

# RETAIL

## Comfort sells

### KEEP THEM SHOPPING

#### COMFORT

Customers stop shopping when bags get uncomfortable to carry. Keeping a customer in a store or mall increases the opportunity to sell them. Handi-Handle relieves the stress put on the fingers and makes bags more comfortable to carry keeping shoppers shopping.

#### HOLDS BAGS TOGETHER

Handi-handle carries many different types of bags at the same time. Holding bags securely makes it less likely that a bag will be left behind once set down and prevents items from spilling out.

#### SECURITY

Handi-Handle keeps bags together and this reduces the chance of theft. During the busy shopping seasons stolen packages is a common incidence. Handi-Handle attached to bags keeps them closed making it difficult for items to be removed.



### GIVE-AWAYS /customer good-will

#### HOLIDAY PROMOTIONS

You're always looking for ways to create and keep existing customers. Handi-Handle is the perfect give-away.

Use Handi-Handle as a give-away with every gift wrapped purchase or gift card. Its a small added value with a huge payback in continual impressions well after the gift giving.

#### NEW STORE OPENINGS

For new store openings, name changes or anniversaries there is no better give-away. Your looking for something unique and functional to give your customers. Regardless if its used at your store its function is understood and appreciated.

#### HIGH IMPRESSIONS

You're looking for promotional items that will generate conversation. Ones that will be or seen by other than the person you give it to. Handi-handle is one of these products. People who get one like to show it others.

#### CO-OP / Share the expense.

Handi Handle is a great co-op item. Two sides of imprint area make it possible to work with other companies to share the expense and distribution.



STORE OPENINGS HOLIDAY SPECIALS TRADE SHOWS CO-OP PROGRAMS IN STORE PROMO