

Case Histories by



Thousands of items from four brands you love.  
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ASI 68507    PPAI 112424    UPIC MAGNET    SAGE 52498

**JUST BECAUSE IT'S  
A 24-HOUR  
BUG  
DOESN'T MEAN IT  
DESERVES TO  
LIVE  
THAT LONG.**

**SAME-DAY APPOINTMENTS**  
866.222.0500

**McLAREN**  
COMMUNITY MEDICAL CENTERS  
A **MAGNET** HEALTH CARE

Better Doctors. Better Care.™

New patients welcome.  
DOWNTOWN • LANSING • LANSING BURGLER • OWASSO



Item: Super Seal Card

Customer: Healthcare-  
Community Medical Center

Use: Sent to local  
patients/residents regarding their  
urgent care/same day  
appointments service.



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**SMARTLINE**  
Direct Mail that gets Results



Item: Super Seal Card w/Perfed  
Coupon & Custom Magnet

Customer: Large Pizza  
Franchise

Use: A direct mail piece for  
several different locations of a  
pizza restaurant. Each store also  
ordered extras of the custom  
shaped magnet as a giveaway  
for customers who stopped by.



WWW.THEMAGNETGROUP.COM



**SMARTLINE**  
Direct Mail that gets Results



Item: Skin Packaged Postcard

Customer: Business That Regularly Attends Tradeshows

Use: A tradeshow giveaway that both prevents customers from walking away with too many small items (like a pen) while also including some company.



[WWW.THEMAGNETGROUP.COM](http://WWW.THEMAGNETGROUP.COM)







Item: Custom Kiss-cut Magnet  
with Vinyl Pouch

Customer: Camino Federal  
Credit Union

Use: Given away at the bank to  
encourage parents to open  
savings accounts for kids. Also  
used in the classroom to teach  
children the concept of adding  
and subtracting money.





Make your own *Mii*.

Wii™



Item: Custom Kiss-cut Magnet

Customer: Nintendo Wii

Use: At an event in New York City a dress up doll magnet with two players and Wii controllers were polybagged and handed out to all attendees.



ASI 68507

PPAI 330919

UPIC MAGNET2

SAGE 52498



Item: DT01 Dot Magnet

Customer: Walgreens

Use: Giveaway at a tradeshow with the focus of keeping important healthcare documents (i.e. scripts, etc) pinned up on their fridge as a reminder to refill them, etc.



Item: K15 – Silicone Oven Mitt combined with a postcard/magnet

Customer: Hospital

Use: Given to cardiac care patients to bring awareness to maintaining heart health. The oven mitt was imprinted with the hospital logo. A postcard and magnet containing tips on maintaining a healthy heart was inserted into the mitt.

Item: K13 - Silicone Colander

Customer: Bank

Use: Used at a company outing as an item that would have meaning to opening up new bank accounts. They wanted something that was functional, yet kids would have fun with as well. They used the strainer with a slogan "Are your interest rates draining your bank account"? The kids used the strainer with bubbles for the day.



Item: PEN09 – Decision Pen

Customer: Restaurant Chain

Use: As an item that they could incorporate 6 different restaurants in one chain. They customized the base in the shape of a Chili & put the names of the 6 different restaurants. They handed this out as a give away to regular customers.



ASI 68507

PPAI 260424

UPIC BAGFCTRY

SAGE 52498



Item: BG660 Featherlite  
Drawstring Backpack

Customer/Promotion: Breast  
Cancer Awareness Event

Use: Giveaway at a major event  
for Breast Cancer Awareness-24  
hour walkathon. Used to keep  
all walkers water, etc. they  
needed with them as they  
walked, since they couldn't leave  
the track for specific amounts of  
time during their leg of the event.







Item: BG430NL, Value Tote -  
Natural

Customer: Summer Camp

Use: Used as a welcoming gift.  
The logo created an imprinted  
area where the child could write  
their name clearly.





Item: BG159 – Celebration  
Bucket Cooler

Customer: Pep Boys Auto

Use: Used cooler as way to co-brand for summer picnic event, filled up with samples of product from different auto distributors and imprinted with their logo, used as raffle prizes.





Item: BG921 – Trunk Organizer

Customer: Financial

Use: A company was doing a golf outing and wanted an item that was less than \$5.00. They used this piece as a golf shoe bag and added golf T's and golf balls.





# **BENCHMARK CRYSTAL & CLOCKS**

ASI 68507   PPAI 11438   UPIC BENCHMRK   SAGE 52498



Item: 9711 - Interstellar

Customer: Large Company

Use: An award for a company's account executives at the end of the year. Each name and the company logo were printed on the plate. The company's mission statement was inserted into the picture frame area.



Item: 7109 Album Clock

Customer: Hospital

Use: After adding a new wing and renovating some sections of their facility pictures of the ground-breaking as well as the 'before-and-after pics' of the renovations we inserted into the album and given as a gift to the Board of Directors.



Item: IC318 – Glowing Egg

Customer: Constellation Energy

Use: A holiday award for all employees, had sitting out at each place for dinner, when President of company got up to speak they turned the lights off and they all glowed in the dark to signify that each person makes the company a success.

