

EXPLORER

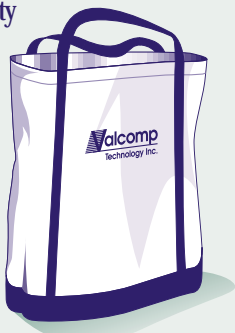
Spectrum Promotional Marketing

Summer Edition – July 1, 1997*

Fashion and retail trends are bringing bags into the promotional products industry that have more to offer than carrying capacity and a large imprint area. Presently, bags are part of the textiles product category that accounts for 5.8 percent of the industry's sales. Materials such as cotton, polyester and nylon to leather, vinyl and swede are being used. And although the standard handled totebag is still a top seller, barrel bags, sports bags,

Bags: Blending Fashion and Function

backpacks, boat bags, lunch bags, garment bags, portfolios and laptop computer bags are some of the styles that are also making their mark. The big change, however, has been in the perception of the bag. It is more than just a walking billboard and a functional catchall for the user's stuff. The bag can now be a fashion accessory, and expression of the user's personality and/or lifestyle.



Ready Aye Ready

Spectrum is proud to announce that for the third year in a row, the Federal government has awarded us the contract to supply the Canadian Forces Navy with their memorabilia!

Bush rugged, city stylish.



Introducing...

Koolah Clothing — 100% Canadian Made – Australian designed – made bush rugged...

Koolah garments are not cheap, either in price or construction. They're built to appeal to today's value-oriented consumer, to give the owner a good return on the dollar. Non rust brass zippers, reinforced stress points, first quality fieldproof fabrics — these and other quality points. Above all, Koolah designs and builds a garment to meet the needs of the wearer. This makes Koolah gear highly functional whether it's intended for thrashing through the bush or casual city wear.

Speak to one of our representatives today about our Koolah line.

MADE BUSH RUGGED

Productivity is up, despite the trend towards dressing down in the office. According to a nationwide poll conducted in 1996, 90 percent of companies have a casual dress code, compared with 27 percent in 1992. Thirty-three percent of companies allow casual dress every day while 42 percent permit it once per week. Reasons for dressing down in the office include improving company morale and saving employees money. McDonnell-Douglas and other companies are enjoying improved employee morale and productivity since abandoning a formal dress code. We expect a higher demand for casual wear as many companies include garments with the company logo as part of employee incentive programs. Others are encouraging employees to sport imprinted wearables at trade shows.

Trends

Services Offered

We offer a broad range of services including: advertising specialties; merchandise fulfillment and catalogue design.

For information contact:

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Our Mission Statement

Since 1989, Spectrum has been providing 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.

Promotion Ideas

Incredible Product!

One of the thousands of promotional products available to you from Spectrum.



High Quality Natural Leather Coasters

Blind emboss your logo and slogan

As low as **49¢** each

Growth business in the suburbs has led to more commuting by car. Due to this increase in commuter traffic you might consider imprinted car products such as litter bags, trunk organizers and car-care products for your next promotion.

Promotional products are multipurpose and diverse. Items are useful and always appreciated by recipients. The promotion buyer is able to get direct, measurable, affordable, adaptable and versatile publicity which is ongoing and creates goodwill. Top seven uses for promotional products:

- promote goodwill/image builders
- reinforce marketing of existing products, services, facilities
- recognize employee performance
- generate sales leads
- promote trade show traffic
- introduce new products, services and facilities

The most popular products used in Canada

Wearables
Writing Instruments
Glassware/Ceramics
Trophies
Emblematic Jewelry
Clocks and Watches
Buttons / Badges / Ribbons
Sporting Goods
Calendars
Desk Office Business Items
Automotive Accessories
Houseware Tools
Food Gifts

Most Popular

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.

