



**Theme:** Anniversary

**Objective:** To find a gift for shareholders as part of this company's 90th anniversary celebration.

**Product selected:** Country Lambswool in chocolate. **Item # 20316**

**Solution:** Celebrating 90 years is a monumental achievement and this company wanted to thank their shareholders with a gift that would be highly visible, well used and reflected the warmth and history of their company. What better than a blanket! And the embroidery was designed to reflect the old ads they used to run in the papers and certainly tied in well with the idea of warming up.



As this company is privately held, many of those receiving these blankets were family members so a personal gift was also required. A blanket is an item they will enjoy with all their family.

**Results:** At the time of writing this, some of the gifts are still to be distributed, but the buyer at this company absolutely loved them and it is one of her favorite things that she has done with this distributor in over 7 years of working together. What better way for this distributor to show her customer the importance of working with a creative distributor who selects **the best items for the occasion.**