

## How can you make promotional products work for your company?

If you look around your desk, right now, how many advertisements do you have sitting at your fingertips? They can be found on mouse pads, pens, mugs, notepads, and the like. You probably have quite a few ads; you just don't think of them as advertising. Promotional products are usually the most affordable and often overlooked form of marketing. All businesses need to make their ad dollars work as hard as possible. Using this form of advertising can put your name, logo and phone number in front of potential customers every day. Studies show that it takes multiple exposures to an ad before a person notices it.



*Premium Resource remains one of our key contributors ensuring our corporate image translates well into promotional items. — Jose (CalWater)*



- 1 Target Your Market**
- 2 Choose Your Items Carefully**
- 3 Keep It Simple - Without Being Cheap**
- 4 Start With Your Current Customers**
- 5 Strategically Bundle Promotional Items**
- 6 Give Them To Your Employees**

*Wanted to introduce you to a trusted colleague who happens to be a great promotional items maven, Andrea Casella. I have known Andrea for over 20 years and we had the pleasure to work on several large-scale programs that required reliable and timely supplies of fun promo items for many different occasions. — Liz (Sprint)*

## COMPANY SERVICES

Ad Specialty Services  
Creative Strategy/Consulting  
Embroidery/Silkscreen  
Engrave/Laser Etch  
Fulfillment  
Turn-key Company Store  
Landing Pages (Single Page Store)  
Corporate Events/Tradeshows  
New Hire Packages

## PROJECTS OF NOTE

**Sprint** - Regional Kick-Off Events  
**Apigee** - Fort Mason Events, San Francisco  
**Olivia** - Event Gifts  
**Zillion TV** - Launch  
**C-COR** - Complete Rebrand  
**Warner Bros** - Speed Racer/Fred Claus  
**Capcom Entertainment** - Resident Evil  
**Allant Group** - Rebrand  
**United Airlines** - Make A Wish

## CLIENTS (Partial List)

California Water Service  
Vantage Data Centers  
Stryker Neurovascular American  
Institutes for Research Sideman  
and Bancroft Marriage Equality  
Wells Fargo  
Private Bank Pacific Advisors  
Warner Bros Pictures  
Capcom Entertainment  
Foster Child Records  
Redback Networks  
Altera Corporation  
Comcast Spotlight  
Jersey Flight Football  
Diversity Center, Santa Cruz  
Napa Cellars  
The Bay Times  
Asian Art Museum, San Francisco  
Olivia

**A 100% Woman-Owned Enterprise  
Over 20 Years of Service**

**NGLCC Certification: 10657**

**Supplier Clearinghouse: 14120015**

**Supplier Clearinghouse WBE**

**Supplier Clearinghouse LGBT**

**CAGE: 6NUC8 DUNS: 18995698**

**NAICS CODES:**

**541430 - Graphic Design Services**

**541490 - Other Design Services**

**541612 - HR Consulting Services**

**541613 - Marketing Consulting Services**

**541810 - Advertising Agencies**

**541820 - Public Relations Agencies**

**541870 - Advertising Material Distribution Services**

**541890 - Other Services Related to Advertising**

**SIC CODES:**

**80140000 - Marketing and distribution**

**82140000 - Graphic design**

