



Marketing Grapevine

Brought to you by Promotions International
NOVEMBER / DECEMBER 2012

focal point with Lynda Purchase

It's been such an exciting couple of months with the launch of all of the new product ranges. In late August, our staff attended the annual APPA (Australasian Promotional Products Association) Tradeshow. We are in the middle of adding at least 500 of the new products that were launched at the Tradeshow to our website so you'll soon have some great new options to choose from



Don't forget ... Christmas is just around the corner. Are you stuck for ideas? Then simply send us an email and

we'd be delighted to help you find that special gift for your staff or clients. In your email, provide us with your Christmas brief and we will forward you ideas, pricing and photos of products that fit the bill - let us do the work for you.

Always keep an eye on our Facebook page as this is the fastest way for you to find out about special offers and new products. Just  our Facebook page for updates.

And, with summer creeping up, there's no better time to outfit your staff in new uniforms. With new ranges from Gear For Life, James Harvest and Johnny Bobbin, we can suggest clothing to suit your budget and workplace. Check out our article on 'Understanding Woven Shirts Technology' so you can confidently outfit your office and sales staff in comfortable, corporate clothing.

Please feel free to send us any feedback on what you would like to see in our newsletter – we'll be happy to oblige.

This month's lumpy gift for you is a Lens Cloth – the perfect item for you to send out in your own direct mailouts. Don't forget – mail containing lumps gets opened!!! A Lens Cloth doubles the impact because, not only will your mail get opened, but people will keep it – for cleaning glasses, computer screens, phone screens, the list is endless. Each time they pull it out, they will see your logo.

In the meantime, sit back and enjoy reading.
Lynda

What they said ...

"Promotions International provides excellent service, always available when needed. No request is ever a problem. They provide great products and prompt service. Always a pleasure."

Amy Pemberton
Hutchinson Legal
hutchinsonlegal.com.au

"The biggest benefit to my organisation by using Promotions International was getting our name & brand across effectively & on numerous mediums. Handing out something a potential client can use on more than one occasion ensures they are constantly reminded of who we are"

Robyn Isaacs
Coast to Coast RV Services
coastrv.com.au



A Gift With Spice Soul

WIN a Sunset to Sunrise gift pack and a copy of Geraldine's award winning DVD – My Khmer Heart (see article on back page).




To enter email your name and phone number with the word "PI Sunset" in the subject line to sales@promotionsinternational.com.au

Entries close 31 November. The winner will receive their gift in time for Christmas.

GOOD LUCK!

LOOKING FOR THAT EXTRA SPECIAL GIFT FOR CHRISTMAS?
We are proud to announce that we are official distributors of the following ranges:



Just type any of these brands into the Search on our website

BUSINESS IN THE SPOTLIGHT

Tiz Damianakis

Office: Gyrate Pty Limited

Contact: 02 9635 5890

Mobile: 0411 326 653

Website: www.gyrate.com.au



FROM THE INSIDE OUT

- Favourite hobby?** I really love to get involved in the community, whether it be schools or culture events. I have spent many years in fundraising for charitable causes that not only raise needed dollars, but also provide entertainment, fun and energy. It's great to give back and just participate.
- Favourite book?** I'm currently reading "Flip The Switch" by Andrew May – this book looks at how to survive in the modern world – when to be 'on' and when (and how) to switch 'off'.
- What is the Best Thing About Australia:** I love the diversity of our culture. We have an amazing mixing pot of food, music, art and theatre ...
- Pets and Names?** A Budgie named Pooh and a Golden Labrador called Diego.
- Favourite Quote?** Do unto others as you would have them do unto you.
- Worthwhile Cause You Support And Why?** Through Gyrate we have supported a few charities with regards to their promotion. We have sponsored the Special Olympics Australia with their Melbourne Cup Event in 2010 and 2011 and continue to work with other events they have planned in the future. Personally, I am also the president of a local cultural committee that runs an annual festival called the Festival of St Gabriel which brings over 1000 people together every year in the name of St Gabriel followed by food, music and dancing.
- What made you decide to own your own business?** Having worked for an organisation for almost 20 years, we felt we were ready to take on the challenge. We liked the idea of being able to make our own decisions and be free to impart our creativity autonomously. We also like the flexibility it provides with our family. It has by no means been easy, but every challenge that we overcome has been extremely rewarding.

