

# [ RESULTS-DRIVEN CASE HISTORIES WITH BLANKETS ]



#### CASE HISTORY NO. 1

CLIENT

LAUGHLIN MEMORIAL HOSPITAL

PRODUCT

Newcastle Sherpa Blanket (NCSB), page 7.

GOAL

HR created an Employee Retention Program to attract doctors, nurses and other medical professionals to stay on staff longer. Among other incentives, each staff member received a luxury blanket with a thank you note.

RESULT

The retention rate improved by 23%. Staff members, their kids, and their dogs were very happy with their gift.

#### CASE HISTORY NO. 2

CLIENT

**WEIR COLLEGE** 

PRODUCT

Stonehouse Sweatshirt Blanket (SHSSTD), page 13.

GOAL

Knowing that graduates from the geological sciences program could face cold weather conditions in their careers, the college wanted to give them a practical "well-being" gift with high visibility.

RESULT

Over the next several years, the Alumni Department received photos from all over the world of graduates with their blankies. Many photos included colleagues with their eyes frozen shut in the background.



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#### CASE HISTORY NO. 3

CLIENT

**ANGLUM BANK** 

PRODUCT

Newcastle Sherpa Blanket (NCSB), page 7.

GOAL

Bank created a promotional campaign for current customers to invest new money into their accounts.

RESULT

Customers who added a specified minimum amount into their accounts received a blanket. Two-hundred and fifty blankets were distributed in the first month, quickly followed by two reorders. No frozen accounts here!



## CLIENT

#### CASE HISTORY NO. 4

MCGARVEY ELECTRICAL SUPPLY

PRODUCT

Highlander Four Seasons Blanket (HFSB), page 17.

GOAL

Increase safety awareness. Employees that reached 960 hours every 6 months without a safety incident qualified to receive the branded merchandise gift of their choice.

RESULT

Incidents decreased by 37% and the most commonly selected product was blankets! Employees really got a "charge" out of the campaign.



# [ RESULTS-DRIVEN CASE HISTORIES WITH BLANKETS ]



#### CASE HISTORY NO. 5

CLIENT

**LENNON MEMORIAL HOSPITAL** 

PRODUCT

Foxhill Throw Blanket (FHTB), page 11

GOAL

Recognize nurses, physicians, building operations, administration, and clerical staff during Nurses' Week.

RESULT

The HR Department received thank-you emails with "blanket" statements of gratitude. One even mentioned that they had found the perfect cure for chronic coldness!

#### CASE HISTORY NO. 6

CLIENT

TALL TREE TITLE

PRODUCT

Mansfield Sherpa Blanket (MMPS), page 24.

GOAL

Increase nominations in an Employee Recognition program and reward stellar performance.

RESULT

In the "Above and Beyond Program", both the nominee and recipient were awarded blankets. The field of nominees increased by 300% within the first eight months while performance levels soared as well. Neither wind, rain, snow nor hail kept these overachievers from turning cold into gold!



## THE POPULARITY OF BLANKETS

BLANKETS ARE CONSISTENTLY ONE OF THE TOP 10 MOST SEARCHED PRODUCTS IN SAGE AND ESP.



# WHY ARE OUR BLANKETS SO POPULAR?

- LUXURY SIZE Most of our blankets are 50" x 70" or larger.
- **GREY, GREY AND GREY!** Set trends with this popular neutral color for your logo across many styles.
- COMMON USES Great for the home, picnics, air conditioned offices, camping trips, sports/boating activities and company stores.
- **IMPACTFUL LOGOS** You'll find the industry's largest imprint area on blankets (and towels, too).
- **LIFESPAN** They last 15 20 years. How long have you had your favorite blankets? In how many rooms?
- **DROP SHIPPING** Let us handle all of your drop shipments from 2 to 10,000 addresses.
- **SIZING** No fuss ordering since blankets are truly one size fits all. With unisex appeal, they're loved by everybody!
- PACKAGING Our blankets are delivered in a clear vinyl zipper case and ready for distribution. (Sweatshirt blankets delivered rolled and tied with a sporty rope.)











































# SOMERSET COLORFUSION THROW BLANKET

50 BY 60 FROM \$33 (r) SOMSET

CAMBRIDGE CLASSIC COLORFUSION THROW BLANKET

## ~ LUXURY SIZE ~

22% THICKER THAN SOMERSET BLANKET
55 BY 60
FROM \$41 (r)
CAMBKT



#### ROBES

A. TURKISH WAFFLE WEAVE ROBE

FROM \$37 (r) **WW10** 

B. TURKISH SHAWL COLLAR ROBE

FROM \$81 (r)

RW40

C. HOODED CORAL FLEECE ROBE FROM \$40 (r)

RCF

D. TURKISH KIMONO STYLE ROBE

FROM \$55 (r)

RW20







A blue nile



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## SLIPPERS



Celebrity Cruises e

Celebrity Cruises\*

A. OPEN TOE VELOUR SLIPPERS FROM \$9 (r) SVO2

B. QUILTED VELOUR SLIPPERS FROM \$10 (r) VS5

C. OPEN TOE WAFFLE WEAVE SLIPPERS FROM \$9 (r) SW01

D. TERRY VELOUR
ADJUSTABLE SLIPPERS
FROM \$12 (r)
SVLC05



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