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GRAND IDEAS

innovative. creative. unique.

Spring 2006

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April's "Grand Idea": Jelly Cell Mate



If you are constantly misplacing your cell phone, keys or other necessary objects like we are, you are going to love the Jelly Cell Mate! This handy little contraption performs like a third hand -

Welcome to the first issue of our new Grand Ideas monthly e-newsletter! In this newsletter series, we would like to share new and exciting things going on at Grand Ideas, featured products and services and some branding and promotional tricks-of-the-trade. We will also profile staff members and clients, so you will really get an inside look at who we are and what makes us *innovative, creative and unique.*

We began generating **Grand Ideas** 5 years ago when we opened for business in Charleston, SC. We saw so many incredible businesses in the area and wanted to help these companies in their quest for interesting and memorable solutions for custom-branded merchandise. Today, we carry thousands of completely original promotional products. We enjoy taking a theme or a concept and developing it to the fullest extent. We can customize any idea, making sure that your business stands apart from the rest. In addition to our corporate branding business, we also offer our exclusive **Palmetto Gift Line**, which includes an expansive collection of South Carolina-themed Palmetto products and our very own "Carolina Girl, Best in the World" gifts. It is easy to get overloaded with Palmetto-themed products in South Carolina, but we promise that our products are far from ordinary! Stay tuned for the launch of our brand new Palmetto Gift Line web site, www.palmettoideas.com. In the meantime, give us a call about your promotional needs.

We welcome any ideas, comments and thoughts from you, so feel free to contact us. Visit our web site at www.grandideas.net or call us at 843.852.5264.

holding all your digital devices, sunglasses or coins securely on your car dashboard without adhesives or sticky residue.

The Jelly Cell Mate is one of our TOP selling products, and is popular with everyone from banks to car dealerships to law firms. Jelly Cell Mates come in a variety of colors, and Grand Ideas can customize your order to include your company's logo, slogan or anything else you want to promote. Every time your client goes cruising, they will think of you!

To order the Jelly Cell Mate, call us at 866.554.7263.

[Visit our Web Site to learn more...](#)

• A Message from Grandee

Hello everyone! Thanks for taking the time to read our first e-newsletter. People frequently ask me what are the latest and greatest promotional products. I attend trade shows where new products are launched and/or featured and read articles to stay abreast of trends so I can be your promotional products expert. I want to always offer you the most "BANG for your buck" when you need a promotional item. A recent issue of a trade publication ranked the top-selling products in the biz. According to the *2005 Counselor State of the Industry* survey, the top seven promotional products of the year were (in order of most popular) wearables, writing instruments, office accessories, glassware, calendars, magnets and awards.



Because *lots* of businesses use these types of products to promote themselves, it is crucial to somehow make your product unique and USEFUL so that your existing or perspective clients remember you.

Here's an idea:

Everybody uses calendars, but more and more calendars are on a PDA, Blackberry, or some other technical device or program. And, we have all seen some really BAD promotional calendars out there. Since most people have at least one computer, a creative, tasteful and inexpensive alternative is to give a "Computer Strip Calendar," which can be placed directly above the screen on your computer, and can be customized with your logo and contact information. It's a great gift that takes up no desk space and is perfect for today's tech-savvy world! Call me today to learn about more "grand" ideas!

Here's to thinking outside the box,
Grandee

• Grand Ideas Wins Gold!



On Saturday, February 25, the Advertising Federation of Charleston threw their

annual ADDY Awards party at Lowndes Grove in Charleston. This prestigious awards ceremony is designed to honor those in the advertising, marketing and creative fields who demonstrate superior creativity and design.

Grand Ideas is the proud winner of a **Gold ADDY award**, which we won for our **FROO Jeans koozie**. This "one size fits all" product won the hearts of the judges for its unique design appeal.

We are so excited about this award because it was such a team effort to bring the koozie into fruition. It all started with a local South-Carolinian who created the blue jean koozie concept, which then got manufactured just up the road in North Carolina. Grand Ideas LOVED the product and bought it by the boatload, then our entire team brainstormed ways to make the koozie one-of-a-kind. Some eager College of Charleston students helped us attach colorful ribbons to the koozies, and we had the amazingly talented **Amy Reed of Helium. Inc.** design the leather patch logo.

Check out our web site for more information about our denim koozie family, which includes FROO Jeans, Original "Brew" Jeans and Palmetto Jeans.

Check out our FROO Jeans koozie...

- **Featured Client: niki leigh Spa Products**

niki leigh Spa Products has been a Grand Ideas client since 2004. The business began in 2003 and is named after owner Robin Berlinsky's daughter, Niki Leigh.



Robin, a hip young mother of three, loved to dabble in skin care in her spare time. She created products that feature fresh fruits, veggies, and sugary confections, making both the products and the user lusciously fresh and dreamy. If you are adventurous or creative and don't see a product "flavor" offered, you may create your own by using a most unique "creation station". Not only can you choose ingredients, but you can name your own spa product! At niki leigh, it's all about having fun and enjoying the ultimate pampering experience!

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Owner Robin Berlinsky on Grand Ideas:

"Working with Grand Ideas is like having our very own on-site dynamic marketing department. Their ideas are top notch and they go above and beyond to make sure we are happy with every order, no matter how big or small. Grand Ideas is *the* place to go for labels, t-shirts, marketing ideas and sound business advice. The customer service is also amazing. niki leigh is looking forward to a long and prosperous business relationship with Grand Ideas!"

[Visit niki leigh's web site...](#)

- **WE ARE FIVE!**



We recently celebrated our **fifth year anniversary** here at Grand Ideas, and we sure wish you could have tasted the birthday cake! We celebrated in true Lowcountry style, with a winter oyster roast

and lots of cold beverages! Our birthday party was a great opportunity to bring together everyone that has worked so hard to make Grand Ideas a success over the last 5 years.

To our local Charleston staff, sales reps across SC and our wonderful friends and clients, we thank you all for everything you have done and look forward to many more birthdays and years of doing business together!

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