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August / 2008

Issue: 1



Welcome to our First Newsletter

Hello Custom Field 1,

We welcome you to read our first newsletter. This is our effort to stay in touch with you and introduce new products that will help you enhance your brand and reach new customers.

We will bring you information about new marketing ideas that will help you advertise your products, as well as information about what other clients are doing and what you can learn from them. ***(For deals on wraps, please check the end of this email)***

We will greatly appreciate any feedback that you can provide us to improve this endeavor. Thank you so much.

Advertising in a Tough Market

When sales are low and costs are rising, most companies decide to cut costs to make up for lost revenue. Companies rationalize they can no longer afford expensive advertising and thus, cut their advertising budget. This is a good decision, but how will customers find you if you don't advertise? And, if they can't find you, there will be no sales inquiries and no opportunities to increase your revenue. Advertising brings about product awareness. That's the only way people will find you and/or remember you. Advertising does not have to be expensive to produce results.



Advertising cost comparisons

Vehicle wraps are one way of inexpensive advertising. The average cost of a vehicle wrap is between \$2800 and \$3500, depending on the size and complexity of the vehicle design. As wraps last for approx. 3

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Featured Customers

◆ Daryl Flood becomes agent for MAYFLOWER and renews graphics for 99 vehicles in Houston

◆ Hotwell US updates reception area in preparation for the OTC Tradeshow

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New Products

- ◆ Exterior Wall Graphics
- ◆ Interior Custom Wall Papers
- ◆ Backlit displays (battery operated)

To learn more about these products, please [click here](#) or call us at 713-263-9900

New Customers

years they cost only about \$100 per month. This is extremely inexpensive as compared to an advertisement in a magazine, a newspaper or a radio show that may require a minimum budget of \$1000 to \$3000 per month to be effective.



Some might argue that the cost of the wrap is comparable to that of advertising in the online or printed yellow pages, but **neither online advertising nor yellow pages provide branding**. An ad in the yellow page is only important if someone is searching for a product, **whereas a vehicle wrap displays your brand 24/7**.

How to use vehicle wrap advertising

When a wrapped vehicle is moving about day in and day out, it creates awareness and gives maximum exposure to your brand name and logo. Customers get to know your brand and remember your logo, so they will call you when they are ready to make a purchase.

In the past, successful businesses for vehicle wrap advertising include transportation, furniture, moving, plumbing, HVAC, electrical companies and ambulance companies. However, **these days vehicle wrap advertising is being applied to all kinds of businesses from food delivery companies to army vehicles for company branding**. Vehicle wraps create concentrated, repetitive and effective advertising. Call us at 713-263-9900 to find out how we can help you advertise in a tough market.



- ◆ Coast to Coast Van Pool
- ◆ Daryl Flood - Mayflower
- ◆ Hotwell US
- ◆ Infrastruct Security
- ◆ Regency Telecom
- ◆ Richards Party Rentals
- ◆ State Farm Insurance Agent - Jasmine Vo
- ◆ University of Houston

Save
20%

Deal of the Month

Full Vehicle Wraps for regular Chevy / Ford Panel vans = \$2797 + tax



Price includes design, printing & lamination on 3M 180C material and professional installation at our covered 60 ft bay installation facility in Houston on Beltway 8 & 290. Coverage includes all sides, hood, back and windows. Does not include roof and bumpers.

Saifee Signs offers 10 months installation warranty on all vehicle wrap products.

Offer Expires: August 15, 2008

Customer needs to mention price code NEWSLETTER JAugust 08 to avail this price offer.

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