## The Power of the Group



Item: Magnet, Cooler and  
Magnetic Brick

Customer: DirecTV

Use: Customer Service  
Appreciation Gift distributed to  
reps at each DirecTV call center.  
It combined a picture frame  
magnet, magnetic brick, and  
was packaged in a Bag Factory  
cooler.





# The Power of the Group

**UNICARE.**

**SL11TB** Emergency & Generator Flashlight  
As Low as \$ 9.99 (1)

**OR1TB** Smart Clock  
As Low as \$ 8.99 (1)

**LR1TB** Book & Laptop Light  
As Low as \$ 1.99 (1)

**CL3TB** Power Clip Handy Light  
As Low as \$ 1.99 (1)

**CL2TB** Rubber Power Clip  
As Low as \$ 1.19 (1)

**UNICARE.**

**PE11TB** Lamp Flashlight Pen  
As Low as \$ 1.49 (1)

**PE12TB** Magnetic Roller Pen  
As Low as \$ 0.99 (1)

**PE13TB** Magnetic Roller Pen  
As Low as \$ 0.99 (1)

**PE14TB** Pen Bag  
As Low as \$ 0.99 (1)

**UNICARE.**

**HR1A** Heart Ribbon Magnet  
As Low as \$ 0.49 (1)

**PF2B** Picture Frame Magnet  
As Low as \$ 0.99 (1)

**INFO3** Breast Cancer Magnet  
As Low as \$ 0.34 (1)

**REMINDER / LIST**

**FREQUENTLY CALLED NUMBERS**

**HR1A** Frequently Called Numbers  
As Low as \$ 0.34 (1)

**WORDSPIC** Mountain Message Magnet  
As Low as \$ 0.74 (1)

**WORDSPIC** Healthcare Message Magnet  
As Low as \$ 0.74 (1)

**UNICARE.**

**BO20BY** Travel Chair  
As Low as \$ 14.99 (1)

**BO30BY** Folders Backpack  
As Low as \$ 5.79 (1)

**BO31BY** Folders Totebag  
As Low as \$ 3.59 (1)

**BO32BY** Lunch Folders Totebag  
As Low as \$ 4.99 (1)

## FREEMAN

### INTERNAL OFFICE MERCHANDISE

**P274**  
The Heavyweight  
Pencil Holder  
Imprint Area:  
1 1/2" x 2 1/2" W  
As Low as:  
\$ 3.99 (U)

**D7917**  
Helicopter Pen  
Imprint Area:  
1 3/4" x 1 3/8" (part)  
1 3/4" x 1 3/8" (base)  
As Low as:  
\$ 3.50 (U)

**S271**  
Sail Top Pen-Blue  
Imprint Area:  
1 1/4" x 1 1/4"  
As Low as:  
\$ 2.95 (U)  
Minimum 100

**STPM**  
Stapler  
Imprint Area:  
1 1/4" x 1 1/4"  
As Low as:  
\$ 2.99 (U)

**CB01**  
Spiral Computer Brush  
Imprint Area:  
3 1/2" x 1 1/2" x 1 1/2"  
As Low as:  
\$ 0.99 (U)  
Minimum 200

**STPM**  
Stapler  
Imprint Area:  
1 1/4" x 1 1/4"  
As Low as:  
\$ 2.99 (U)

**CB01**  
Spiral Computer Brush  
Imprint Area:  
3 1/2" x 1 1/2" x 1 1/2"  
As Low as:  
\$ 0.99 (U)  
Minimum 200

**PCD01**  
Paper Clip Dispenser  
Imprint Area:  
1 1/2" x 2 1/4"  
As Low as:  
\$ 2.49 (U)

**STP01**  
Stapler  
Imprint Area:  
1 1/2" x 1 1/2" W  
As Low as:  
\$ 2.99 (U)  
Minimum 100

**CA01**  
Calculator  
Imprint Area:  
1 1/2" x 1 1/2" W  
As Low as:  
\$ 1.99 (U)

**STP01**  
Stapler  
Imprint Area:  
1 1/2" x 1 1/2" W  
As Low as:  
\$ 2.99 (U)  
Minimum 100

## FREEMAN

### SPORTS AND GOLF

**BG01**  
Basketball  
Imprint Area:  
11" x 11" x 11"  
As Low as:  
\$ 19.99 (U)

**IC019**  
Eagle Shot  
Imprint Area:  
1 1/4" x 2 1/8"  
As Low as:  
\$ 149.50 (U)

**BG01**  
Basketball  
Imprint Area:  
11" x 11" x 11"  
As Low as:  
\$ 19.99 (U)

**IC019**  
Eagle Shot  
Imprint Area:  
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As Low as:  
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11" x 11" x 11"  
As Low as:  
\$ 19.99 (U)

**IC019**  
Eagle Shot  
Imprint Area:  
1 1/4" x 2 1/8"  
As Low as:  
\$ 149.50 (U)

## FREEMAN

### TRAVEL

**BG01**  
Basketball  
Imprint Area:  
11" x 11" x 11"  
As Low as:  
\$ 19.99 (U)

**BG01**  
Basketball  
Imprint Area:  
11" x 11" x 11"  
As Low as:  
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