

Creativity and Flexibility in Custom Branded Items:

Creativity and Flexibility in Custom Branded Items: Moving Beyond the Paperweight

Jan. 5, 2009 - [PRLog](#) -- We have come a long way as marketing managers. In the old days for promotional items we had three options. The paperweight, (whose office is that windy anyway?), the umbrella (until the logo sticker washes away), and the pen (good, but still just a dressed up Bic). Flash forward to 2009 and times have changed greatly. The main engines of progress include the increased flexibility in designing promotional products and the lower costs of these products due to new manufacturing methods.

Increased flexibility and customization is apparent in both the products offered, and what can be done with them. The umbrella with a sticker slapped on it has evolved into a wide range of models with durable imprinted logos and an endless choice of colors and patterns. The standard pen has been replaced by eco-friendly offerings made from a plethora of materials with a seemingly endless number of sizes and shapes available. Companies such as Factory Direct Promos, a leader in direct from manufacturer production, are allowing us to throw away those boring marketing catalogs and start dreaming up interesting and unique products.

Don't settle for an ordinary pen with your logo on it, instead create a unique one in the shape of your logo. The same goes for calculators (an Apple calculator in the shape of an apple, genius!), business cards, P.O.S. displays and just about everything else imaginable. This high level of flexibility and creativity is found across the board in the product offerings of Factory Direct Promos (<http://www.factorydirectpromos.com>). The best part is these are products that your clients will actually keep. From useful eco-friendly shopping bags to seed paper products and lanyards Factory Direct Promos brings a level of functionality to custom promotional items that has not previously been an option.

Sounds great. Factory Direct Promos has unique product offerings that stand out to your customers. Now the manager side of "marketing manager" kicks in, and you are asking yourself "how much?" The answer is a lot less than you think. Factory Direct Promos is able to offer great custom promo items at direct from manufacturer prices because of their global sourcing and direct from factory business model. Custom branded bags are available from \$.69 (found here http://www.factorydirectpromos.com/eco_1.html) and custom headwear can be had from \$1.99. Essentially you can offer long-lasting wearable or usable marketing materials for the same price of the usual glossy mailing. The products don't display your brand, they become your brand. Personally, I have found the USB drives (in the shape of my company logo) and the P.O.S. displays (when I attend trade shows) particularly effective.

In short, due to effective cost-control and a flexible business model Factory Direct Promos represents an affordable, attractive source for your custom promotional item needs. Further, the direct from manufacturer model allows them to mass produce whatever you require to spread your IMC message to employees and clients alike. Throw away that paperweight and start using branded products that add genuine value.

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Factory Direct Promos, the leader in eco friendly custom-branded promotional items, can be found through their website, <http://www.factorydirectpromos.com>

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Factory Direct Promos allows all companies the ability to manufacture direct overseas with a level of creativity and flexibility previously only enjoyed by large corporations. From RPET bags to custom-shaped calculators Factory Direct Promos does it all.

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