

For Immediate Release

New Online Promotional Gifts Store Launched To Help Marketers Plan Their Promotions and Purchase Gifts Online

Redbows Ltd has recently launched a new online Promotional Gifts Store with over 6000 items ranging from low-value giveaways to premium corporate and executive gifts. The website has been built using a new ecommerce platform that solves the principal problems associated with such a large website. Several, easy-to-use tools are provided to assist product selection and help users maximize their promotional budgets.

Gifts are arranged into a number of top-level collections and sub-collections. Within these website users can drill-down to individual products. Food is one such collection, which can be broken down into chocolates, confectionery and snacks for example. From these ranges, individual products can be selected including chocolate bars, coins, pieces and advent calendars. For each product item, the website provides useful application information including price breaks, origination charges, sizes and imprint areas, print methods, colours, alternatives and other available options.

To further assist gift selection users of the website can browse gifts by price band, occasion and an alphabetical product listing. Unique to the new website is the Budget Calculator. This allows anyone planning a gift promotion to select potential products using one of four variables – total budget spend, quantity required, collection range and target unit price.

“The new website has been met with acclaim from our existing clients” commented Dawn Koffler, Managing Director. “The budget calculator has proved very beneficial especially to clients responsible for purchasing large volumes of giveaway items like promotional pens and keyrings. Using the calculator they can get a good idea of how they can maximise their budget before talking to one of our Promotional Gifts Consultants and making a final selection.”

The new Promotional Gifts Store can be accessed at www.promotionalgiftsstore.co.uk and is fully ecommerce enabled. The company plans to continue to improve site functionality during 2008 and introduce more web2.0 concepts to its operation.

Ends (306 Words)

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The new Promotional Gifts Store Website with Budget Calculator
<http://www.promotionalgiftsstore.co.uk>

About Redbows Ltd – Promote Yourself

Redbows Ltd is a UK-based promotional gifts supplier started in 2004 by Dawn Koffler, its owner and Managing Director. The company is a leading light within the promotions industry, differentiating itself through customer service, innovative products and investments in technologies that add value for clients. Redbows provides a range of promotional marketing services including from its in-house design studio, the complete artwork service from virtual visuals to complete brand development.

Redbows products are manufactured in the UK, Europe and Far East and range from tradeshow giveaways to high-end premium corporate gifts. The company boasts an impressive client base including organisations from across the UK and Europe, from FTSE-100 companies and leading household brands to small clubs and charities.

The company operates a corporate information website (www.redbows.co.uk) and ecommerce website (www.promotionalgiftsstore.co.uk). Dawn Koffler is an avid internet marketer whose comments on the promotional gifts industry and marketing in general can be found on her blog (www.promotionalgiftsblog.co.uk).

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