

Reasons for using The USB Flash Drive (memory stick)

- The USB Flash Drive (memory stick) is more modern. It gives a more valorising image to your company.
- The USB flash drive: Finally communication via a medium that really communicates.
- You can load the files you have selected onto them: power point, word, audio, video, picture files...
- Our customers keep our flash drives and therefore our brand has maximum exposure at their office or with them permanently.
- Enables conveyance of the products image via pictures, sound and video.
- The files can be loaded onto the key the day before launch (no printing lead times).
- More flexible: Avoids reprinting, your information changes, you just have to load at each update.
- Cheaper: Less paper (loading of the files=€1, free if you do it yourself).
- The USB flash drive is kept while a CD is often thrown away once read.
- Small size, easy for visitors to transport.
- Trendy product, Stylish object and considered highly valuable.

Product launching

- Publicity for Renault: Presentation of a new vehicle.
- Dutch nationwide retailer: Launching of a product to retailers via a flash drive loaded with the commercial + product and market presentation.
- Irish small company: Launching on the market of a new variety of product.
- Music producer: Launching of a new song to the Press via MP3.

Corporate Gifts

- HSBC: New Year's gift for private bank.
- Advertising agency: Elegance USB flash drive automatically given to customers.
- Italian Communications agency: New year gift for colleagues

Communication with customers /prospects /collaborators

- English architect's practice for visual presentation of their projects.
- Automotive industry supplier: Customized message transmitted to 300 retailers via USB flash drives.
- A Spanish tourism committee loads the presentation of their region on flash drives.
- Nestlé: Information loaded for retailers.
- Accenture: USB flash drives on each new employment.
- Publicity agency: Brief given via USB flash drives.

Conferences, seminars, Fares, General assemblies

- Morgan Stanley: Financial information distributed on USB flash drives during an important road show.
- CAC 40 companies (France): Distribution of files presented at a general assembly to the shareholders.
- Orange: Loading of a products catalogue on USB flash drives distributed at a fare.
- American university: Presentation of the university and subscription file at a fare.

Formation / Education

- Irish University: Presentation files loaded on flash drives given to freshmen.
- Italian training centre: Lectures loaded on USB flash drives.
- Cap Gemini : Internal procedures presentation file.
- Machine productions: Training program for the Bombardier's executives.