

FACT SHEET

PROMOTIONAL PRODUCTS

First Impressions Count!

Yes, it's a proven fact. A prospective client always remembers the first time they "met" your company. This is why more and more businesses are placing special emphasis upon promoting themselves with exactly the right image, at the right time, to the right person.

Through experience, we have recognised that many clients are looking for that key element in their promotional product that mirrors both their corporate identity and successfully delivers the message to their chosen market.

But this is just the beginning...

Where do I start?

This is where CDP can step in and help you. Our expertise in providing many major companies with Promotional Products has allowed us to increase their market presence and develop their business further.

Formed in 1974, CDP are now one of the largest independent print management companies in the UK. To cater for our clients ever changing and more demanding needs we are continually adapting our range of products and services to meet this demand. Promotional Products is one such area...

An unlimited product range to meet every need

CDP provide a different type of promotional product service. As the picture on page 2 will demonstrate, CDP have already established a track record in supplying a wide range of very different promotional merchandise to clients in many different market sectors. However, these are just a few examples of the type of products we have already supplied. In fact, there is no limit to our promotional merchandise product range, which is why we don't give you a catalogue!

A small selection of the Promotional Products and Service CDP can provide in your brand are:

Pens	Mugs
Playing Cards	Coasters
Mouse Mats	Clothing
Pads & Books	Presenters
Diaries	Balloons
Glassware	Chocolates
Awards & Certificates	Jigsaws
Toiletries	Desk Top "Toys"
"Post It" Notes	Cameras
Delegate Packs	Vouchers
Drinks	Plants & Flowers
Banners & Flags	Sports Goods





A more personal service - to save you time and effort

Instead of leaving you to plough through hundreds of pages of heavy catalogues, CDP provides a more personal service. Just tell us the type of item you're looking for, and we'll come up with a range of options and samples for you to choose from. Depending on your requirements, these options may differ in style, quality, production method and price,... so you can then make a quick and easy decision to best suit your marketing objective, delivery deadline, and budget! But it doesn't stop there...

Looking for some creative ideas?

To ensure that every promotion gets off to a

flying start, we can start at the beginning and tailor make a specific product to suit the event or promotion. Just let us know what type of event the merchandise is for, how you intend to use it, and if possible an idea of your available budget, and CDP will come up with a selection of different ideas on possible items of merchandise for you to consider. Being creative is only part of the service...

Artwork setting & proofing

To ensure you get the speed and flexibility of service you need for all of your artwork setting and proofing requirements, at CDP we have our own in-house origination department. This allows us to take simple artwork such as logos and then create an image that reflects both the product and the promotion. However, this is not the full story...

Samples – at your service!

Pictures and diagrams are great, but they don't give you the full story. At CDP we realise that the touchy-feely aspect is a key element in the decision making process. This is especially true with such high profile items such as clothing or corporate gifts and sales presenters – they have to be not just right – but perfect for the intended use.

This is why CDP have developed our full samples service. We are able to provide you with samples or mock-ups / dummies of the products that you are interested in using. Depending upon the complexity or cost of each item, a small % may

BRANDING FOLDERS SPEN



complexity or cost of each item, a small % may carry a minimum charge – but this of course is deductible from your first order.

Delivering our promise

Every single promotional item we have created for clients has been part of a much wider marketing campaign. This is why CDP have developed a full logistics and Pick & Pack service to enhance your marketing strategy. Timed mailings, strategic deliveries, in-store build, selective distribution, personalised messages... we do it all so that you can focus on the bigger picture.

We work – you stay in control

CDP has over 40,000 sq feet of logistics in London & Liverpool to provide a truly national & international distribution service. The whole network is managed by the latest Top Form IT system, which means that you can access your stock and delivery status at the click of a mouse. And that's not all. As an integral part of our service we give you regular bulletins that show all activity so that you have the complete picture at your fingertips - delivered direct to your PC. Which means that you stay in control throughout the whole campaign.

Rest assured, you're in safe hands with CDP

Our policy is to offer a consultative approach to providing you with the right promotional products, at the right time, and within your budget.

To demonstrate our commitment to the high

standards of service expected from a leading supplier in the Promotional Merchandise Industry, CDP is a member of PROMOTA, the Promotional Merchandise Trade Association. As such we honour the Association's Code of Conduct, which protects customers and their rights.



I like the idea...so where do I start?

On the back page we have set out a Guide to Promotional Products that will guide you through the information we need to help you decide on which format and style you require.

If you need further information and samples then please contact us and we'll do the rest:

Tel: 0800 1954 991

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