

## Keeping Our Distributors In-The-Know

### PROMOTIONAL PRODUCTS BUYING TRENDS FOR 2010 Gain Your Customer's Attention

#### 1. Promoting the Concept of Value

As consumers become more and more value conscious, they want the most for their money. With slogans from Target, "Expect More, Pay Less" or Wal-mart, "Save Money, Live Better" or Sears, "Life. Well Spent," big box retailers are promoting the concept of value. Therefore, customers will seek promotional products that have an added value to the product they are buying. One example of a value added product, is Vitronic Promotional Group's **MagneticMark Bookmark**. This magnetic bookmark not only holds a page of a book or magazine; it also can be imprinted with a calendar, a sports schedule, or even a meeting agenda to serves as a 2-in-1 product, a bookmark and a calendar!



VT7903 Combo MagneticMark

#### 2. Buying and Being Green

As more eco-conscious cities, like San Francisco, have a ban on plastic bags, customers are constantly looking for alternatives to carrying their purchases from retail to grocery stores. If you provide one of these reusable bags to your customers, your logo will have a high rate of exposure and they will not throw this promotional product away. Vitronic Promotional Group has a perfect reusable tote bag in a variety of materials and sizes.

Another initiative for companies, is to recycle in the office. Employees from companies across the United States have started "Green Teams." These inform and educate fellow co-workers on how they can make their home and work environment more eco-friendly. A great way companies have encouraged employees to recycle is by providing receptacles for their paper or plastic. Vitronic Promotional Group has the ideal product, the **A522 Recycling Tote Set** to separate plastic, paper and glass for hotels, offices, schools, and your home.



A530 V Natural™ Organic Gusseted Tote



A522 ModFX™ Recycling Tote Set

#### 3. Cause Awareness Products

When companies decide to support a cause, customers take notice. Look at big company examples such as, Estee Lauder, Campbell's Soup, Procter and Gamble, Mars M&M's and even the NFL that all support Breast Cancer Awareness. They do this by creating a pink product or packaging. In the NFL's support, the players actually wore pink cleats on the football field.

Vitronic Promotional Group has created quite a buzz in the industry with their **A285 Printed Striped Economy Tote** that supports both the Go Red For Women movement and Breast Cancer Awareness.



A285 Printed Striped Economy Tote

The Red Dress or pink ribbon is printed as an accent on quality cotton sheeting flat tote to accompany a company's logo. It is an excellent tote handout that can be filled with important health information to educate and create awareness of heart disease or breast cancer. There are plenty of other choices to get your message across for heart disease, there are heart shaped jotters, heart shaped calendar headers and over 160 products in red. For breast cancer awareness, there are 2 pink ribbon calendar headers, an exclusive Pink Coleman 1/3-Gallon jug and with over 60 products in pink, there is sure to be a product that will show your companies' support for the cause.