



ImagePak Marketing Reveals Why Custom Stubby Holders are Marketing Gems

Supplier of promotional products, uniforms and safety clothing in Perth provides reasons why stubby holders are some of the best corporate gifts around.

Perth, WA, 19 June 2014 - Many companies in all different fields use promotional products as gifts to their customers to help spread the word about their company and be able to market themselves. Among these numerous products available, stubby holders are one of the best and stand out because of their various advantages and properties.

Where other promotional gifts fall short or have risks associated with them not being good enough to get the marketing job done, stubby holders are able to generate effective reminders of a company's image and thereby bring in customers, both old and new. This sets them apart from the others and truly makes them a marketing gem.

To provide ample explanation as to how and why stubby holders are so effective, Scott Eaton, owner of ImagePak Marketing, one of the largest companies in this field in the Perth area, provides his expert insight.

"Stubby holders are some of the best promotional products available because they are practically useful, provide consistent reminders of the company that gave them out and are fully customisable with a wide selection of different types. This not only makes them effective, but gives the company options as to how exactly to utilise them."

Eaton then elaborates on these points, beginning with the practicalities of stubby holders.

"Customers who receive corporate gifts react best when the item they are given is both practically useful and something that they can cherish. Stubby holders are both: they are useful for keeping drinks cold and they are used on a frequent basis, be it at home or at social gatherings. This not only ensures that the person will hold on to your gift, but that they will also use it and be reminded of your company in the process."

He continues to explain how exactly stubby holders provide consistent company reminders.

"Each time that a person goes to take a sip from their drink held by your company's stubby holder, they are reminded of your company by the name and logo printed on the side. In addition, each person near the user will also see and think of your company, giving this item remarkable advertising potential. When you couple this with the fact that people tend to hold on to stubby holders and other useful items for long periods of time, you have an excellent marketing tool indeed."

Eaton then states the different types of stubby holders and how they can be customised.

"While traditional and full colour sublimation models of stubby holders are among the most common, they are not the only ones. There are also flat pak kinds which make the item easier to store and transport, as well as snap wrap ones which are unique in their own right. For something truly unique, the new beer gauge type of stubby holder helps the user keep tabs on how much they are drinking and helps the product stand out even more. All of these models are completely customisable with regards to colours and things printed on them."

Eaton concludes by stating his company's role in helping others order their own stubby holders.

"We at ImagePak have a well-trained team of professionals at the ready to help you custom-design your own line of stubby holders. You won't be disappointed with how effective these items are for advertising."

ImagePak Marketing is one of the largest suppliers of promotional products in the Perth area. They offer silicone wristbands, corporate wear and other giveaways. For more information, please call (08) 92444 111 or check out their website: <http://www.imagepak.com.au/>.

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