THE ENGINE ROOM

- Location of business:** Parramatta in New South Wales
- What services does your organisation offer?** Services include production, design, PR, event management, retail and visual point of sale, digital and direct.
- What is your role?** I look after all the event management with regards to campaign events, conferences, product launches or promotional events.
- What is the greatest benefit to your customers by using your organisation's services?** Gyrate has developed a reputation for 'thinking outside the square'. We strive to come up with ideas to the smallest detail that will help the client really be noticed. We interact directly with the client and ensure that their needs and expectations are directly met. Gyrate is a simple yet sophisticated, independent advertising, design and events agency. We are nano in size, big on ideas and we believe that agencies should live or die on the motivation of an idea.

10 REASONS TO USE PROMOTIONAL PRODUCTS

In these tough economic times, it's more important than ever to keep your business strong. More and more companies are turning to promotional marketing for their corporate branding needs to stay within their tightening budgets while still fulfilling their advertising needs.

There is no shortage of reasons why you should use promotional products to promote your business. As leaders in the promotional marketing industry, here are our top 10 reasons why you should use promotional products.

1. Get thousands of advertising impressions

Practical and fun items that sit on your recipient's desk and can be used daily are not only easy on your marketing budget, but each individual item gets your logo thousands of advertising impressions. Think about your desk or work area. Do you have a calendar or note pad that you reference daily? When you give customers something they can use or display, you put your logo and name in front of them - giving your company consistent brand exposure throughout the year.

2. Cement your brand's image

With name recognition comes trust and reliability. Get your name into the hands of potential customers with imprinted promotional products. Printed apparel and bags are almost like a walking billboard for your company. When your employees and customers sport your logo, it cements your name and brand as a legitimate company. And when your logo sits on your client's desk all year long, they will remember you when they need your services and products.



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A new twist on an old favourite. Remember the 70s when mums everywhere discovered apricot chicken? Try this updated recipe. Only takes five minutes to prep and throw everything in the slow cooker as you leave for work in the morning. When you get home in the evening, walk in to dinner ready to go on the table – perfect on rice or pasta.



Ingredients:

- 6 chicken breast fillets (whole)
- 1 pack dry onion soup mix
- ½ cup French salad dressing
- 1 cup apricot jam
- 2 tablespoons apple cider vinegar
- 1 teaspoon chopped thyme or basil

Method

Throw everything in the slow cooker
Stir until mixture has coated the chicken

Cook on low for 6 hours

Serve on rice or pasta

3. Drive traffic to your tradeshow booth

Unique promotional giveaways attract potential customers and open up hundreds of sales opportunities. Bold & fun tradeshow items including cool games, bright tote bags and practical desk supplies are a great way to land your name in the hands of future customers.

4. Attract new customers

Sponsoring an event? Attending a tradeshow? Imprinted promotional products are a great way to attract potential customers. Put a branded pen, sticky pad or jotter into a goody bag for all attendees at an event. Recipients will take your contact information with them, and the product will be useful to them.

5. Reward your employees

Happy employees equal productive employees. Keep your employees happy while encouraging internal branding by offering your employees branded corporate apparel, desktop supplies, headwear and awards whenever they reach milestones within your company.

6. Demonstrate your corporate initiatives

Does your company have a sustainability initiative? Do you have a group of employees who actively volunteer with a non-profit group? Show your company's corporate initiatives with branded promotional products. Distribute eco-friendly, reusable grocery bags to your employees for Earth Day and printed t-shirts to participants at a cancer-awareness walk. Your employees become walking billboards.

7. Use as an incentive

Sometimes it just takes that little something extra to close the deal. Whether you want to motivate your sales team to bring in more business or encourage your customer to act on that purchase, a promotional incentive can often do the trick. Offer your clients a free gift with purchase or hold a contest among the employees in your office. A promotional product does double duty. It's seen as a prize, but doubles as a lasting advertisement for your company. Boost morale and customer satisfaction while increasing your sales with promotional products.

8. Launch a new product or service

Spread the word about your newest product release or a new service you are offering your clients with a fun promotional product. Have a technology theme? Send a custom mousepad or monitor cleaner. Increase sales and awareness of your newest release when you send your clients a unique, imprinted item. Recipients will appreciate the gesture and have a constant reminder of your company.

9. Express appreciation

Everyone wants to feel appreciated. Thank your clients for their business and they'll keep coming back. Send your clients – big and small – an imprinted promotional product after the close of a deal or at the end of the year. When your customers know that you appreciate their business, they will want to do business with you again.

10. Everyone loves free stuff!

It's true! Think back to the last sporting event you attended. Think about how the crowd goes crazy when the cheerleaders started throwing out free shirts. You already have tons of tees at home, but still... it's free! Use this logic to promote your own business. No matter the cost of the item, recipients still value free stuff. Expose potential customers to your brand name – and make them smile at the same time!



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Understanding Woven Shirt Technical Terminology– Becoming Educated...

