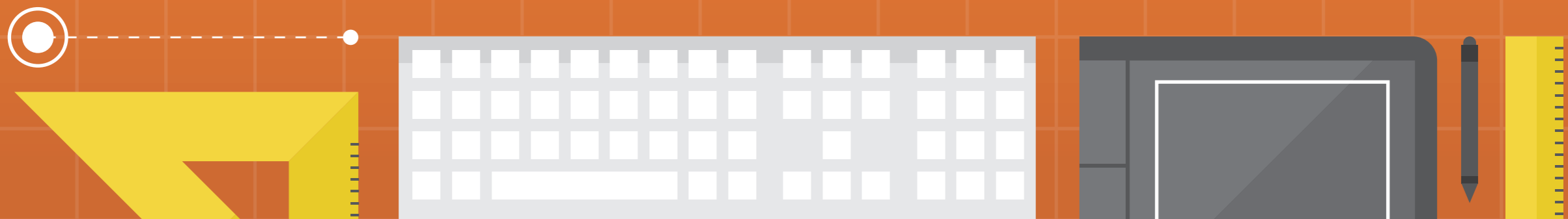


THE TRUE COST OF




VECTOR Artwork





You know it is essential to use vector artwork to decorate promotional products, plaques, awards and more, but you may not realize how much it costs your business. Here is the impact – both to you and your customers – of various approaches. Consider this information as we head into a new calendar year. You may want to make some changes.

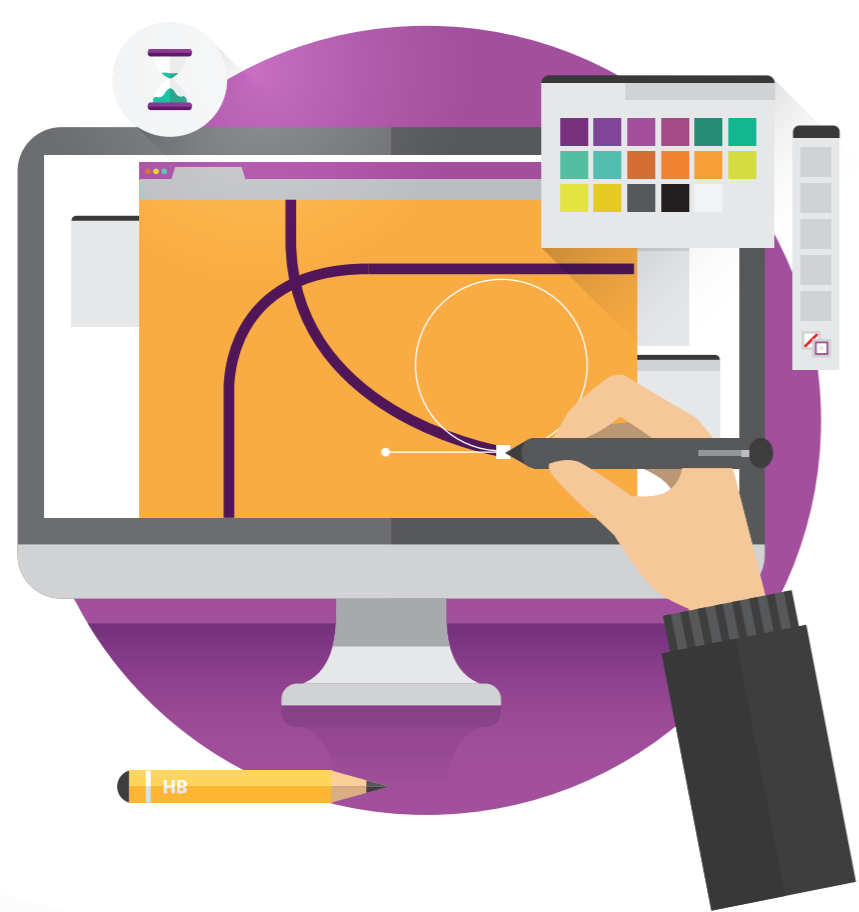


PAYING SUPPLIERS FOR VECTOR ARTWORK




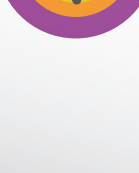
-  Lose time coordinating art with multiple suppliers
-  Lose cash on repeat art orders
-  Lose customers (potentially) due to excess charges

EATING THE COST OF VECTOR ARTWORK (VERSUS CHARGING CUSTOMERS)





-  Cut into your profit margin
-  Undermine the ability to charge for art on other orders

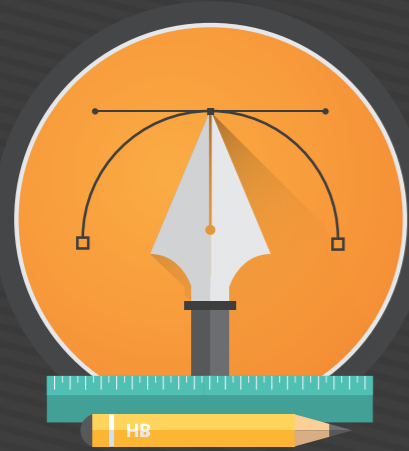


DOING THE VECTOR ARTWORK YOURSELF

-  Take time
-  Require a range of skills
-  Might choose wrong colors
-  Lose opportunity during that time to be selling more customers

USING TIME WISELY INSTEAD OF ON VECTOR ARTWORK

-  Research suppliers to find better pricing
-  Uncover the lowest shipping rates
-  Find the perfect items for customers
-  Turn products into campaigns for better ROI



VECTOR ARTWORK IS NECESSARY, BUT IT IS ALSO A COMMODITY. By choosing an outside resource, you can pay a low cost, own design files and use them repeatedly for no additional fees. Even better, you can spend your time better by displaying your unique marketing and sales expertise and by building relationships!



YOUR SUCCESS. THAT'S THE WHOLE IDEA!

