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The Garage Promotional Group

## 2009 News

What a different viewpoint from a few months ago! Industries across the board are cutting back and The Garage Promotional Group is here to help.

2008 was an amazing year of growth in the Tradeshow and Promotional Products area as more people went to direct action methods to spend their marketing dollars.

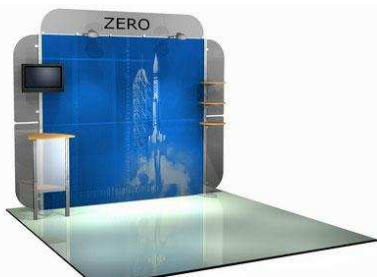
We have been able to keep our costs down through strong relationships, industry affiliations and partnering with the best vendors that are capable of weathering the storm.

Check out our revamped website [www.TheGaragePromo.com](http://www.TheGaragePromo.com) and see where you can start saving money on tradeshow equipment, promotional apparel and promotional products. We also do a lot of paper print. 1000 full color business cards for \$50! We sought out the best vendors with the best price so you know that quality will shine through.

Fresh from the yearly Expo in Las Vegas, the trends hitting the industry are just that, trends. What you are seeing in retail is increasingly available to us in the promotional market. Whether it is name brands in apparel, electronics and accessories, or the re-usable Stainless water bottles everyone has in the office, the industry is continuing its growth from the gadget-y trinkets of yesterday, to the targeted, brand-relevant promotional vehicles of today.

Our goal is to provide the best product for your business at a value.

That's taking your promotions from **Park to Power!**



## What's Next?

We appreciate your trust, friendship and business. Try out the custom design apparel store on our website—perfect for throwing a photo on a shirt or doing a full-color design in small quantity. The Tradeshow links have also been expanded to suit your budget and design needs. Looking forward to a great 2009!

Jason Mallin and Maureen McGuire



## Eco-Friendly promotions get trumped by another green.

All of 2008 I was getting calls for and searching for **green** options in promotions. Apparel, corn based plastics, recycled materials—arrgh my head is hurting! Did you know we have bamboo and soy performance-wicking shirts? The options are endless and now even more brand-relevant.

Saving some **GREEN** has been the number one comment on requests in the last couple months. The good news is that when only eco-friendly will do, we have value-priced options that are ready to go and have been successful. But we are even better positioned today to pass on value to you in your everyday needs as well. With our affiliation to iPromoteU and our direct manufacturer relationships we have with such big names as Hanes, Orbus, Abex and Badger, we have options in Tradeshow, apparel and writing instruments that can't be found anywhere else.

### Testimonial:

One quick example—Last year we supplied a financial services firm with 38 retractor banner displays for each of their branch offices. They started by calling Featherlight and they were looking at over \$800 per unit. They then called a promotional products distributor that they had used in the past—\$680. We were introduced at that time and in an initial meeting I mentioned we were also manufacturers of display and tradeshow equipment as well as promotional items. Our price—\$454 per unit. We're bringing value to the table when our clients need it most and delivering with the best customer service, quality and a great working relationship to boot.



## Go small to make a big impact!

You'd think large corporations like UPS, Wachovia, Liberty Mutual, Chase, Nationwide and Honeywell would stick with big, impressive, expensive promos. But they've all promoted themselves with antibacterial pocket sprayers. Why? Because little things mean a lot. Here's how.

Selecting a high-quality miniature item helps ensure that the promotion will be a hit. Mini does not just appeal to one or two demographics or age groups. It works across the board. Here are some ideas.

-Ever thrifty, the Silent Generation (65+) likes getting almost anything free. But they do prefer quality items and American-made goods, particularly if it's a thank-you gift. A mini clock in wood and silver, which would make a nice table or home office accent. For an interest-grabbing promotion, select items related to their interests, such as a mini golf tee caddy.

-Generation X likes portable items that help them maintain their on-the-go lifestyle, such as a mini hand sanitizer or a computer accessories travel kit, packed with mini versions of office essentials.

-Generation Y has grown up with their favorite techno toys shrinking with each new release. Smaller is better to this age bracket. Anything small and technologically savvy appeals to this crowd, like USB flash drives, a card reader/writer that supports a host of memory card platforms, including mini SD. Or consider a mini iPod case.

-Children like things that are small, like them. They like items older people use, such as a mini lip balm or flashlight on a keychain. But tiny replicas and toys such as mini plush (for girls) or popular action figures (for boys) work well too.