Every Company has a different style requirement. That's why we offer a diversified mix of Corporate, Fashion, Promotion and Smart Casual styles both for him and her across our range to ensure all bases are covered. Many of our style options include classic and tapered fits, traditional and fashion collar options, innovative textures such as cotton square weave, her ring bone, jacquard, yard dyed check and self stripe fabrics

To help you become a whiz at choosing clothing, here's an explanation of the terminology (and we're always here to help you choose):

Warp and Weft: Woven fabric is composed of a warp or strands of yarn that run the length of the fabric. Weft yarn runs across the width of the fabric and weaves over and under the warp yarns.

Yarn Dyed Fabrics: When a fabric is yarn dyed the colour is placed in the yarn or threads before weaving as opposed to the colour being printed on the fabric after being woven.

Tapered Fit/Classic Fit: A tapered (or slim-fit) woven shirt is slightly shaped around the chest and sides. A Classic-fit shirt has a slightly fuller but traditional full-cut appearance, generally with a longer back hem.



Collar Stays: Are typically smooth, rigid strips of plastic, rounded at one end and pointed at the other, inserted into specially made pockets on the under side of the shirt collar to stabilise the collar's points. The stays ensure that the collar lies flat against the collarbone, looking crisp and remaining in the correct place.

French cuff: Are twice as long and worn folded back on themselves often closed with a cufflink.

Fashion Collar: Also known as a Spread Collar and gives a wider appearance and distance between the collar points

Standard or Straight Collar: Is where the collared ges point downward and there is little space between the section where the collar meets.

Polyester/Cotton Blends: Fabrics made of a polyester cotton blend are exactly what they sound like, made from fibres of both the natural cotton and the synthetic polyester. A polyester cotton blend can be versatile, as it most likely retains the coolness and lightness of the cotton fibre, but also adds the strength, durability and wrinkle-resistance of polyester.

Du Pont Teflon: Is a registered trade mark and fabric protector that is water based fabric treatment process that provides protection against stains and soiling. Teflon fabric coating is used for both repellent and release purposes, meaning that it protects against stains by both preventing them and assisting in their removal from fabric.

Jacquard: Is when fabric has a variation in weave pattern and is processed on a Jacquard loom.

Herringbone: Describes a distinctive V-shaped weaving pattern. It is distinguished from a plain chevron by the break at reversal, which makes it resemble a broken zigzag.

End on End: Is a closely woven fabric with alternating fine coloured yarn and a white yarn creating a mini checkered effect with a smooth texture. So for that cut above the rest, enrich your life style with sophisticated fashions that will compliment the way you look and the way you live.

First hand experience leads to giving a helping hand to Sunrise

In our first newsletter we profiled long-time client Sue Liu from Zulu Communications, and in our most recent, we introduced Geraldine Cox, who is "big mum" to hundreds of children in Cambodia at Sunrise Children's Villages. Geraldine has been running Sunrise for 17 years now and has an enormous and relentless responsibility to continue the quality of care for children and young people into adulthood.

Sue has been an active sponsor, supporter and fundraiser for Sunrise since 2006 and travels to Cambodia and supports Geraldine and the kids when she can. She can vouch for the quality of love, care, support, education and opportunities that the children receive at Sunrise. "It's amazing to experience the loving bond between the children, Cambodian staff, the community and the adult children that come back to help their family at Sunrise. They all love Geraldine and know how fortunate they are to be part of the Sunrise family" she said.



There is consistency and structure in these children's lives. They go to school 6 days a week, learn English, computer skills, and stay connected to their cultural heritage by learning and performing traditional music, song and dance. The programs are also opened up to children and families from the local community as well. "I've seen for myself how secure and happy the children are and I also see how other organisations in Cambodia receive support. Our contributions go a long way," she continued.

Sunrise's third centre in Sihanoukville, will open in December and will be home to 200 children affected by HIV/AIDS. This will more than double the number of children cared for by a dedicated team of people in Cambodia who are supported by a small team in Australia. The challenges continue as does the need for support.

Geraldine said "Sunrise children and I are very lucky to have people like Sue Liu who came into our lives, saw our needs and got off her bum and did something about it. She is a doer, not a gonnadoer."

In the lead up to Christmas, Sue is running a campaign to raise much needed funds for Sunrise, **donating 50% of profits** to help Geraldine with the opening of Sunrise 3. You can enjoy these beautiful candles made from 100% soy and support Sunrise.

CANDLES FOR COMMUNITY



100% soy candles with spice and soul with 50% profits donated to Sunrise All candles are handmade to order and come beautifully packaged. Order candles for Christmas
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