

# More Bang For Your Advertising Dollars!!

The promotional products industry has become big business. Last year, Alberta businesses ordered just over \$500 million in promotional marketing products, ranking second in Canada, in what has become a \$4-billion industry. Showcasing your logo or a brand goes beyond corporate pride; businesses invest in promotional products because it's a highly effective form of marketing. What other form of advertising allows you to place your brand directly into the hands of your customer? Whether it's a desktop item or a high-end golf shirt, there's no better way to reach your customers. Sharon Miller has helped hundreds of businesses successfully promote their brand.

Miller started Pro Image Promotional Products over two decades ago and has seen, first hand, how the industry has evolved and what's important to businesses today. "Times have changed and the quality and selection of products has increased dramatically," asserts Miller.

"Manufacturers now offer high-tech performance outerwear with waterproof seam-sealed styles that are available in a full range of sizes for both men and women. Today the most popular items are driven by the need to reduce our carbon imprint. Totes, memory, drink ware, stationery and pens are industry leaders. The range of items is limited only by the customer's budget and imagination," she says.

"Our industry is growing faster than many other segments in the marketing arena because you can place a specific product right into the hands of the person you want to thank or simply get their attention," adds Miller. "It's a very direct form of advertising."



Sharon Miller

"At Pro Image, our mission is to promote your professional image and our job is to make the client look good," she says. "We work with the client's marketing team to select the appropriate product that matches both the budget and the purpose. Our suppliers have become much more efficient and high-tech. We can order a product this afternoon and have it shipped within 24 hours completely customized with the client's logo."

Pro Image offers a full range of products. Whether they are business gifts, long service and safety awards for employees or achievement awards for outstanding performance, Pro Image is the company to call. "If you are doing a series of trade shows across the United States, we can have your product drop shipped to your various locations to avoid hassles with cus-

tomers. If a company has multiple offices, we work with head office to cut costs and standardize their promotional program by creating a custom online store. Brand integrity and continuity is huge with clients and web stores make this very easy. Choosing the products is the most time-consuming part of the process, plus they are inexpensive and quick to set up," comments Miller.

"Creating custom awards has always been a favourite part of my business. Capturing the client's vision of an award can be time consuming, but the finished product is always very rewarding. Often pieces are ordered from many different sources and the finished product is assembled in house," she adds.

The next time you're sourcing promotional products, contact Pro Image. They are the go-to experts when it comes to making your business look good while leaving a memorable mark.



**PRO  
IMAGE**

Promotional Products

Call, click or visit their showroom:  
209, 7879 – 8th Street NE Calgary, AB T2E 8A2  
403.291.0544 • [www.proimage.ca](http://www.proimage.ca)