

COUNSELOR

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MARCH 2005

Minority Report

10 Industry Players To Watch

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How to Break Into The Professional Services Sector

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Online Dynamo

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A Threat To The Industry?

henderling

APPRECIATION

CUSTOMER APPRECIATION PARTY IS HUGE SUCCESS

Despite cold and rainy weather, over 100 current and potential clients stopped by moxie premiums' (asi/277959) newly-transformed Manhattan showroom for a night of food, drink and live entertainment. Co-hosted by its sister company, pierceaxion design, the holiday event was a raging success – and a perfect showcase for its event planning service.

"We wanted to demonstrate to our customers that not only can we produce their promotional and gift items for an event," explained Jennie Azoulai, moxie president, "but we can also take care of all of the details – we can even turn an office into a party."

Helping establish the night's retro theme was moxie's own B-Line Express group, which performed a special '70s set. They followed it up with a range of tunes from the 1940s to the present, including show tunes, Latin rhythms and holiday favorites.

The night ended with a raffle for prizes supplied by many of the best-known industry and non-industry companies, including: A.T. Cross (asi/47520), Bullet Line (asi/42424), Coach (asi/45518), Mom n' Pops Inc. (asi/71995), OraLabs/Leashables (asi/75202), Sanford Business-To-Business (asi/84833), Swiss Army Brands (asi/90414), TRG Group (asi/90507) Art From Mud, Kosta Boda and Orrefors.

PPAF Combines Holiday Cheer and Charitable Giving

The Promotional Products Association of Florida (PPAF) held its annual holiday function for supplier and distributor members at the Seminole Hard Rock Hotel and Casino in Tampa last December. The event provided members with a chance to network and celebrate the season with one another. The night included gourmet food, live entertainment and a host of table and door prizes donated by participating supplier companies.



Record attendance for the Promotional Products Association of Florida's holiday party resulted in record donations for the local Toys For Tots Program.

The highlight for many was the inclusion of the U.S. Marine Corp. Reserve Toys For Tots Program. The group collects unwrapped toys for needy local children who might otherwise go without during the holiday season, inspiring a record turnout that donated over 50 toys to the program.

"This year's party was a huge success," says Lori Bauer, director of PPAF. "The excellent turnout can be attributed to the venue and a genuine willingness for members to get together for a good time and a good cause."

AWARDS

NOTEWORTHY WINS INTERNATIONAL PRINTING AWARD

The Noteworthy Company (asi/74360) earned the 2004 Silver Award for Superb Craftsmanship at the 30th annual International Gallery of Superb Printing. The award was given for Noteworthy's Heineken beer bag that was printed with a process known as flexography that prints high-quality, full-color images across a plastic surface by transferring an image directly from flexible rubber plates.

"Full-bleed, four-color printing on plastic presents some unique challenges," says Bob Lurenz, plant manager for Noteworthy. "The combination of process color inks and the heat used to seal the edge of the bag would normally melt the plastic, but we've developed proprietary techniques using inks that can withstand high temperatures."

The event is sponsored by the International Association of Printing House Craftsmen, an organization for the advancement of printing and graphic art. Noteworthy's entry was one of 2,700 submissions that were judged from around the globe.