



If your customers are looking for high-quality items to build their brand image, leather goods meet that need. Unfortunately, many businesses think leather is out of their price point – but it isn't.

That's where SnugZ USA comes in.

The most popular leather items from their Traverse line make it easy to provide solutions to all your customers, regardless of the size of their budget. PLUS, get selling tips and suggestions to help you close every sale.

Basic

Organizations with small budgets that still want to stand out.

SELL TO: NONPROFITS AND VOLUNTEER GROUPS THAT WORK AROUND THE GLOBE

The Goods:

The **Hooper Luggage Tag** and the **Currier Passport Cover**

The Sell:

- Make great “welcome to the team” gifts
- Get team members geared up for their travels
- High-end feel at a low price point so they can focus funding on greater initiatives



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Basic

SELL TO: LOCAL ORGANIC HEALTH FOOD STORES, FARMERS MARKETS AND SMOOTHIE SHOPS

The Goods:

The **Bailey Riveted Keychain** and the **Drayman Basic Post Bracelet**

The Sell:

- Retail-quality at an affordable price
- Tie in with their commitment to honest-made goods
- Sell to loyal customers so they can support local businesses



"It's kind of odd, but we don't do any advertising. The only kind of marketing we do is promotional products. That's it."

Check out how one film company used the **Bailey Riveted Keychain** and other Traverse line goods to bring an authentic touch to their brand's promotions.



TBAILEY



TDRAYMAN

Better

Businesses with room in the budget for handcrafted promotions.

SELL TO: COFFEEHOUSES, CAFÉS, BREWERIES, GASTROPUBS AND TAPHOUSES

The Goods:

The **16-Oz. Brewster Wide Mason Jar & Sleeve**, **Tapley Cup Sleeve** and **Tanner Coaster Set**

The Sell:

- Fit in with their homegrown aesthetic and natural details
- Variations in authentic leather make every product unique
- Can be sold in company stores or used in the restaurant to build brand experience



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Better

SELL TO: SPAS, HAIR SALONS, YOGA STUDIOS AND ACUPUNCTURISTS

The Goods:

The **Cooper Large Journal**

The Sell:

- Choose from 11 stitching colors to tie-in brand shades
- Use for guests to sign in to make an impact with their first interaction
- Give out as a loyal customer appreciation gift



TCOOPER



"Everything that touches my brand is really an extension of who I am, and what I stand for."

See how one hair salon used the **Cooper Large Journal** to craft their unique brand story.

Best

Mid-sized to large businesses looking for impressive gifts and giveaways.

SELL TO: LARGE CORPORATIONS AND EMPLOYEE RECOGNITION PROGRAMS

The Goods:

The **Think Tank Set** and the **Scholar Set**

The Sell:

- Great employee appreciation or client gifts
- Feature brain teasers, journals, puzzles and more to encourage creative thinking and innovation
- Unexpected gifts will make a lasting impact and be remembered



TTHINKTANK



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Create Your Own Gift Set:

Pick your favorite items from the Traverse line and SnugZ will assemble them into your own unique bundle!

...and that's just a glimpse at all the leather goods you can offer your clients. Check out the entire Traverse line and see how you can make handcrafted goods accessible to any size business.



P R O M O E L E V A T E D

Since 1989, SnugZ has been committed to providing an exceptional customer experience and producing high-quality products for their customers.

SnugZ USA has grown from 5 employees to over 450 and is recognized as an industry leader in the manufacturing of lanyards, eyewear retainers, health and beauty products and leather goods in the promotional products industry.

With every screen, every fill and every stitch, we feel the pride of ownership that only comes after years of paying the price: the days and nights of perfecting again and again, and finally realizing we've quietly, steadfastly set the benchmark of our craft. All with one mission: TO MAKE.

Work with us!

Visit us at SnugZUSA.com
or give us a call at (888) 447-6840.