

# Voice of vitronic

PROMOTIONAL GROUP

## Keeping Our Distributors *In-The-Know*

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### Mercado Tote Makes an Ideal Promotion for Hispanic Heritage Month or Anytime Our Mercado Tote Is Inspired By the Traditional Mexican "Bolsa de Mandado"



A502 Mercado Flat Tote



A503 Mercado Gusseted Tote

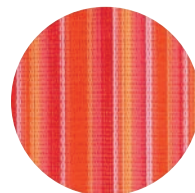
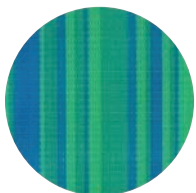
September 15 opens the the month-long celebration of Hispanic Heritage Month, which recognizes the anniversary of independence for Mexico and a half dozen Latin American countries. With more than 35 million people indentifying themselves as Hispanic or Latino in the last U.S. Census (2000), the demand for ethnic inspired promotional products continues to grow.

Early this year, we formed a partnership with Tres Rebecas, a San Antonio based firm, to bring the Mercado Tote to the U.S. market. The practical tote is an updated version of the common bag used for running errands in Mexico and Latin America.

Rebeca Barrera, the principal of Tres Rebecas developed the Mercado Tote. Her design transformed a simple time-honored concept into a fun, must-have accessory. Created and manufactured in the state of Guanajuato, Mexico, the Mercado Tote is fashioned from high-density polyethylene woven into patterns and colors specifically for Tres Rebecas.

Promoting the Mercado Tote is one of the ways in which Tres Rebecas encourages the preservation of Latino traditions. Rebeca explains, "By finding contemporary uses for traditional products of Latin America, she found a way to develop awareness of the art, traditions and culture of Latin America." She continues, "The connection to Mexico is in your hand every time you fill the bag with your groceries, books or gym clothes. Plus, it's so green to carry a tote you can use over and over!"

The 14"W x 14"H sized Mercado Tote comes in a range of colorful stripes and "m" pattern weaves in both flat and gusseted styles. For product details, [visit www.vitronicpromotional.com](http://www.vitronicpromotional.com) or [click here](#).



5 multi-colored, ethnic-inspired patterns transform a shopping trip  
into an **EXTRAORDINARY ADVENTURE!**