

For Immediate Release

Promotional Flashdrives Range Extended

Redbows has recently extended its USB [promotional flashdrives range](#) with the addition of eight new models and a full custom design and manufacture service. The range now includes over fifty different flashdrive models with memory sizes running from 128MB to 4GB. The new models include wrist-band and credit card-sized, biometric finger print security and visual capacity indicator options as well as a wooden outer-cased version made from eco-farmed wooded land.

USB flashdrives have become popular promotional gifts because they provide a functional service (memory storage) and offer a reasonable area for an imprint. Clients typically ask for their logo, website address and sometimes a marketing strapline to be applied to the print area. The method used to apply the imprint is dependent upon the material used for the flashdrive case. These can be plastic, metal, wood or leather to allow screen printing, engraving or the embossing of a logo and marketing information.

Flashdrive pricing remains volatile as it is linked to volume, the US\$ exchange rate, memory chip price fluctuations and world demand from competing memory-based products. As a promotional item flashdrives are seen as a higher-end gift and as such their unit pricing can range from less than £5 to over £10 for each unit. The products can be supplied in bulk for general distribution or in individual gift cardboard or metal cases with an accompanying lanyard and keyring. Bubble packs are an option for clients wanting to offer them for retail.

The Redbows custom manufacturing service offers clients the option of a fully bespoke flashdrive case designed to suit their promotional campaign. The latest example being a flashdrive supplied in the form of a battery. The top part was an end-cap which when removed reveals the USB connection and the body contained the memory storage and electronic circuitry.

“The promotional gadgets market is a very exciting area to work in” in commented Dawn Koffler, Managing Director. “We now have one of the largest promotional flashdrive ranges available and our access to mainland China manufacturing provides us with both volume flexibility and price competitiveness. The new custom-design service is ideal for some of our larger corporate clients who want bespoke products.” Ends (366 Words)

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The new Wristband Promotional Flashdrives from Redbows

Part of the Redbows Promotional Gifts range:

<http://www.redbows.co.uk/personalised-usb-flashdrives.htm>

About Redbows Ltd

Redbows Ltd (www.redbows.co.uk) is a UK-based promotional gifts company started in 2004 by Dawn Koffler, its owner and Managing Director. The company provides the complete promotional gifts service having its own Design Studio and access to sophisticated printing machinery. Products are manufactured for Redbows in the UK, Europe and Far East and cover the gifts spectrum. The cliental is impressive covering a number of organisations across the UK and Europe ranging from FTSE-100 companies to small clubs and charities. The company operates an ethical buying and environmental policy and annually supports a selected charity of its choice.