

Product	Product Image	Color	Quantity	Total Cost
Ecojot Notebook (small)	(existing CTLT Ecojot notebook that we currently have)	Navy Blue	200	\$500
<p>We previously ordered this item from Ecojot. It is a high-quality notebook that is made of recycled materials. We especially like the fact that there is a recycling symbol displayed on the first page of the notebook, which would lead people to see CTLT as an organization that respects the environment.</p>				
Eco Highlighter		Natural with Blue Trim (Medium Blue Ink)	400	\$426
<p>http://justinstitches.promocan.com/LineNames.htm?CD=39796&ID=256527</p> <p>We feel that this pen/highlighter combination will appeal to students, faculty and staff, who use writing utensils in class and in the office. The natural color and design of the pen sets it apart from typical pen/highlighter combinations. The pen is made from 54% biodegradable and 27% recycled materials, which again contributes to the image of CTLT as an environmentally friendly organization.</p>				
Accent Sticky Flag Booklet		Tan (includes 25 sticky flags in each of 5 colours)	500	\$365
<p>http://www.4imprint.ca/search/C108718/product/C108718/Accent-Sticky-Flag-Booklet?rs=search</p> <p>A sticky flag booklet is a very handy office supply item that would appeal to students, faculty and staff. We plan to choose the booklet with the tanned color cover, so that it matches the design of the eco-highlighter and keeps the branding of CTLT consistent.</p>				

<p>The Bug Mini Stapler</p>		<p>Black (includes staple remover on back, standard staples, individually gift boxed)</p>	<p>300</p>	<p>\$618 *set-up cost not displayed</p>
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<http://justinstitches.promocan.com/LineNames.htm?CD=47441&ID=285534>

We consider a mini stapler to be another office supply that is useful to students, faculty and staff. Students may carry it with them to staple papers and assignments, while faculty and staff would use it in offices. This stapler is small, easy to carry for students, and looks like it is made of high-quality materials. It also comes with staples and includes a useful stapler remover. Mini staplers have been a popular item in the past.

<p>Laminated Non-Woven Small Recycled Shopper Tote</p>		<p>Black (tag attached to bag explains it is recycled)</p>	<p>250</p>	<p>\$1045</p>
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See attached pdf quote from Promosapien

We think that a tote works well as a medium-valued SWAG item, so instead of giving them away at booths, we can use them as prizes for special contests or as thank-you gifts. In regards to size, a smaller tote is a better choice than a larger tote, which is often used for grocery shopping. The tote's tag, explaining it is recycled, would also encourage people to make a strong association between recycled items and CTLT. Our plan is to display a multi-coloured wordle image of CTLT's service catalog. This would include both a visually appealing design, and would reinforce the different services that people can expect to receive from CTLT.

<p>Executive Umbrella</p>		<p>Navy Blue (clear PVC case included, Velcro tie closure)</p>	<p>100</p>	<p>\$880</p>
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<http://www.4imprint.ca/search/umbrella/product/C100872/Executive-Umbrella>

An umbrella is a good higher-valued SWAG item that can be given away as a prize for special contests or as a thank-you gift. It is very practical, and will likely appeal to a variety of people, because many people carry umbrellas with them when they go outside. Umbrellas with CTLT logos on them will give our brand great visibility. When we compared this umbrella with similar items, we found that this umbrella offers both good quality and value.

<p>Stainless Steel Travel Mug – 16 oz.</p>		<p>Black (this item only has one colour option) If possible, logo imprint will be navy blue</p>	<p>50</p>	<p>\$294.50</p>
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<http://www.4imprint.ca/search/C8727/product/C8727/Stainless-Steel-Travel-Mug-16-oz.?rs=search>

Mugs are also good choices for higher-valued SWAG items. Steel travel mugs and ceramic mugs work well in different situations, so we would like to order a mixture of the two types of mugs. The steel mug would appeal to students and to anyone who often commutes. It is something that people would carry with them, and the display of the CTLT logo would expose many people to our organization.

<p>Sebring Bistro Mug – 16 oz.</p>		<p>Black</p>	<p>192 (includes 80 cups that will be given internally to CTLT staff)</p>	<p>\$608.72</p>
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<http://www.4imprint.ca/search/C9786-S/product/C9786-S/Sebring-Bistro-Mug-16-oz-Standard?rs=search>

While a steel travel mug gives external visibility to CTLT, a bistro mug is often made of better quality. However, it is difficult to transport and carry (generally used at home or in the office), so it is more suitable as a thank-you gift or prize. We also want to order 80 bistro mugs to give to CTLT staff members to replace old SWAG items that have the OLT logo, helping with internal branding. CTLT staff would be able to use them in the office and take them to meetings with different people.

			<p>SUB TOTAL:</p>	<p>\$4737.22 *</p>
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**Cost before shipping and handling and taxes*

*If our remaining budget allows, we are also looking at including this product in our swag list:



Natural Finish Ruler – 12” (Natural Wood)

Quantity: 500 (minimum order) Total Cost: \$220

If the budget allows, we think that a ruler made of natural wood would be another good SWAG item to give away at booths and events. It would appeal to staff working in offices and students (especially those in faculties such as engineering). A ruler made of natural wood instead of plastic is more environmentally friendly and matches our other recycled SWAG items.