

# BRANDING 101

Why has giving away imprinted promotional products been a popular marketing strategy for decades?

**QUITE SIMPLY: BECAUSE IT WORKS!**

By decorating promotional products with something associated with a company's unique identity, the recipients won't just remember them, they'll think of them first the next time they are looking for the products or services that company provides.

Plus, by using an imprinted backpack, umbrella or lunch bag (for example), they'll become a relatively low-cost walking billboard, showcasing your brand or logo.

## WHY CHOOSE US?

Because we'll work just as hard as you to make your brand look great!

There's nothing more important to you than your brand so you need a partner who values it as much as you do.

That starts with providing what you need: the best product selection at competitive prices, a **total solution** by a professional and dedicated team that will treat your brand as if their own and unparalleled branding know-how that ensures fast, consistent, reliable delivery, time after time.

Because we cannot envisage a world where promotional products go unbranded, **we've thrown in the price of branding on our entire gifting line...**

That's right – every (brandable) product in this catalogue now comes standard with branding, making it easier than ever to place your logo or message in the spotlight.

The type of branding included varies from product to product and in many cases we offer you a choice of several inclusive options to choose from. These options are contained in a table that appears with the information provided for each product and you are able to choose one of these options.

**PRICE INCLUDES\***

**ENGRAVING  
PAD (1 COL)**

In this example, you are able to choose between laser engraving or one colour pad printing, in one position.

Several categories in the catalogue feature products or sets comprising multiple components – to sweeten our offering even further, we have included the price of branding on many of those components.

The information is conveyed in the same way as above, except we now state the inclusive branding options for each component.

	<b>PRICE INCLUDES*</b>
POWER BANK	<b>ENGRAVING PAD (1 COL)</b>
PEN	<b>PAD (1 COL)</b>
USB	<b>PAD (1 COL) SCREEN (1 COL)</b>
BOX	<b>N/A</b>

In this example, you may want to laser engrave your power bank, memory stick and pen or you could choose to print the components instead and either of these choices will be included in the price of the set.

Printing the gift box will cost extra as it is not indicated as an inclusive branding option, denoted by "N/A".

**With “inclusive of branding” it’s YOUR BRAND! YOUR WAY!**

**“Inclusive of branding” Terms & Conditions**

- Setup charges and dye charges (where applicable) apply
- Included branding is limited to 1 position and in the case of pad and screen print, to 1 colour (denoted by “COL” in the table)
- Where a 2 colour print, for example, is required, the price of the first colour will not be included in the price of the product and both colours will be charged for.