

Voice of vitronic

PROMOTIONAL GROUP

Keeping Our Distributors *In-The-Know*

www.vitronicpromotional.com

July 2008

The Journey Resumes in Quest of Striking Fabrics, Colors and Prints

Mid-year Product Introductions Build Upon Successes

You'll uncover a multitude of additions in many of our leading product offerings, including our V Natural™, PhotoGraFX™, Poly Pro and Lamis lines.

BYOB invokes a new meaning in today's eco-aware culture—Bring Your Own Bag. We are introducing an expanded selection of shopping tote options. Our line of V Natural™ RECYCLED PET Totes are manufactured from 51% recycled polyethylene terephthalate (aka PET).



A429 V-Natural™ Recycled PET Grocery Tote

Our all the rage, retail-focused, four-color process printed PhotoGraFX™ line generated such a buzz in the short few months since launch, we are following up the initial sensation with an encore for mid-year with our PhotoGraFX™ Fruity Totes in flat and gusseted styles.

For mid-year, we are promoting PATTERN POWER with economical, lightweight polypropylene totes. Both traditional and drawcord tote styles are offered in cheerful stripes, floral and geometric patterns.

The sophisticated Lamis collection, fashioned from soft litchi fabric with accent stitching, expands to include two new styles—a drawcord and passport holder—and a new color—cool, professional, navy—just in time for the 2008 gift-giving season. These additions bring the ever-popular Lamis line to 14 items in eight traditional and fashion colors.



A539 PhotoGraFX™ Gusseted Tote



A802 Patterned Flat Tote

A501 Lamis Drawcord



Other new items that deserve a second look include: the Venetian Tote—a chic, designer-inspired tote elegantly presented in a soft material protective sleeve and a sleek black gift box. And, two sporty drawcords guaranteed to invoke team spirit.



A599 Venetian Tote

MarvelESS Gifts Brochure to Introduce Many Mid-year Introductions

Our MarvelESS Gifts brochure debuted just in time for the 2008 holiday gift-giving season. In addition to many sensational new mid-year items, we're featuring a selection of items first introduced at the year's start that were not included in our SPRING Full of SAVINGS brochure.

The entire selection features "MarvelESS" savings and FREE SETUPS, plus 26 items under 10 dollars.

Watch your mailbox for the arrival of our MarvelESS Gifts brochure in mid-to-late July. Or, check out the brochure on www.vitronicpromotional.com under the Promotions & Marketing tab.

Keep in mind, our SPRING Full of SAVINGS brochure expires at the end of July, while the MarvelESS Gifts brochure commences on July 1. The month of July presents an opportunity to shop for an expanded array of wonderful,



Good, Better, Best! Headwear for All Budgets.

That's the strategy behind our headwear promotion for the second half of the year. Our goal: to offer a greater selection, with a couple of imprint options, in a tier of price ranges, thus, Good, Better, Best!

Watch for full details in our promotional flyer, which will arrive in your mailbox soon. Or, check out the flyer on www.vitronicpromotional.com under the Promotions & Marketing tab.

Promotion runs through December 31. The minimum order quantity—144.