

EXPLORER

Spectrum Promotional Marketing

Summer Edition – July, 1998[®]

Spectrum's Exclusive Line of Custom Woven Promotional Products

The enclosed bookmark/calendar is our gift to you and will demonstrate the quality and usefulness of these fine Canadian made products.

Choose from an exquisite selection of intricately woven garment labels, bookmarks, calendars, holiday greeting cards, plus more! These beautiful products are backed by quality customer service and can be personalized with your message or corporate logo. Call your Account Manager for a quotation based on your exact requirements.

E-mail Opener



Opening your mail has never been easier with this letter opener in the shape of the "@" symbol. This unique design ensures safety and is compact and easy to use. Ideal for promoting your E-mail or web address!

Colour	computer gray or black		
Size	3" diameter		
Imprint area	3/16" one line curved copy		
250	500	1000	2500
1.65	1.59	1.55	1.50 (each)
Set-up (one time) \$ 25.00			

3M Success Story

A major retailer wanted to celebrate an anniversary plus recognize key employees with a gift that they could also use in the future for awareness building.

3M's Pop'n Jot Refillable Desktop Dispenser with a great looking gold "Anniversary" imprint now adorn the desk of this company's managers. Printed refill pads can quickly and inexpensively communicate messages whenever new programs are rolled out.

Spectrum is "pleased as punch" to announce that Account Manager, Aminata (Amy) Touré, has recently been discharged from the hospital and is on her way to making a full recovery from the terrible automobile accident she was involved in last January 30th. We are looking forward to having Amy back with us in September but for the time being we are just very happy that she is fine. In the meantime, Charlotte Carrier, will continue to look after Amy's customers.

“If you can stop at 550, why not at 500?”

Why do we have overruns and underruns on orders?

When we receive orders, our factories set up their machinery to run the quantity ordered but must allow for the possibility of losing some pieces throughout the manufacturing process. Damages to items can occur at any point of this process from start to shipping.

For example, a lapel pin order for 500 pieces is set up to run for 530 pieces. During the plating process, numerous pieces can be lost in the plating tanks. Our factory could then end up with, lets say, 515 pieces. the next step is quality control. Several more pieces can be rejected at this point. Our factory may actually begin the packaging process with very close to the original 500 pieces ordered.

If our factories ran just the original 500 pieces, you could end up receiving well under the quantity desired (or needed). We would then probably hear from you requesting to supply the underruns which is very expensive to set up all over again.

So, in response to your questions, “If they can stop at 550, why not at 500?, the answer is, “we can”. Just let us know but don’t be angry or disappointed when you receive less than you actually ordered. All of us at Spectrum are committed to keeping every customer happy.



Twist and Shout

Here’s a slight variation on the stress reliever. “Bendwear” promotional advertising with a twist looks a lot like multi-coloured worms! These slender pieces of rubber over wire offer hours of fun, as they can be twisted and curved to from anything your imagination can come up with. Use them on coffee mugs or telephones, or join them together to create your own works of art. Great tradeshow handouts. Bendwear can also be used in mailings or given to school students to help spark creativity.

Production Tip

Quality Silkscreening

When predicting how a garment affects print quality, our silk-screener must consider the variables in garment construction.

All fabrics are knitted, bleached, dyed, and sewn by different methods, depending on the manufacturer and type of material. As a result, there are variables such as dye type, yarn type, and the stitchwork on hemlines and collars.

The one variable that affects printability is the fabric’s stitch density — the number of threads woven into a square inch of the material. The higher density materials will allow us to use a finer mesh and print more detail, which are important concerns when working with halftones especially.

In the past, fleece products, in particular, were coarsely knit and restricted printing options to line art images with low detail. Now available from Hanes Canada is a revolutionized fleece with a 30% tighter stitch density. It is now even possible to do amazingly nice four colour process designs. This tighter platform fabric provides the best canvas for your most detailed designs.

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)

Patricia Cook (Florida/USA)

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.

