

# Laserable Promotional Products

Laserable Promotional Products are a great complementary product line to supplement the income of any awards or gift shop that has a laser engraver. They can be a great short-run solution for customers who don't need large enough quantities of promotional items to qualify for traditional promotional product discounts that can have very high minimums. Also, many of these products tend to be the type of items that can be used not only as promotional products, but also as gift items and corporate rewards and/or incentives. Examples of some such products offered by JDS Industries include laser engravable flashlights, pocket knives, multi-tools, pens, travel mugs, vacuum insulated bottles, water bottles and much more. All of these products are available in a variety of colours and laser beautifully. Here are some helpful hints and tips to keep in mind when selling and lasering promotional items.



Firstly, guide your customer's choice in product and art to something that will result in an end product that will impress them. Sometimes customers think they know what they want, but they don't have the technical knowledge or experience that you do. Use your expertise to help them select options that will result in an impressive finished product. For example, your customer may have an intricate logo that they want lasered on pens. You know that an intricate logo will lose its details when sized small enough to fit onto a pen. You can explain this to your customer and suggest that either they stick with text on a pen or choose a larger product such as a mug or key chain on which to put their logo. Your customer will be happier with their end product and will appreciate that you are someone with expertise in whom they can consult on future projects.



Additionally, when your customer asks you to create a promotional product for them, keep in mind that the purpose of the product is to promote their business or event. To that end, be sure that the art and text you use is to the point and easy to read. While there are times that your creativity and artistic flare fit the bill, promotional products may not be the best time to put those skills into practice. Use the art your customer provides. Most companies have spent a lot of money on a logo and or marketing program. They won't appreciate you 'tweaking' it. Also, be sure when using text, that it is a simple, block font that is easily readable. If the person who ends up with the item can't easily read the information, they won't contact the company and the promotional item will have failed to accomplish its one main task, namely promotion.

Lastly, use the tools available to you to make the lasering job easier, quicker and more profitable. For example, JDS offers templates for our products on our website. This will save you the time of scanning objects and creating your own. Also, for items that don't lay flat on the engraving table, keep some silly putty or modeling clay on hand to use as a quick fix. This saves the time of making jigs for items that you don't laser large quantities of. Also, when doing an initial run on a new project, practice on a piece of scrap plastic first. If you've made an error in your art or calculations, it's better to find out on a cheap piece of scrap than on the products you've ordered in especially for the job. All of these tips will save time and money that will increase your profits on each job you run.

If you begin offering your customers these promotional products, you will both complement their advertising efforts and increase your sales. For a full list of Laserable Promotional Products offered by JDS Industries, Inc., see our 2011 Fall Specials brochure or visit our website. JDS Industries is committed to offering the newest and most innovative products available, competitive prices and great service and support.

