



# USB Flash Drives Becoming a Popular Promotional Product in Perth

Promotional products supplier in Perth reveals why USB flash drives work so well as a promotional giveaway item.

Perth, WA, 8 October 2014 - The USB flash drive is becoming a popular promotional giveaway product. Since they cost a bit more than traditional giveaways, a lot of business owners are curious as to how the flash drive has become so popular. Recently, Scott Eaton of ImagePak Marketing, distributor of promotional items in Perth, explained the phenomenon on his company blog.

According to Mr Eaton, "A USB flash drive is a great promotional giveaway gift. It is a cut above the average promotional product. Companies who give them away tend to stand out from the crowd. People remember who gave them their flash drive because they are personalised with the company name. They tend to look on companies who give high quality promotional gifts as more successful and resourceful than other companies."

What is a USB Flash Drive?

A USB flash drive is a small "memory stick." The USB flash drives available at ImagePak Marketing range from 1gb to 64gb. That is enough to store the entire databases of many businesses. It will store thousands of documents.

The Appeal of a USB Flash Drive

Those who are given a USB flash drive, especially one that is 1gb or larger, tend to be very appreciative. It allows people to store most of what they need on their computer in their pockets. They can copy files and documents from one computer, store them on their flash drives and use them on their own computer later. People who use a lot of computers and databases find flash drives to be extremely useful.

Another part of the appeal is that it is an above average gift. People know how much 64gb of memory costs and are very appreciative when it is given to them. They tend to see companies that give them gifts on that level as more successful and more resourceful.

Employee Productivity Tool

Some firms give USB flash drives to employees. Sometimes they are given as incentives or rewards and sometimes they are given as productivity tools. Flash drives make many jobs exponentially easier to execute.

The Reviews are Positive

According to Mr Eaton, the results for those using USB flash drives as promotional giveaway items has been overwhelmingly positive:

"We always get great feedback from those who choose to give away USB flash drives. Most businesses use them in conjunction with other promotional items, giving them to preferred clients or high-performing employees. Especially with the 64gb drive, clients, potential clients and employees alike are always impressed and grateful to have received such a useful, high-quality gift."

Mr Eaton concluded, "We are happy to see our customers get such great results with their flash drives. I carry one myself because I know how useful they are. Now I never go to work without my flash drive."

ImagePak Marketing distributes promotional products in Perth. They carry a wide range of promotional items from stubby holders and travel mugs to USB flash drives. They also provide corporate apparel and sport uniforms. To learn more or for an estimate, call 1300 658 745 or visit their website: <http://www.imagepak.com.au/>.

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