

CoasterStone® *101*

Marketing that's truly absorbing

Promotional Product ideas
that leave an impression
Set in Stone



Contents *101*

Products	1-2
Business Card	3
Utilities/Municipality	4
Real Estate	5
Hospitality	6
Brewery	7
Winery	8
Automotive	9
Trucking	10
Sports	11
Golf	12
Manufacturing.....	13
Construction	14
Non-Profit.....	15
Education.....	16
Wellness & Safety	17
Healthcare	18
Conference	19
Corporate	20
Event	21
Reunion/Alumni.....	22
Fraternity	23
Religious	24
Technology	25
Finance.....	26



Round
(4.25")

Hexagon
(4.25"x3.75")



Square Trivet
(7"x7")



Trivet/Hot Plate

Round Trivet
(7")



Disclaimer- All images used are for illustration purposes only. NO endorsement or offer of the image should be implied.

Square
(4.25"x4.25")

Truly Absorbent Coasters

The Original. Since 1988.

Victorian Lace
(4.25")

Greek Key
(4.25")



Coasters

Car Coasters

Single Car Coaster
(2.625")



Coaster/Car Coaster Combo Pack
(with round or square coaster)

Car Coaster 2-Pack



Four Coasters + Slotted Stand



Wood Stand Gift Set

Business Card

Promote your business by setting your business card in stone!



- memorable
- practical
- instant desktop advertising



Utilities/Municipality



- new customer gift
- trade show giveaway
- safety reminders



- community giveaway
- retirement gifts
- fundraising

No Setup Fees! Unlimited Colors!

Real Estate

- conference rooms
- home buyer gift
- business card
- open house visitor gift
- trade show giveaway
- event sponsor gift



Hospitality



- recipe card
- drive-thru gift
- guest room display
- bed & breakfast souvenir
- hotel rewards member gifts
- funeral services



No Setup Fees! Unlimited Colors!

Brewery

- facility tour giveaway
- use in tasting room
- launch of a new brew
- festival giveaway
- growler coaster
- retail store
- flight “plates”
- donor gift
- promotion





- sell in retail store
- wine club gift
- winery tour giveaway



- gift with wine bottle purchase
- wine bottle trivet/coaster
- display in sample room
- corking event

Automotive



*Car Insurance
Car Dealership
Car Wash*



- *contact information*
- *roadside assistance*
- *emergency contact*
- *discount for future visit*
- *retail store*



- *gift with car purchase*
- *finance department*
- *service center coupon*
- *service center contact info*

Trucking

Car coasters help promote your business!

- emergency contact information
- service center coupons
- safety programs
- gift with purchase at truck stop
- service center contact info

No Setup Fees! Unlimited Colors!

Sports

- retail gift shop
- event giveaway
- season ticket holder gift
- limited edition memorabilia
- game souvenir



Increase attendance with a season schedule trivet!





- signature hole
- pro shop item
- tournament winner gift
- "nineteenth hole" coasters



- member gift
- tournament giveaway
- cupholder coasters for golf cart

Manufacturing

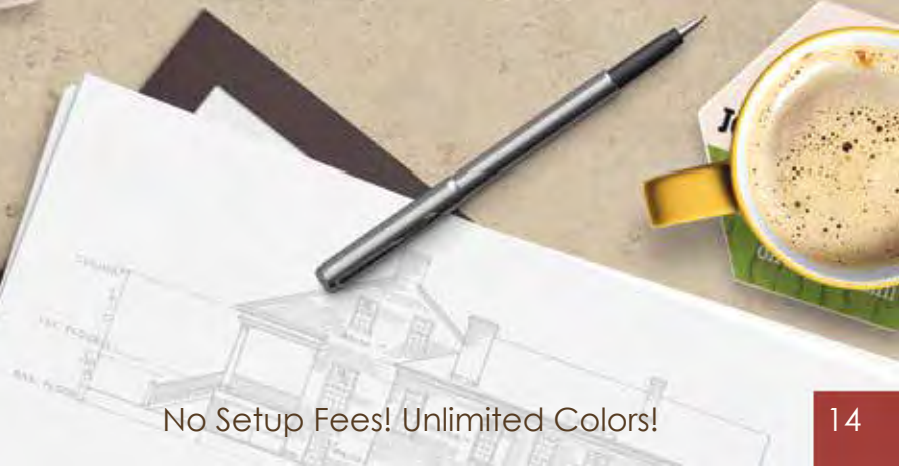


- leave behind “business card”
- employee appreciation gift
- trade show giveaway
- product highlight



Construction

- *project progressions*
- *finished projects*
- *featured renderings*
- *use in board room*
- *internal holiday gifts*
- *customer holiday gifts*
- *safety programs*
- *grand opening*



No Setup Fees! Unlimited Colors!

Non-Profit

- donor gifts
- volunteer gifts
- fundraiser giveaway
- community giveaway





- incoming freshmen gift
- tailgating groups
- speaker gifts
- season ticket holders
- donor gifts



- new building grand openings
- alumni gifts
- president's office visitor gift
- capital campaign incentive



Wellness & Safety

- automobile safety
- industry safety initiatives
- internal desk items
- wellness reminders
- safety initiatives



#1 Category
for Custom
Coasters!

- donor gifts
- new building grand opening
- retail gift shop
- employee appreciation
- nurse appreciation
- doctor's day
- safety programs
- wellness programs

No Setup Fees! Unlimited Colors!

Conference



- sales rep leave-behind
- speaker gift
- conference room usage
- sponsor gift

- leave behind “business card”
- employee appreciation gift
- trade show giveaway



- display in board room
- stay in front of customers
- holiday gift

Event



- award plaque
- graduation gift
- event participation gift
- event sponsor thank you



Reunion/Alumni

- class reunions
- family reunions
- donor and alumni gifts
- formal event souvenirs
- alumni weekend souvenirs



No Setup Fees! Unlimited Colors!

Fraternity



- fundraiser giveaway
- graduation gift
- donor and alumni gifts
- formal event souvenirs
- greek community fundraiser
- initiation gifts





- speaker gift
- fundraiser item
- retail gift shop



- holiday gift
- event giveaway
- new building grand opening
- special/sermon series promotion

Technology

- board room usage
- customer giveaway item
- internal employee gift
- sales rep leave-behind
- trade show giveaway





- gift for drive-thru banking customers
- new customer gift
- conference rooms
- employee desk item



No Setup Fees! Unlimited Colors!

CoasterStone® 101

Marketing that's truly absorbing

Visit our website for more CoasterStone® 101
www.coasterstonecustom.com

View Sales Ideas at:
www.coasterstonecustom.com/cs101



SAGE 50181 ASI 60965 PPAI 111006 UPIC 111006CS