



BECOME A BETTER BAG PROVIDER IN 5 EASY STEPS

When it comes to promotional products, bags are big news.

According to ASI Central's Ad Impressions Study, half of all U.S. consumers own a branded bag, and each one of those bags generates over 5,700 impressions. This means bags are one of the most in-demand promo products and are sold by nearly every distributor. You have a lot of competition, but you can still stand out and win more of these orders.

Follow these five easy steps to position yourself as a bona fide bag expert and you'll win the sale nearly every time.

Step 1: Go for the Goal

First things first: Find out what your customers want to accomplish with promo bags, and who their target audience is. Are they trying to raise brand awareness, or are they trying to drive end-users to convert? Come prepared with some action plans for their different needs. Here are two examples.

GOAL: Brand awareness. Suggest they invest in versatile cotton totes that can be used for a variety of needs, which means maximum impressions.

GOAL: Drive action. Suggest they make their bag giveaway part of a larger marketing plan: for instance, a laundromat could bring in college clientele by giving away free laundry bags with a coupon for 15% off their first visit.



Blue Tweed Cotton



Gray Tweed Cotton



Red Tweed Cotton



Brown Tweed Cotton

Step 2: Target the Latest Trends

Your clients might know they want bags, but they're counting on you to steer them toward styles that will actually perform. Stay on top of the latest trends and work with a supplier who can provide all the en vogue options to you.

LimeLight Recommendations

1. Pitch fashionable styles like cotton tweed bags or sublimated backpacks and satchels for on-the-go consumers.
2. Cash in on the athleisure market by focusing on decorated duffels and gym bags. Need a little guidance? No problem. Ask LimeLight which products they've seen flying off the shelves to steer you in the right direction.



Step 3: Show You're Adept at Decorating

Nine times out of 10, your customers won't have a background in decoration, so they often won't know which methods best suit their needs. To ensure their imprints are top quality, make sure you educate them on when to use screen-printing, sublimation and more.

When choosing a decoration method, be sure to have a conversation about the type of artwork they have and what their goal is.

With a simple logo that needs to be printed in one location on each bag, screen-printing is probably the smartest option. However, if their main goal is to impress potential customers with a high-end product, they'll want to opt for a more flashy method like foil or sublimated graphics.

BAG DECORATION 101

Picking the right imprint is easier than you think. Brush up with these quick tips from LimeLight to deliver expert decoration advice on when to pick each method.

- **Screen-Printing:** Simple logos or company names in one or two colors
- **Sublimation:** Detailed, full-color artwork that needs to cover the entire bag
- **Transfer:** Small, personalized orders for budget conscious clients
- **Embroidery:** Simple designs where a high-end feel is desired
- **Foil:** When customers want to stand out with something new



Embroidery



Foil Imprint



Silkscreen



Full Color Sublimation



Step 4: Supply Product Samples

Sometimes people just need to hold a product in their hands to understand their power – not to mention bringing samples to your presentations could be the differentiator between you and another distributor who can only speak about hypothetical products. While they're left trying to paint a picture of what they promise, you'll be able to show off what you're talking about right then and there.

Make sure your supplier can provide samples to you in time for your meetings and presentations. **LimeLight makes spec samples the next day, right here in the USA,** so you can get them in as little as **48 hours**.



Step 5: Guarantee Quick Delivery

Be sure to ask your clients how quickly they need their order – and make sure you know your supplier can provide speedy turnaround before you promise rush delivery. While speed could win the sale over someone else, if you end up delivering the order late, you'll lose out on all of their future business afterwards, costing you tons of money in the long run.

With LimeLight, you'll never have to worry about that. **LimeLight keeps their products in stock and ready to be printed in the U.S.**, so you don't need to wait for overseas shipping. And if they don't have what you need, they can make your clients' creations to order.



ABOUT LIMELIGHT, ASI/67557



If you're looking for stunning promotional products, look no further than LimeLight.

LimeLight specializes in designing and manufacturing custom products to meet short lead times and challenging order quantities. They're experts on sublimation printing and give you access to their unique U.S. production facility with cutting, sewing, printing, sublimation and warehousing capabilities everything you need to get your orders done right.

Let LimeLight show you how they can help illuminate your brand.

Want to learn more?

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