

# PROMOTION

The newsletter of promotional goods specialist Seven Star Ireland

Oct 06



**Inside...Hampers...Website...Rally Ireland... Corporate Gifts for Christmas...Radio Kerry ...Benylin Bodywarmers ...Mugs-Yasminelle...Hockey Pin Badges...MagiMark... and lots more...**



## Welcome

As Autumn comes to an end, it's the time of year to consider putting thoughts of Christmas gifts into action.

It has been another busy year at Seven Star and in this issue of our Newsletter, we highlight the wide diversity of our product range and how they have benefited companies by creating awareness of their business and adding value to

their company or brand.

As always, pens are the most popular promotional item, and new in the TOPPOINT collection this year is the SLASH Ballpen. Special Offer - 1000 @ €0.45 + VAT (normal price €0.55 each) Price includes a one colour print, origination and delivery - only extra is VAT.



## Intro to Paul

Seven Star Ireland expanded last November with the welcome addition of Paul Liu to the team, in a move to further improve customer service. Paul has dealt with most Seven Star customers since his arrival - if he hasn't spoken to you yet, he will in the future!



## Hampers

Seven Star is an agent for the market-leading hamper company Heritage Hampers. Through this relationship, a wide range of new hampers is on offer this year and catalogues are available on request - for your copy, contact us now.





### Website

**www.sevenstar.ie** has just had a makeover- we think it's now more user-friendly but would love to hear what you think - please let us know!

It features recommended products which change monthly as well as exciting new products which again

will be updated regularly to keep customers up to date on what's hot in the world of promotional goods!

Any feedback on how the website can be adapted to suit customers' particular needs is always welcomed.



### Rally Ireland

Earlier this year, Rally Ireland successfully campaigned to have Ireland included as one of the official events in the 2007 World Rally Championships. It has the potential to be one of the biggest international sporting events ever held in Ireland and extensive TV coverage will be a

significant boost for Irish tourism.

Seven Star was pleased to be associated with the Rally Ireland bid by providing promotional flags and bags that played a part in the organisation's carefully planned campaign.



### Corporate Gifts for Christmas

Looking for ideas for that Corporate Gift for Christmas? Look no further!

A Digital Desk Pen and Paper Holder, with Clock, Calendar etc. - branded with your logo and message - is the ideal gift this Christmas.

It's guaranteed to remain on the recipient's desk, in

constant view all year round! Great value @ only €6.50

Alison is available to call and discuss your requirements further with samples of other products that may be of interest. To make an appointment, contact her on **alison@sevenstar.ie**.



### A Breath of Fresh Air

Hugely popular local radio station Radio Kerry launched a complete new look earlier this year and called in Seven Star to provide a variety of promotional items.

One of the products supplied was an Air Freshener for the car which can be custom die-cut and printed from one to four colours.



**Benylin Bodywarmers**

Looking for a quality Body warmer for their autumn promotion, Benylin selected the B&C+ from Seven Star Ireland's range of Promotional Clothing, and were delighted with the reaction!



**Mugs - Yasminelle**

Yasminelle is a brand new contraceptive product which has just been launched in the Irish market. As part of the awareness campaign, the Yasminelle distributors selected the 'Hamburg Mug' from the Toppoint Collection, branded with the product

logo and presented in a gift box.

*"The mug looks great and really complements the Yasminelle logo very well. We are confident it will be effective in our product launch"*

- Eimer Mahon



**Hockey Pin Badges**

Hockey – both for Women and Men – is one of Ireland's growing sports and the respective national teams perform at an exceptionally high level internationally. The Irish Hockey Association has

been buying pin badges from Seven Star for many years and 2006 was no exception in a another highly active year for the sport both at home and abroad.



**Bookmark – NEW to Seven Star**

MagiMark represents an entirely new concept in marketing. It's printed in a 4-colour process and laminated on both sides and thanks to its special design, it can be attached by magnetism to any type of paper, making it impossible to fall out. Samples available on request.



