

*Micro*

[www.micromarketingltd.com](http://www.micromarketingltd.com)

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## A BRIEF OVERVIEW

# *The Branded Promotional Mug*



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## *Welcome to Micromarketing Ltd*

It is our mission to supply clients with bespoke promotional products and services that are specifically tailored to campaign objectives, ensuring success whilst also improving brand awareness, ROI (Return on Investment) and customer loyalty.



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## Why Mugs?

The mug is the third most popular promotional product found on a desk today. Based on the most recent research on the use of promotional products in the UK, conducted by the BPMA (British Promotional Merchandise Association), 20% of interview participants who had promotional products on their desk had a promotional mug. They have always been a popular choice for a promotional product and currently sit third in popularity behind the pen and the notebook.

### *High Exposure & Low Cost-Per-Impression*

Custom branded mugs can last for an average of 3 years. Consider the exposure gained by having a mug on your desk or even at home with guests visiting. Now consider the costs involved with other forms of advertising. Promotional products can often be more cost-effective than other forms of advertising media.



*A number of people will confirm that they feel emotionally attached to a specific mug and admit that they would be upset if it was damaged.*

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## What Are They Good For?

### Seasonal Gifts

Mugs are perfect giveaways as the weather turns colder towards autumn and winter. A Hug in a Mug is the perfect winter warmer gift.



### Business & Leisure

Travel mugs are great all year round. We have ranges suitable for both hot and cold beverages.



### Thank You Gift

Show appreciation for staff and customers with a branded mug gift set. Mug sets can be crafted from scratch, just let us know what you are looking for and we can take it from there!

### Event Giveaways

Branded mugs can generate interest at trade shows and are a unique giveaway.



### Increase Your Following

Use mugs as a prize in competitions to gain more following on social media channels.



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### *Patented Duroglaze Finish*

Our Duraglaze PhotoMugs have been independently tested to BS EN 12875-4 to over 2000 washes and confirmed 100% dishwasher proof. They simply will not fade. Print is available right from top to bottom, for photo quality print unobtainable by any other means.



Our Duraglaze PhotoMugs come in various body styles which are printed in full colour by dye sublimation and can be printed from top to bottom.

## *Your Options*

### *Rim & Handle & Two Tone*

Our Rim & Handle and Two Tone mugs transform a promotional mug into a beautiful gift that people will want to keep on their desks for longer. Available in 12 different colours, the Two-Tone PhotoMugs can be branded with a full-colour photographic print.



### *Pantone Matched Colour Coat & Etching*

Our ColourCoat with Pantone matching gives the mug body an intense colour that will not fade. These can be screen printed over the top. The inside of the mug remains white and the base can also be printed in 1 colour - available with a gloss or matt finish.



Mugs can be etched before or after the application of a Pantone matched body. We can also Pantone match the inner mug only.

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## *Dye-Sublimation & SatinSub®/SatinTouch*



Dye-sublimation provides a high-quality print with bright and colourful images. In this process, the dye penetrates the surface resulting in a long lasting finish, resistant to scratching.

SatinSub® and SatinTouch finishes do not reflect light like traditional gloss mugs resulting in a crisper design that truly stands out. A SatinSub® print is from top to bottom with our patented, 100% dishwasher proof, Duraglaze® coating.

## *Halo Effect*

The new halo effect can be Pantone matched adding extra “pizzazz” for a very competitive price. Hand-dipped by our expert team, each and every mug released undergoes a strict process of quality control.



## *True Colours Screen Print*

Screen print is a Pantone option for companies on a budget. It is best for simple logos and designs where up to four colours can be printed onto the main body of the mug. Screen printed mugs are 100% dishwasher safe.

Our TruColour® system is no extra cost and enables you to Pantone match your print without compromising on colour, even available in dark glazes.



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# Get In Touch

Please note that currently you cannot purchase directly from our website. We prefer to speak with you offering guidance and advice, ensuring you choose the right product for your brand, message and target audience.

## WE CAN *Help*

- **BUILD** *your brand awareness* • **COMMUNICATE** *a message* • **REWARD** *your employees*

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