importance. Keeping employees safe on the job, ensuring customers are safe when they enter your business, and keeping your valuables safe after hours are all key elements in any successful business.



Employees who work after the sun goes down will benefit from reflective vests that will help vehicles and other people see them when visibility is low. Hard hats and heavy-duty gloves will keep employees safe when they are working with their hands in dangerous working environments.



Your customers and their families value safety too. Provide parents with a piece of mind by handing out reflective armbands at your next tradeshow. They can snap a comfortable and stylish reflective bracelet on their child when they attend outdoor events to make sure their children are always visible to cars. These bracelets are fantastic when taking the family to nighttime outdoor events.



A successful business considers the safety and well being first and foremost. When customers and employees feel safe and secure, business will continue to flow smoothly.

### The Riddler

YOUR CHANCE TO WIN A FREE GIFT

What building has the most stories?

Note: The first five people to correctly answer the riddle will win a free gift.

Email, call or fax your answer (see form on back).

Answer to last issue's riddle: **Palm.**



Do you enjoy reading our newsletter?  
Call, fax or email us with your comments.

This Newsletter Provides Information and Ideas for  
Improving Sales, Image and Profits.

Want to make your next promotion a success?  
Please contact us at:

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I Need:  Literature

Pricing

Samples of these products:

Do you have a success story? We would LOVE to  
hear about it. Contact us today!



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Please copy and fax or mail your request



## Ornithology

### Bird Watching

- Ornithology is a branch of zoology that means the study of birds.
- A baby duck is called a duckling, and an adult male is a drake. An adult female duck is called a hen or a duck, and a group of ducks can be called a raft, team or paddling.
- The world's only wingless bird is the Kiwi of New Zealand.
- Crows are quite similar to humans and visit their aging parents many years after they have left the nest.
- Owls turn their heads almost 360° (a complete circle) but they cannot move their eyes.



## Dear Addy,

NEED HELP? SEND US YOUR QUESTIONS.



**Q:** Our Company is having a meeting this summer at a beach resort. We are looking for something to help employees remember our meeting all year long. Any ideas for something they can take back and put on their desk to keep them thinking of the fun we had?

**A:** You might like the mini beach chairs that are just large enough to hold business cards or a cell phone. These are not only a reminder, but have functional use too. You can imprint a message to remind your employees of the fun they had with a one-color or a full-color design. Call us today; we can help you select the perfect gift.

