

PowerLines

Your Connection To The Proven Results Of Promotional Products

POWER UP...WITH PROMOTIONAL PRODUCTS

Solve problems, reach goals or just let the world know who you are through the effective use of promotional products.

What is the power of promotional products? For the millions of people who have received them, they motivate, stir emotions, influence behavior, instill appreciation, promote company goodwill and build positive images. They can convince someone to come to work for a company and stay there. And if that isn't enough, they also open new markets, increase sales and reactivate old accounts.



For any challenge or goal, there is a promotional products distributor with infinite ideas and more than 500,000 product options to help you solve or achieve it.

In a poll by the Promotional Products Association International (PPAI), 72 percent of business travelers interviewed at the Chicago O'Hare and Dallas/Fort Worth international airports had in their possession at least one promotional product. Of that group, 73 percent recalled the advertiser's name or message before showing it to the pollster. More than half of the travelers (61 percent) had two or more logoed items such as key tags, pens, notepads or wearables.

"They're tangible, memorable and they reinforce a message," says Janelle Nevins, Summit



Marketing, Atlanta, Georgia. Here are some other reasons why promotional products are so effective:

Longevity. One of the greatest advantages promotional products offer over other media—newspaper, TV or radio—is their ability to make and leave a long-lasting impression on the potential customer. While a newspaper is tossed the next day, a coffee mug, magnet or mouse pad can occupy a visible spot in an office for years.

Practicality. "Promotional products provide a way to get out your message with practical items people can use," says Jeff Solomon.

Who isn't always looking for a pen or doesn't use a coffee mug? Who wouldn't appreciate an extra tote bag to lug books to the library, gather shoes and balls for the kid's soccer practice or just to store miscellaneous