

Voice of vitronic

PROMOTIONAL GROUP

Keeping Our Distributors *In-The-Know*

www.vitronicpromotional.com

April 2008

Do Your Part To Conserve Resources and Preserve Our Environment

Be Natural with Vitronic Promotional Group's V Natural™ Line

Members of the promotional products industry – suppliers, distributors and end-users alike – are asking themselves what they can do to conserve resources and preserve our environment. With Earth Day 2008 later this month, focusing on ways to be conscious of our impact on our planet is no longer just a once-a-year observance, it's become an integral part of our daily lives.

As we advance further into 2008, we've strengthened our commitment to developing a line of promotional products made from organic and recycled materials. But, adopting an environmentally-conscious approach to product development is only part of the challenge. Educating you, our distributors, and, in turn, your customers, are equally as important.

Vitronic Promotional Group's V Natural™ line includes a selection of items from the following product categories -- Totes, Headwear, Business Accessories and Calendars. You can be assured that all items bearing the V Natural™ designation are fabricated from 100% organic cotton or recycled materials.

Let's take a closer look at what this means.

V Natural™ Line of ORGANIC Totes and Caps

Our lines of V Natural™ Totes and Caps are manufactured from 100% organic cotton as certified by Control Union Certifications, an independent, international network of offices, laboratories and accredited agents. Control Union Certifications promotes the proper designation of products, which have been cultivated according to sustainable production methods. Control Union Certifications are accepted by authorities in nearly every country. We identify our products to show that they are certified to be 100% organic cotton.



A532 V-Natural™ Gusseted Organic Tote



8650 V-Natural™ Organic Cap

We offer three styles of V Natural™ Totes – a Flat, a 3” Gusseted and a 7” Gusseted designed for use as a shopping bag. The Flat and 3” Gusseted styles are offered in natural and vegetable dyed pastel colors – green, soft yellow, soft pink and soft blue. The 7” Gusseted Grocery Tote comes in natural only. You can imprint all V Natural™ Totes with our V Natural™ ink, a non-phthalate, no-PVC Plastisol ink, which supports our commitment to the environment.

V Natural™ Flat Organic Tote
A518 Natural
A519 Colored A532 Colored

V Natural™ Gusseted Organic Tote
A530 Natural

V-Natural Organic Grocery Tote
A533 Natural

To coordinate with our V Natural™ Tote styles, we offer the 8650 V Natural™ Organic Cap in natural and the same soft hues.

VB444 Value Plus Standard Folder

Shape AE in Recycled Black



V Natural™ Line of Recycled Vinyl BUSINESS ACCESSORIES and CALENDARS

We offer 11 must-have workday – and everyday VALUE PLUS Business Accessories, four Pipe Tally Books and 110 CALENDAR header shapes in 90% post-industrial recycled vinyl. All items in this material come in black only. Material that is designated as “recycled” has been reprocessed from recovered or reclaimed material by means of a manufacturing process and made into a final product or into a component for incorporation into a product.

Our VALUE PLUS Collection includes:

VB444 Standard Folder
V9246 Junior Folder
VB556 Jotter
V7342 Journal

V6629 Clip Folder
V7701 Portfolio
V7212 Card Holder
V7846 Classic Card File

VB846 Standard Card File
V7822 Mini Card File
V7823 Midi Card File

Our PIPE TALLY BOOKS come in HARD and FLEXIBLE cover styles in JUNIOR and STANDARD sizes.

Hard Cover
V9199 Pipe Tally JUNIOR
V9200 Pipe Tally STANDARD

Flexible Cover
V9215 Pipe Tally JUNIOR
V9210 Pipe Tally STANDARD

For our complete list of PRESS-N-STICK™ Calendar header shapes offered in recycled black vinyl, please check out our 2009 Calendar Program featured in our 2008 Vitronic Promotional Group catalog beginning on page 153 or, better yet, visit our new web site at www.vitronicpromotional.com.

V Natural™ Line of Recycled Paper BUSINESS ACCESSORIES

It's easy to go business casual . . . and be environmentally correct . . .with our V Natural line of Kraft Notepads and Jotters. The spiral bound pieces are fabricated from 60% post-consumer recycled material. This material is generated by households or commercial, industrial and institutional facilities in their role as end-users of the product which can no longer be used for its intended purpose. This includes the returns of material from the distribution chain.



V6555 Kraft Jotter w/ Pen

Coleman® Promotion Kicked Off April 1 — No Fooling

Do Your Part to Preserve Our EARTH by Presenting REUSABLE JUGS for Beverages

FACT / AOL: Americans use 2.5 million plastic beverage bottles every hour – and, then discard most of them.

Consider this when you present Coleman® beverage jugs – an environmentally viable alternative to disposable plastic bottles. Plus, the ThermoZone™ insulation used in Coleman® products does not contain chemical compounds that contribute to the Ozone Depletion Potential (ODP).

Now through July 31, you will be awarded for selling Vitronic Promotional Group's line of Coleman® products with chances to win gift cards to purchase Coleman® products. The popularity of last year's promotion prompted us to offer the same incentives.

We'll draw winners each month during the four-month promotion, which runs through July. Each Coleman® order you place earns one chance to win a \$100 Coleman® gift card. We'll award 10 \$100 gift cards each month during the promotion. The distributor who places the largest order in each of the four months will win a \$500 Coleman® gift card. To redeem the gift cards, you must shop for Coleman® products featured at www.coleman.com/cashrewards



**AC5542 Coleman® 1/3
Gallon Jug**