

Published based on [First impressions with the business card holder](#)

# **First impressions with the business card holder**

We are all aware that the business card is an important professional tool and it makes sense, therefore, to ensure that the first impression is complete with an elegant business card holder.

Producing tatty business cards clearly does not project the professional image that you would like, either for yourself or your business. They are used throughout the world as a marketing tool to target potential business and raise awareness of your company particulars and message so a business card holder is an effective way to protect your supply of cards and store those you wish to retain from others.

A visiting card contains vital information regarding an individual such as name, address, telephone number, professional designation and the name and type of the company they represent. Many cards are also received and require storage. As this receptacle is frequently on display it must bear some element of style as it represents the company as well as yourself.

To make a good first impression look for stylish card holders; the choice is vast. Many opt for a flat metal case which fits neatly inside the suit pocket and is easy to carry, but compact card holders are produced in a variety of materials. Leather holders add a hint of luxury and wealth to the statement. Acrylic business card holders give a clean cut look on the office desk and generally hold many more than the pocket version. Wooden holders can be intricately carved or sleek and modern. Combination holders include notepads and pens. Holders can be enhanced by having your name or logo custom engraved on the outside.

Many companies give business card holders out as presents and use them as a means of advertising since they are a very functional product and well received. Given to prospective clients they ensure that your trade name is remembered and are also used to rekindle connections where possible further trade is identified. They are used to reward staff and to celebrate noteworthy occasions, and are also useful as give-a-ways at trade fairs.

Make sure you select an elegant business card holder to make that all important first impression.

There are a broad variety of [Card Holders](#) available online and some excellent ones at [Card Holder](#) be sure to have a good look around before making a purchase.

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