



**"Best Customers" deserve extra.**

For this creative company, PDQ means "Parts Delivered Quickly". Their marketing campaign shone a light on their **BEST CUSTOMERS** by giving them a "book" with the company story/photos on the cover and a surprise flashlight inside. A return postcard was enclosed, making it easy for the recipient to order the number of catalogs wanted. A great campaign for customer service and appreciation!

**TRUST**

*"Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships."* Stephen Covey

**TRUST: Your customer needs it from you** and trusts you are selling them a product of quality and value. You need to trust BookWear®, especially since we formerly sold to colleges direct. In 2014 we realized your potential for sales was exponentially greater than ours. We switched to exhibiting and marketing to ASI, PPAI and SAGE shows. We removed our phone number from our brochures and website, a risky move but **we trust in working with you!** We had listed our website on the brochure and samples but recently removed that (even though there's no phone number on the website). We've fully invested in this direction. We understand this issue and will do what we can to support you and earn your **TRUST!**

**BookWear!**  
*tell your story*  
 April Newsletter



**Savor Life and Food!!**

The Culinary Institute of America is known internationally for its cooking school. Six times they've used BookWear® as a recruiting tool for prospective students. "At the culinary Institute of America, we all share an incredible passion for food, a passion that can be summed up in one simple but profound statement. **Food is Life.**"

They teach cooking. BookWear® gives their message spice.



**Corporate Recruiting**

Everyone likes an "Ideal Opportunity". This one is in a novel form. The Bank of New York Mellon composed this "book" and targeted it toward talented prospects. Inside was a T-shirt and an insert card with additional text: "With us, you'll be challenged and motivated as you collaborate on diverse projects while being inspired by the finest leaders in the industry. Come discover a world of opportunity for yourself at the Bank of New York Mellon."

**New Product**

Spirit Sleeves are making waves in schools, classes and organizations. Show your spirit and colors. They aren't in the BookWear® catalog yet but they're coming. Watch for them on the Product Page on the website or ask for them.

