



## ADVANCE CORPORATION

AWARD LINE DIVISION • BRAILLE-TAC™ DIVISION • ID PRODUCTS DIVISION  
*Quality Craftsmanship and Service Since 1941*

### *Case Histories and Ways to Maximize your Business*

#### Case History #1 (How to develop a program)

Distributor (John) and his customer were finalizing a shirt order when John noticed an award of Regional Excellence sitting on the table. After the shirt order was completed, John asked his customer if he or the company had an awards and recognition program set in place. “Susan handles that area, why do also do awards and recognition?” asked the customer. It’s a simple question with an even more simple answer “Yes”. Developing an awards and recognition program starts with YOU asking the questions. John then asked what Regional Excellence awards program he was currently doing and what the criteria is for winning. From these three questions, came an inventory program that has been going on for two years plus. The original order was for 122 awards to be put in a stock program where we release “x” number per quarter. John’s customer would give them to employees who hit a certain excellence level the company had developed. The customer expected to go through about 60 per year, and they wanted 2 year’s worth of recognition in inventory. John’s customer ended up going through all 122 in 6 months and ordered another 58 to put in stock.

#### Case History #2 (Developing a concept into an award)

Our custom house (see page 2 of handout for image) is a perfect example of how to develop a concept. This order started with the distributor (Susan) who was looking for help. She started the conversation with “I have two companies that are merging and want to do something to commemorate the merger, but don’t want to do a plaque, can you help me?” During our conversation, we learned one company was a construction company for new housing, the second company (Merrill Lynch) was a large Financial Management company. From here we discussed if they wanted a desk or wall mounted piece, where it would go, size and what they wanted it to say. Two conversations later, a custom house with hinged doors and an etched copy plate inside was developed. Original order was for 55 pieces, once people in the company saw the final product, 35 more were manufactured. Turning a concept into an award/recognition piece is less complicated than most people think. And far less intimidating. It takes more information, but, again, that’s just asking the questions.

For award ideas and images, please visit us at [www.advanceawardline.com](http://www.advanceawardline.com).

You can also contact us at 1-800-328-9451 or email us at [info@advancecorp.com](mailto:info@advancecorp.com).



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#### Case History #3 (Kangaroo)

The original order called for an etched plate on a plaque. We received the artwork and called the distributor (Jennifer) immediately to talk about capabilities. We “suggested” with the logo and design they have, to do something with more depth and dimension. We talked with her about doing this in a three layer custom matted design instead of what she had. The distributor (Jennifer) then called her customer and talked about it. It took only a few conversations and a pdf spec was created with each level shown individually followed by a completed virtual. Jennifer’s customer loved the new design and we proceeded forward. Order ended up being 18 more pieces than originally ordered.

#### Case History #4 (simple conversation into an order)

The Colorado Regional Association (RMR) contacted us about their upcoming show. We were exhibiting and they had a few questions. We talked over the show itself and then the golf tournament the day before. They asked us about doing an award for their golf tournament. They wanted something different to give the winners a more updated and refreshing award. We asked what type of artwork they were looking at incorporating and, after sending the artwork over to us, we mocked up a pdf and sent it back with an idea. The idea was a SMASHING Success. We took the digital background and etched on the glass to give it an eye opening golf award. 40 distributors at the show (who had not golfed) came to our booth wondering what the talk was and wanted to see what was done. Simple conversations can lead to nice orders.

#### Case History #5 (Donor wall)

A University was looking at recognizing the individuals and companies who donated money toward building the new science hall. A large Donor wall was custom built to accommodate their needs. A 18 x 28 Donor wall with multiple categories (donation \$) for each name to go in. Donor walls and Recognition walls are a pure case by case basis. Hospitals, Colleges and Universities, Financial institutions and Health Care facilities are the highest users of Donor walls.

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