

EXPLORER

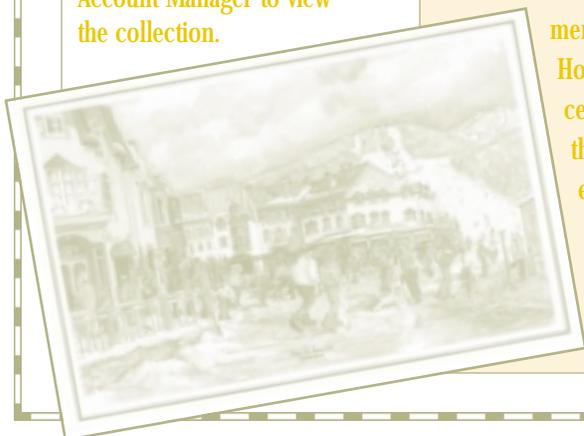
Spectrum Promotional Marketing

Fall Edition – October, 1997 °

A recent market study confirmed that a heart-felt card or letter cannot be replaced by sentiments sent through cyberspace. Ninety percent of the people surveyed would rather receive a handwritten letter than one through cyberspace. This has year-round implications. Whether you are sending a thank you card to your clients as part of a relationship building program, an old-fashioned pen-and-paper letter, or holiday greeting card will still be the most appreciated from recipients.

Greeting Cards

Send your clients a very special Christmas card this holiday season! Exclusive to Spectrum, is an offer of a wonderful selection of custom logoed holiday and business cards by well known water-colourist, Sue Quarles. A native of Montreal, Sue captures the character of street scenes, houses and buildings. She has done a considerable amount of painting in places such as Old Montreal, Québec City, Mount Tremblant, The Gaspé Peninsula, The West Coast, Maine, Bermuda, and other regions possessing unique or historical aspects. Her work is quite identifiable and the characteristic has prompted a number of commissions. Her works are included in many prestigious corporate and private collections. Call to speak with an Account Manager to view the collection.



A Tasteful Way to Leave a Lasting Impression

Specialists in Chocolate Molding & Packaging

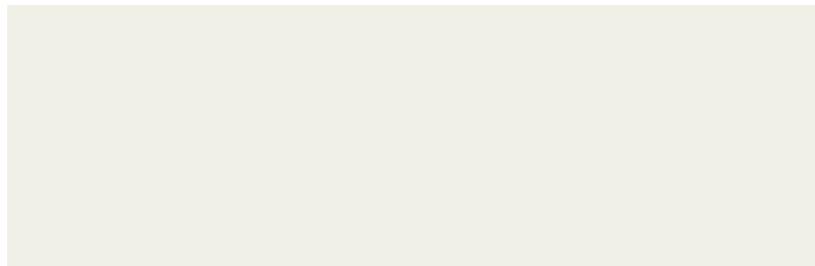
We use only the finest Belgian Callebaut Chocolate, and we're experts in the creation of unique edible promotional gift ideas. Bring us your project, we'll help you create the solution — a custom chocolate mold, personalized wrappers, a packaging idea uniquely yours.

Or choose from a wide variety of packaging and chocolate molds already available. We work closely with manufacturers of glassware and other custom products to offer you a complete service.

We have everybody's favourite treats — Candies, Almond Bark, Nuts, Popcorn, Gourmet Cookies.

We will do our utmost to package any food items available; if we don't have what you want to put inside, we will get it for you. And we have lots of ideas of our own.

Chewter's



Trends

Expect to see a wide variety of company — including retail stores, hotels, direct marketers and insurance providers — become more concerned about giving their customers an "experience". Experts say that our economy is evolving from a "service" economy into an "experience" economy. More companies are repackaging their products and services to deliver unique experiences and memorable events that personally engage customers — hooking them in with something novel or adventurous. To entertainment-selling casinos and restaurants such as Planet Hollywood and Hard Rock Cafe, this is not a new concept. But the focus on experience is now reshaping the way that bookstores sell books, how people travel and how automobile companies design cars. Your company can get on the band wagon by using promotional products to bolster customer's satisfying experience.

The Cocktail Valet

The perfect little number for any cocktail function!



Built in wine glass holder and hors d'oeuvre plate.

- high density plastic
- 10" x 6" overall size
- large imprint area
- dishwasher, microwave safe
- reusable
- 100% Canadian made (available in white only)

Our Mission Statement

We will provide the very best in custom promotional products to Canadian companies and others around the world. Our philosophy is to give each order we receive top priority to ensure that it is designed and produced perfectly and delivered on time.

We will be especially sensitive to customer needs and will listen to their requirements, regardless of the size of the order. We will work diligently, in an honest and ethical manner, on behalf of our customers to provide our services better than any other company in this industry.

Services Offered

We offer a full range of services including: advertising specialties, graphic design, merchandise fulfillment, catalogue design, commercial printing.

For information contact:

Account Managers

Charlotte Forbes

Amy Touré

Ross Nicholls

Mark Ring (Halifax)

Ginette LeBlanc (Montreal)

Sales & Marketing

Sharon Kelly, President

Francine Guénette, Sales & Marketing Coordinator

Administration

Charlotte Carrier, Office Manager

Our Unconditional Guarantee

Spectrum unconditionally guarantees all promotional products recommended to and ordered by its clients to be exactly as presented and ordered without product or printing defects. If for any reason you are not 100% satisfied with a product, Spectrum will gladly replace it.



S P E C T R U M

Spectrum is a 100% Canadian owned and operated company. Whenever possible, Canadian manufactured promotional products are recommended.



Promotion Ideas

Another Great Promotion Idea for Christmas

Original Nunavut Sculpture

From hand crafted antler earrings to large soapstone depictions of the north, Nunavut Art Wholesalers has put together a large collection of Green stone, soapstone, slate, antler, bone, and serpentine carvings. Call to speak to an account manager to view a catalogue of these amazing works of art.



Walrus by Ako Korga, of Iqaluit Soapstone, approx. 8" long

Shedding Light On The Matter...



Promoting on a budget need not be boring. To introduce a new business book called *How to Get Ideas*, a publisher sent a prepublication announcement

members of the media nationwide. The package held a transparent unimprinted 60-watt light bulb, encased in a paper holder bearing basic information about the book, positive quotes from prominent people in the business community, and, on one panel, an artist's rendering of the book's cover, with the words "Coming soon... Leave a light on for it." The overall package was memorable enough to keep recipients looking for the review copy to show up. This concept, of course, can be modified to cover just about any new product or company launch!

Doing a Direct Mail Piece to your Clients?

Why not give direct mail dimension by delivering your message on a promotional product packaged in a box, can or other container. There are all sorts of options from dynamite tubes to champagne bottles. You will get close to 100% readership versus two to five percent sending it out the regular old fashion way. If you have targeted the right audience you can probably count on having an even higher response rate!

ANNOUNCEMENT

Spectrum was pleased to be the feature spotlighted business in The Ottawa Citizen's Ottawa-Carleton Board of Trade "Good News" section on August 12, 1997. If you missed it and would like to receive a copy of the story, call Francine Guénette at our office and she will mail you one.

