

LOGOTEX™

"Logotized Products For Your Business"

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PROMOTIONAL™

T I M E S

INFORMATION AND IDEAS FOR IMPROVING SALES, IMAGE, AND PROFITS

The goal of our newsletter is to help our clients grow their business. Promotional products are designed to increase awareness, name recognition, and lead generation. Premiums, when used as incentives or rewards, will improve customer loyalty, employee morale and productivity. In this issue:

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Keep 'em Coming Back

Losing a client is like dropping the goose who lays the golden eggs. It costs five times more to land a new customer than to resell existing ones. What can you do to generate more repeat business? The key is communicating with clients in helpful and considerate ways.

Try sending a thank you note and a gift promptly after receiving an order. Select an unusual or useful item the client may not have, such as a combination desk canister/clock or a mini portable radio. Flip-up calculators are also very handy to have around.

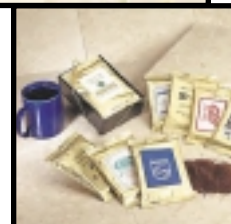
Business is all about relationships. Hopefully, you already know something about your clients' business and family. When you see a newspaper article or website that relates to their interests, send it to them with a short note.

Let customers know you care and that you're thinking about them!

Alliance Industries produces a monthly e-mail update full of news and tips, offering business solutions for their customers. If you choose to publish a client newsletter, then make sure the content is genuinely valuable, not just a sales pitch.

During the holidays, send an imprinted card and gift, thanking clients for their support. Chocolates, nuts and gourmet coffee are great choices for this time of year. Send these snacks in reusable containers emblazoned with your logo so the client remembers your gesture long after the treats are gone.

If you need suggestions on selecting memorable gifts to show your appreciation, please give us a call. We can help!



PROMO STATS

Did You Know?

- Promotional products, when used in direct mail solicitations, can boost response rates by up to 75%, according to a study by Baylor University.
- If you want customers to reorder more often, should you use promotional products or coupons? In a study by Southern Methodist University, customers receiving promotional products reordered up to 18% sooner than those who received coupons.
- People look at their watch 10 times a day on average, which means the cost per exposure for an imprinted (\$10) watch is \$0.0027.

ROUTE TO:

Strategies to Inspire Sales

Incentives are like super vitamins for your sales force. They motivate people to generate leads and close deals. A recent *Motivation for Excellence* Survey found that 85% of employees said a certain level of motivation has impacted their work, and 78% could cite a specific instance.



When developers introduced a new office complex, they enlisted key real estate brokers in an incentive and direct mail campaign. The "Money to Burn" theme reminded brokers

of all the fabulous ways they could spend bonus commissions earned leasing the property. Premiums included golf accessories, sunglasses and beach towels to represent an island holiday. By year-end, the office building was almost completely leased.

A magazine publisher electrified his sales force with a "See the Light" program, awarding prizes for hitting sales targets and for improving overall performance. The campaign kicked off with a festive party where a drawing for gifts such as laser pointers and flashing light pens were



incorporated to reinforce the theme.

The heightened motivation and morale resulted in a 27% overall increase in ad sales over the campaign's four month period. Let us help you plan an incentive strategy to get sales skyrocketing!

SAFETY PROGRAM

Give That Dog a Bone!

Safety is serious business. One manufacturer found adding a dash of fun to safety training greatly improved results. How great?



Annual lost-time accidents and total injuries plummeted 40%! The firm's management says it was all due to their annual Safety Fun Day.

Company managers approached the event as thanks for employees' hard work, choosing a "Dog Days of Summer" theme. Signs were posted announcing fun activities, including testing the employees' safety knowledge. Safety manuals were left in common areas where they could be reviewed. For inspiration,



employees were told they could take safety quizzes to win prizes ranging from fleece jackets to umbrellas – all bearing the reminder "Safety Works."

reported to the "doghouse" table where they drew a safety question from a bowl. Anyone who answered correctly won a "treat," such as a flying disc, t-shirt or coffee mug.

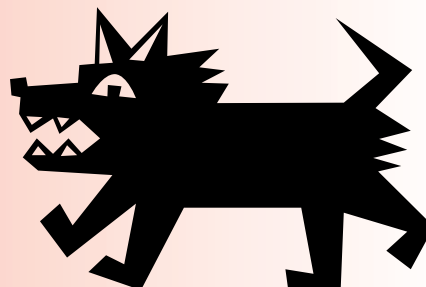
The company also staged a scavenger "dog hunt," posting pictures of Lassie and other K-9 celebrities over key safety hazard areas. Those who completed the tour received gift boxes with safety-themed products like pocket knife/mini flashlight kits, hard-hat key chains and safety-shaped stress balls.

Not only did employees appreciate the break from routine, but they also learned a few things, and **company insurance bills dropped by thousands of dollars.** Safe workers are good business! Contact us to discuss a safety program right for you.



Safety Fun Day started off with three workers who were given rawhide-bone necklaces to wear for ten minutes,

before passing them on. Then, when a recorded dog bark was heard over the loud speaker, whoever was wearing the necklace



LAGNIAPPE

(A LITTLE SOMETHING EXTRA)

Quotable Quotes

"Many of life's failures are people who did not realize how close they were to success when they gave up."

