

# HDI AdImages Drinkware Case Study

(Revised March 2010)

## Benefits and Points-of-Differentiation:

1. Low Minimums: 48
2. Low Set-Up Charges: \$40.00 (A)
3. Ability to Use Variable Data;
  - a. Each of the 48+ pieces can be different...Each stainless steel bottle or C-Handle mug within an order can be personalized (name or photograph) for: \$0.50 (A) per piece charge
4. Full Color Imprints Cost the Same as Traditional 2, 3 or 4-Color Imprints
5. Top Rack Dishwasher Safe for Ceramic C-Handle Mugs

## High School Graduation Fund raiser

- High school uses Digital Water Bottle as a gift for its graduating class of 500 students.
- With the Digital Process we are able to provide each graduate a personalized bottle with their High school crest plus, their name and actual graduation photograph on the bottle.
- School uses the Digital Water Bottle as a fund raiser by offering to each student's parents, grandparents, friends etc. As a result, an initial order of 500 bottles turns into an order for 3400 pieces and the school raises almost \$10,000 dollars.



## High School sports:

- High school football team won the state title and to recognize the accomplishment they use the Digital Bottle and C-Handle Mug as a personal memento.
- Each player received a Water Bottle and Mug with the team's photo and their personal picture, name and position on it.
- Parents and grandparents were able to purchase additional Mugs and/or Water Bottles with the money raised used for the school's general scholarship fund.
- Non-playing students could also order a Mug and/or Water Bottle with the team's photo and school logo.



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