



Sarah Rohlfing
Marketing Manager
(973) 582-3217
srohlfing@rymaxinc.com
www.rymaxinc.com

FOR IMMEDIATE RELEASE:

TIPS AND TRENDS FOR MEMORABLE AND EFFECTIVE CORPORATE GIFT GIVING

Rymax Marketing Services Offers Advice for a Successful Corporate Gifting Season

PINE BROOK, NJ – October 18, 2011 – Corporate gift-giving season historically gains momentum every November. Rymax Marketing Services, Inc., the Largest Manufacturer's Representative in the premium and incentive industry, is extending tips for a successful Corporate Gifting Season by sharing some industry know-how to reconnect and strengthen ties with clients, employees and new business prospects.

Gift-giving practices are now customary and even expected. Corporate gifts should express appreciation and be tangible tokens of gratitude with a lasting shelf life. Companies must ensure the gifts they are giving send the right message and are valued by their recipients.

Five simple steps to ensure an effective Corporate Gifting Season:

- **Stay on Trend:** From an iPad 2 to Majorica pearls or Villeroy & Boch dinnerware — Items that are currently in demand hold a trophy value.
- **Personalize:** Taking the time to choose gifts that reflect the interests and mindset of the recipient will make them more meaningful than a cookie-cutter approach towards all recipients. A techie might appreciate a docking station from Monster, whereas a fashionista may prefer a Michael Kors handbag.
- **Focus on the client:** Regardless of the perceived opportunity, self-promotional items should not be considered for corporate gift giving as they do little to improve personal business relationships and may decrease the value of the gift in the recipient's eyes.
- **Make a statement:** Corporate gifts should emphasize the values of the company and signify appropriate feelings of appreciation towards the recipient.
- **A memorable presentation:** Almost as important as the gift itself is the presentation. Gifts should be nicely wrapped, and delivered in person or with a handwritten note whenever possible.

Companies interested in gifting high-value items from top name brands while keeping an eye on the bottom line should look to companies like Rymax. Factory-direct relationships with leading brands allow such companies to purchase in-demand items at the most competitive price.

###

About Rymax

Pine Brook, NJ based Rymax Marketing Services, Inc. is the largest national direct manufacturer's representative in the incentive industry, providing quality brand name merchandise to a variety of industries worldwide. In addition to providing merchandise rewards for incentive programs, promotions, and corporate gifts, Rymax creates and manages total incentive solutions, helping companies achieve their goals through motivating employees and increasing customer loyalty. For more information, visit www.rymaxinc.com.