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Summer is here, and though we love the beach, we are happily working hard at **Grand Ideas** to create new and unique branding and promotional product ideas for your business! Our **Summer 2006** newsletter is full of great ideas and new products that are sure to give your company an edge on the competition.

We look forward to hearing from you about your wholesale product needs soon! Visit us online at [www.grandideas.net](http://www.grandideas.net) and [www.palmettoideas.net](http://www.palmettoideas.net), or give us a call at 866.554.7263. Enjoy the summer!

## This Month's "Grand Idea": Commuter Companions



If you are like the rest of us, you spend a large part of your time in your car, which can often be an aggravating and unpleasant experience. The "driving boom" is a major trend in the US right now, and for many of us, our cars have become our second home.

### • A Message from Grandee

How do you shop for family and friends? Do you shop yourself or assign someone else? Do you carefully consider the receiver's wants and needs, or do you buy something nonspecific and all-inclusive? Do you take your time or buy in a rush?



Your answers to these questions may affect the way you select gifts for your business, group, or organization. Although we specialize in offering unique amenities and premium gifts for special

According to the Transportation Research Board, "Most Americans now see their automobiles as their most important personal space. Among Americans who drive, men spend an average of 81 minutes a day behind the wheel, and women spend 64 minutes a day. This is more time than the average American spends cooking or eating, according to the American Time Use Survey. It is more than twice as much time as the average parent spends with his or her children."

At Grand Ideas, we believe the driving boom can benefit your business by gifting "**COMMUTER COMPANIONS**," which are car products that can be imprinted with your logo to serve as mini- billboards for each of your customers!

- The "**Roadster Coaster**": an absorbent coaster that fits inside your car's cup holder.
- Sturdy, stainless steel **travel tumbler**.
- **Jotter pad and pen** for taking notes safely as you drive.
- **Magnifier card** for map-reading.
  - **Croakies** for sunglasses.
  - **Litter bag** for collecting trash.
  - **Nail File** with logo.
- **Tote bag** for carrying work shoes or gym clothes to the office.

To order these or other wholesale commuter companions for your business, call us at 866.554.7263 or visit our web site at [www.grandideas.net](http://www.grandideas.net).

events, we highly recommend a stocked "**GIFT CLOSET**" for those times when the perfect gift needs to be within arms reach. There are so many great gifts at every price level, and at Grand Ideas, we excel in researching and providing top-quality and creative options.

Your gift closet should be stocked with items representing three different price ranges:

**Least Expensive** (\$1 to \$2): Gifts like colorful writing pens, imprinted paper clips or adhesive note pads.

**Moderate** (\$3 to \$10): Gifts such as embroidered hats or stainless steel travel tumblers.

**Most expensive** (\$15 to \$30): Gifts like heavy-canvas embroidered boater totes or custom engraved pewter cups.

Your gift closet inventory should be evaluated every year to make certain your gifts are well-received, useful and current. We take note of new trends, colors, fabrics and styles to make sure you always have something new and exciting waiting to be gifted. As you take items from your stock, always remember to place re-orders (keeping in mind an average 2-3 week lead time) and make sure you have great gifts in stock for those unexpected needs.

If you don't have a gift closet and want to get started, give us a call! We can suggest promotional gifts for all needs while considering all limitations.

Have a great summer! --  
Grandee

- **Grand G.I.F.T.S.**



**Palmetto G.I.F.T.S. (Grand Ideas Fundraising Through Sales)**, is our newest community endeavor that has been enjoying

much success lately. The Palmetto G.I.F.T.S. program is a fun and original way for schools, churches, PTAs, community groups, sports

teams and more to raise money.

No more wrapping paper, no more chocolate bars and no more unwanted magazines! This program features a wide variety of our popular logo'd Palmetto Ideas products ([www.palmettoideas.net](http://www.palmettoideas.net)), which the fundraising group sells, **keeping 40% of the profits!** All items are between \$5 and \$20, and any item can be customized with a company logo.

Palmetto GIFTS is a great way to raise money for any organization while promoting Palmetto Pride, and it is certainly a welcome change from the standard chocolate bar (which is a REALLY great thing now that summer is here!)

To learn more about this program, click [here](#) or call us at 866-554-7263.

- **Grandee Ray Featured in Advantages Magazine**

**ADVANTAGES**, an ASI publication written especially for the promotional products industry, recently featured our own Grandee

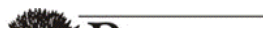


Ray! In the June 2006 issue, Grandee was featured in the "What's Your Story: An introduction to interesting industry players" column. Writer Kathy Huston asks Grandee a series of questions about herself and Grand Ideas ranging from "What motto do you live by?" to "What's the best way to deal with difficult clients?"

"Ray parlayed her medical career into the promotional products arena," Huston notes. "Now she nurses award-winning ideas and healthy sales."

Congrats to Grandee! To read the article, [click here](#).

- **Featured Client: Plantation Federal Bank**



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Long known as the *neighborhood bank*, Plantation Federal bank is well-branded in a competitive resort market as a different kind of bank, and one that is warm, welcoming and friendly and courteous.

**Celebrating their 20th anniversary this year,** Plantation Federal offers a comprehensive line of financial products and services, including "Neighbors On Call," a 24-hour voice response system, free online banking and bill pay services.

The bank supports a wealth of community activities in music, the arts, education and other local social and civic activities. Grand Ideas has provided numerous creative products for Plantation Federal to reflect their unique brand of neighborhood banking, including piggy banks, reflective Halloween bags with a safety message, footballs (for high school football games), etched glass sets for new accounts and homeowners and custom imprinted tote bags.

Plantation Federal currently has three locations in Pawleys Island, Georgetown and Murrells Inlet. They may be reached by calling (843) 237-3404 or online at [www.plantationfederal.com](http://www.plantationfederal.com).

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