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# Promotional Items For Advertising Your Company

Promotional desk and office items are said to be the fourth-largest product category in the promotional products business. Promotional materials for desk and office merchandise are in demand because they propose larger logo exposure.

Consider the prescription and note pads goods that pharmaceuticals salesmen leave at doctors' offices. Some of these branding stuff will find their way to receptionists' desks. Others will be carried by doctors themselves. Imagine the number of people who walk in and out of clinics daily and see these advertising materials.

Another reason exposing items are a big hit in offices is that many of us spend a big part of our day in the workplace. The usual worker allocates at least 45 hours a week in the office. Imagine the number of co-workers this person has—those he works with directly as well as those who pass by his station every day—that's multiple the number of recipients these personalized merchandise were designed for.

Go out of the box. Notepads, ballpoint pens, Post-its, desk clocks, coffee mugs, calendars, and portfolios are among the most common custom personalized gifts we receive. Remember one Christmas several years ago when you got three many calendars from your company's advertisers? Or how about that new year when five different people chose to furnish you with five coffee mugs? Whether we get them from family members, friends, clients, suppliers, advertisers, and other business and personal associates, desk and office promo items are the safest thing to give because we are able to have them in and out of the office.

Who didn't need those useful notepad and a ballpoint pen within reach while jotting some notes at the kitchen or over the phone while talking to the children's principal? While they are indeed the safest presents to give at any affair, desk and office custom imprinted stuff can get repetitive and boring.

So how do you make sure your gifts don't end up being recycled and given away to others? Choose fun items that entertain more than being useful. You might also consider becoming more environment-friendly by purchasing recycled products or selecting those that are not harmful to nature.

Sarah Kendra Callister is a marketing promotions guru on [promotional license frames](#) & [engraved promotional products](#). Read articles by Sarah Kendra Callister on how you can market your business.

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