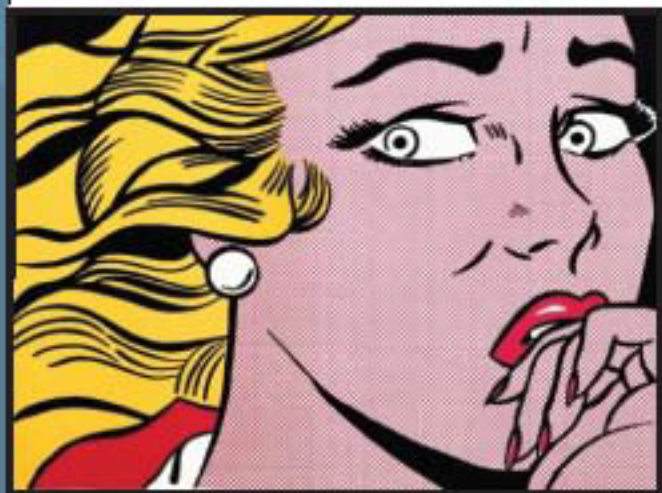


REAL VALUE VS. PERCEIVED VALUE...

**YOUR CUSTOMER IS
ALREADY OVERWHELMED
WITH CONGESTED
TECHNOLOGY
AND ADVERTISEMENTS**



BAM!



Thanks

to technology, customers are exposed 30,000 advertisements per day. That's about 1 every 3 seconds. Those numbers are only increasing. There is no time for people to think about how they will use your promo item in their lives. So don't make them think, tell them **exactly** what you want them to do with it.

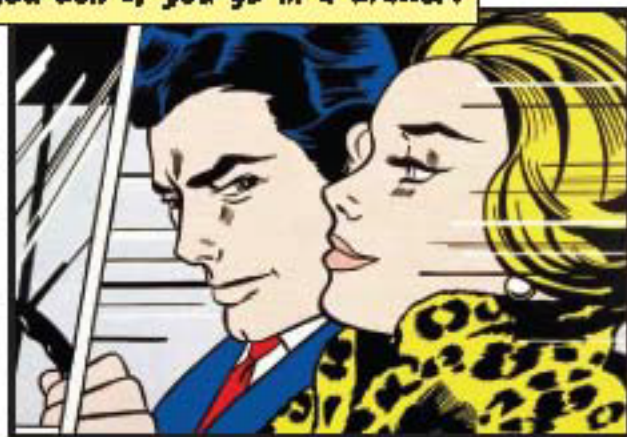
Simple Solution: Put a key chain on it!

If you do, they will put YOU on THEIR key ring. That's, where you want to be, right?

GIFT VS. GIVE-AWAY...

Fact: A gift has the perception of value.
Fact: Give-aways have the perception of cheap.
Fact: Packaging gives your promo item the perception of a **gift**. You package the gifts you give for birthdays, holidays, or special occasions, right? Why not the promo item you count on to bring you business?

If you don't, you go in a drawer.



Don't just give away promo goods...

Give Gifts and you will see the return!!