- Thomas Edison

"As one person I cannot change the world, but I can change the world of one person."

- Paul Spear

"The worst time to think of what you'll say next is when it's already leaving your mouth."

- Unknown

"It's so crowded nobody goes there anymore."

- Yogi Berra

"Humble people don't think less of themselves, they just think about themselves less."

- Unknown

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

Hot Products for 2004



Super Cleaning: Microfiber washable cleaning cloths are folded into clear pouches the size of a business card. Clients will think of you every time they polish their glasses, camera or computer screen.

MicroFleece Blanket: This soft fleece blanket with carry-strap lets clients take your warm wishes to the football game, picnic or movie theater. One insurance company used it to promote its new "blanket coverage" option.



Lint Rollers: Make your message stick using custom-printed lint rollers! A regional bank advertised this gift free to customers inquiring about "rolling over" their 401K.

Convertible Windshirt: Microfiber windshirts will keep your customers happy and warm all-over. Water-repellent with a suede-feel finish, these pullovers make every wearer feel like a champion.

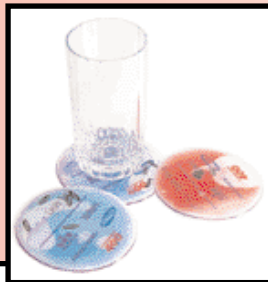


Shed Some Light:

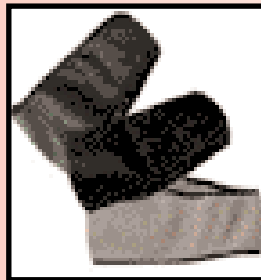
Illuminate your message with an adjustable computer light that plugs into a USB port! Great for any executive that travels with a laptop.



Liquid Coasters: Alive with glitter and moving color, liquid-filled coasters are just plain cool. One catalog company mailed them as invitations to salespeople for a motivational training event.



Toasty Headband: Crafted of Therma Fleece, this lightweight headband will keep ears warm and dry. A consulting firm used the item in a mailing, advising prospects to "get ahead" with their services.



Dress for Long Term Success



Even before Bill Gates decided polo shirts were preferred corporate wear, the garment had droves of fans among the office elite. No wonder many businesses choose a classic polo to proudly

bear their message: Polo's are sharp looking, worn for countless occasions and made to last a long time.



When choosing a promotional polo, be smart about your investment. Cheaper polo shirts will fade and lose their shape after a few washings. You want to make a favorable impression, while getting the most bang for your buck. Finer polo's are embroidered, not printed, and the embroidery must be backed to prevent puckering. Look into your own closet and examine the polo's that have stood the test of time. **Consider about 100 people a day notice the logo on your polo shirt.**

All polos are not created equal. Let us help you evaluate your goals and budget to find the right fit.

The Riddler:

Your Chance to Win a Free Gift

Q: What state is surrounded by the most water?

Note: The first 5 people to correctly answer the riddle will win a free gift. Call or fax your answer (see form on back).



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DEAR ADDY

Answers your promotional questions

Q: I have a new dry cleaner business. How can I increase my profile at a local bridal show this spring?

A: Distribute candy jars bearing your logo to attendees. Inside, place wedding day "essentials" consisting of safety pins, mints, mini sewing kits and a dry cleaning discount coupon for the wedding gown. When the coupon is used, offer the bride a congratulatory newlywed discount on regular dry cleaning to seal the bond.

Q: What recommendation do you have for a business wanting to project an image of family caring? Our budget is pretty tight.

A: Safety-related products are universally appreciated, especially by families with children. You can emphasize child safety with plastic reflector zipper tags or reflective stickers to help youngsters stay visible day and night. Both come in a variety of creative shapes and can be imprinted to remind parents of your goodwill.



SUCCESS STORY..... Talking Trash Leads to Cash

Capital Waste Management, a leading waste-disposal provider, picked up a truckload of new clients with a clever incentive program.

Recognizing the value of word of mouth, the company decided to transform its 90 non-sales personnel into unofficial reps. A sports-themed campaign "You Make the Call," rewarded employees for reporting qualified leads. To get things rolling, 15 designated "coaches" received whistle lights and info packets to use in training co-workers. Coaches who signed up team members were further recognized with CWM back packs and NASCAR coolers.

Employees submitting leads were entered into frequent drawings for CWM imprinted bottles, caps, bags and coolers. Five leather jackets also were given away in monthly random drawings.

Within nine months, **the company exceeded its new client goals by 18%!** Call us today for creative solutions that will energize your staff.



----- Please copy and fax or mail your request -----

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'm interested in:

- Direct Mail Tips Safety Programs
 Fund Raising Ideas Employee Motivation
 Tradeshow Giveaways New Products
 Incentives/Awards Corporate Apparel

I need: literature pricing samples on these products: _____

Contact _____

Company _____

Address (if different from addressee) _____

City/State/Zip _____

Phone/Fax/Email _____

Riddle Answer _____

- I need help with a promotion, call ASAP!
 Send me a new catalog and information on any specials.
 Thanks for the tips. Please keep me on your mailing list.