

Using Promotional Mugs For Top Advertisement

There is no denying we, typically, are a creature of habit, out of a habit comes favouritism. This results in a somewhat strange phenomenon that each and every individual likes to have their own favourite mug either for its outstanding looks, its size or design. This has led to the popular promotional merchandise - The customised promotional mugs. These are now very traditional in almost every office around the globe.

You have many styles, finishes, designs, and colors to choose from. You will never be at a loss of words or way to express yourself with the many options offered to you. Yearly literally billions of dollars are spent on promotional mugs, actually about \$1.23 billion as recorded 2007. These great mugs can be used for conferences and other events to boost product awareness as well as in addition to the advertisement campaign. They are also used as incentives as well as to show appreciation to customers for a purchase. No matter the reason or who the promotional mug will be of use and will continuously advertise and promote the company.

There are so many choices that you are sure to find one appropriate for your audience and occasion. There are china mugs, ceramic mugs, plastic mugs, special finished mugs and travel mugs. You can even get eco-friendly recycled mugs if you are trying to show your customers that you are earth conscious.

What's great about promotional mugs is that they are very inexpensive, especially the ceramic mugs. You can have any image or message reflected onto the promotional mug, which gives you full freedom to be as creative as you want. There are great English Potteries which have great quality mugs that are stylish as well as durable. They feature a thermo-glaze finish and wonderful colors. Quality images on mugs were impossible in the past, however, with new technology you can have a high quality photo printed on any mug, offering endless opportunities. Another wonderful example are the Mug n' Spoon mugs which were once found only in specialty stores. These have grown in popularity and can now be offered as promotional gifts. A wonderful way to make a statement at a very low price is with the Sandfield pottery mug. While the Coffee Cup Genova really make a statement in a classy and unique way with their high quality and interesting styles.

Customers and employees with both appreciate and cherish a gift such as a promotional mug as it's very useful. There is a promotional mug available for all companies, big and small, as there is a mug for every budget. With each promotional mug you are sure to get long lasting advertisement and product awareness. Some of the most popular mugs are the Hillside, Prado, and Metro, with a wide variety of styles and price ranges you are bound to find one perfect for your budget and company.

An alternative to the ceramic promotional mugs is the plastic mugs. These are great because they are far more durable than the ceramic mugs and still offer the same promotional advantages. Like the ceramic mugs they also offer a wide array of colors and styles to choose from.

It's no wonder that promotional mugs are so popular, they are a favorite amongst many successful companies. They last much longer than any other promotional gift out there and are great for advertisement and product awareness.

About the Author

Liz Logan is the manager of Phoenix Corporate Gifts. You can read more about her writing at [Promotional Items](#) and don't forget to check out the [Corporate clothing](#).

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