

EXPLORER

Spectrum Promotional Marketing

Spring Edition – April, 1998[®]

Great new stuff from GreatStuff

Piggy banks, memo holders, and 12" rulers made with retired currency! Memo holders and 12" rulers made with recycled wood pulp! These popu-

Paper or Plastic, check it out...

lar giveaway items are made from high quality polymer/paper compound — and can be imprinted with an optional recycling awareness message along with your company name or logo.



New Product FOAM IN SHAVE

Here's an exciting new product your customers will love. It's a totally unique concept in shaving products. FOAM IN SHAVE is a disposable shaver with shaving lather in the handle. This quality manufactured shaver features a stainless steel twin blade head. The handle dispenses a rich, luxurious lather. The perfect item for business and vacation travelers, campers, truck drivers, military, and as a trade show giveaway. It's a convenient one piece shaving kit for the person on the go. Ideal complimentary gift for hotels, airlines, resorts and institutions.



Trends

Studies show that the brain can retain seven independent thoughts at one time. Knowing this, smart marketers are using promotional products with an inherently high number of imprint exposures such as mugs, clocks, pens and magnets to get their messages across. Used almost subliminally, these promotional products in particular, along with calendars and notepads, can be the perfect vehicles to permanently imprint a message on the mind of a customer.

Whether it be a new business venture, or a reminder of an existing company and its services, selecting ad specialties that add continuous visibility is a great way to lay the groundwork for successful sales.

Artwork - What exactly is Camera-Ready Art?

Black & white PMT (photo mechanical transfer) at 1200dpi (dots per inch) minimum. colour separated, artwork to size. If this is not available, a black & white lasercopy can be supplied, but it should be printed at minimum 600dpi on premium laser printer paper. Font names should be supplied whenever possible.

ELECTRONIC MEDIA: 3.5" diskette, Syquest or Dynatek removable cartridge up to 88 meg. Zip disk up to 100 meg. CD, Modem (e-mail). Our modem receives at 28.8 baud. All files sent by electronic media must include any fonts used in the graphic. If type has been saved as an outline, the font name should be identified.

All electronic graphics must be accompanied by a hard copy printout of the artwork, preferably camera ready so that we have the option to scan if more suitable. If a file is sent via modem, a hard copy should be couriered or faxed so there is a basis for visual matching.

MACINTOSH FORMAT: We prefer Macintosh based Quark Express or Illustrator. IBM programs can usually be converted, however, we will quote prices only after usability of the file has been determined.

Promotion Ideas... FOR KIDS!

KAPERKITS!

Looking for something fun, educational and inexpensive to give to children while promoting your company?!? Why not give them one of our 100% Canadian Game Boards. We have two made exclusively available to Spectrum. The "EnviroGame" was designed for parents to play with their children. On each of the 36 question cards, there are two sets of questions, one a little more difficult than the other. This makes the game fun for everyone. And all the questions are about our environment - even adults are bound to learn something new!

The other is our "Dino Game" which is a game about staying healthy and drug & alcohol free. It's fun and way cool!

Call your account manager today for more details.



the white cotton shirt...

For Every Day. For Every Business Occasion.

Nothing compares to the look and feel of a crisp white cotton shirt. This singular piece of clothing is the most fundamental element of dressing. Understated and elegant, it serves as fashion's foundation, a well established wardrobe staple for business men and women alike.

It is economically priced and when custom embroidered, is an affordable image-builder for any business.



When was the last time you put a golf ball in your mouth?

Never? Think it's a nutty idea? So do we!

That's why we produce bite-size, half golf balls... in delicious white or dark chocolate... individually wrapped with your custom imprint.

They look like golf balls, feel like golf balls... but cost a whole lot less. And they aren't as hard to get your mouth around. Order in silver, gold, black, white or forest green wrappers with your choice of imprint colour.

Imprint area. 1.75" by 1.75"

Setup. \$50.00

Quantity.	250	500	1,000	3,000	
	\$1.12	\$1.02	\$.89	\$.79	/each

NEWS!

Flash

**WE RECEIVED A 1997 HONOUR ROLL AWARD
RECOGNIZED AS A LEADING CANADIAN
DISTRIBUTOR OF PROMOTIONAL PRODUCTS**

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.



CANADA