



## promotional & premium products

Shamrock's promotional and premium products team delivers the variety, quality and personal service that elevates this specialty business unit to a level all its own. Our team not only has the resources, but the proven experience to provide added value to our clients through turnkey programs that include unique premium products, advertising specialties and apparel, as well as incentive programs and promotional campaigns, fully integrated fulfillment services and web store development and management.

Using an integrated marketing approach, our experienced professionals develop and manage high-impact campaigns from A to Z: First, we source products for you, selecting from an unmatched inventory of items that range from golf balls, to premium leather portfolios, to designer timepieces. For imprinted items, we draw on our professional design capabilities to develop a logo or identity package for a campaign—or incorporate an existing corporate logo—helping you further your brand while making an impact.

Taking the next step, Shamrock's promotional and premium products team also offers comprehensive packaging, warehousing and fulfillment capabilities. These can be linked to our smart inventory software, which allows you to access and manage your premium product inventory 24/7 from your own desktop.

Working in tandem with our eCommerce business unit, our team provides complete web store development and management—from sourcing and imprinting items, to packaging and warehousing, to fulfillment and distribution. Shamrock handles the entire supply chain effort, for effective and efficient e-store management.

At the end of the day, what makes all of these capabilities work so well together is our expert promotional products team: We understand firsthand how to assemble the right combination of premium products and marketing initiatives to help a company improve its market presence. From direct mail campaigns that pique curiosity, to ongoing incentive programs that keep employees motivated, to corporate apparel and branded items, we deliver the premium quality that you expect, at a reasonable rate.



Shamrock's promotional and premium products services include:

- ⊗ **Advertising specialties**  
We creatively source the ideal product to carry your logo and/or message.
- ⊗ **Premium and incentive programs**  
We approach programs comprehensively to achieve ultimate success.
- ⊗ **Product launches**  
Our experienced marketing team works with our customers to get high-impact results.
- ⊗ **Complete project management**  
With our in-house resources, we can create the idea, design the package, provide the promotional product, print the collateral and pack and ship the end product.
- ⊗ **Online company stores**  
We develop and maintain easy, efficient and effective web stores.
- ⊗ **Safety, service and recognition programs**  
Motivating employees is paramount in the development of these programs.
- ⊗ **Trade shows and public events**  
We determine the objective of the give-away (build traffic, introduce a new product, etc.), then find the perfect product to meet that objective.

Drive attendance. Boost participation. Sell a product. Build traffic. Improve your bottom line. When you need to get results, rely on Shamrock to make it happen.

To learn more about our promotional capabilities and our complete line of services, visit [www.shamrock-specialties.net](http://www.shamrock-specialties.net), or contact your sales representative.

