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# **Corporate Gift Giving Suggestions: The Coffee Mug**

As a token of thanks for clients' continued patronage of a business establishments products and services, these companies give their regular client items known as corporate gifts. Moreover, corporate gifts also feature in business establishments partnerships, as some business establishments give their investors some token to symbolize their wish for stronger business establishments ties.

Drinkware is one of the most popular corporate gifts given by companies. The coffee mug is the most in demand drinkware given as a corporate gift, and it has earned a permanent place in every corporate event as a door prize. People appreciate it when they receive a mug as corporate gift, considering that the drinkware is intended for a specific purpose. The mug can be made out of various materials such as plastic, ceramic, aluminum, porcelain and/or glass. The mug never goes out of fashion as a corporate keepsake. There are many styles, colors, and designs to choose from, and many corporate gift shops would be more than happy to fill in your order if it is by the bulk.

The designs on the mug are usually customizable, and could fit with any corporate event's motif. The possibilities are endless. One example to turn mugs into personalized gift items is to take a picture of a corporate affair, and then have this photo heat transfer printed unto the surface of the mug. The finished product can then be given to those who participated in the event. Thus, those who participated will have a lasting memento of the event.

Some drinkware now have lids that fit well over the rim, ensuring that if the mug holds any liquid, it would not spill accidentally. Mugs can also be used as novel and alternative "photo frames". A display mug is uniquely designed to suit this function. Unlike a drinking mug, the display mug is manufactured not for holding beverages but is solely intended for display purposes. An image is heat transfer printed unto the surface; the mug is displayed on shelves or on cabinets, just like any conventional picture frame.

Being also available in a wide array of colors and motifs, the mug is truly a practical corporate gift item. The mug is a good promotional tool, as well, considering that customers will more likely to remember a company's name if they can see it each time they take their regular morning coffee.

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