

GETTING **NOTICED**, MAKING AN **IMPACT**, BEING **REMEMBERED...**
stressballs make these things happen!



INSIDE: Discover how Stressballs can work for your campaign!

INSIDE: See the best ideas for shapes and prints...

INSIDE: See how you can make yourself different to your competitors.

STRESSBALLS PUNCH YOUR MESSAGE HOME!

If you've got a new business to advertise or a new product to talk about then you'll want to make an INSTANT impression to get noticed. Brightly coloured, squeezy branded stress shapes do exactly that!

UK manufactured stressballs are the only slow release foam stress products available anywhere in the world. This is what gives them a quality feel, staying on your clients' desks long after you've introduced yourself, giving you and your business maximum exposure.



© Gripsta is a registered trademark



“

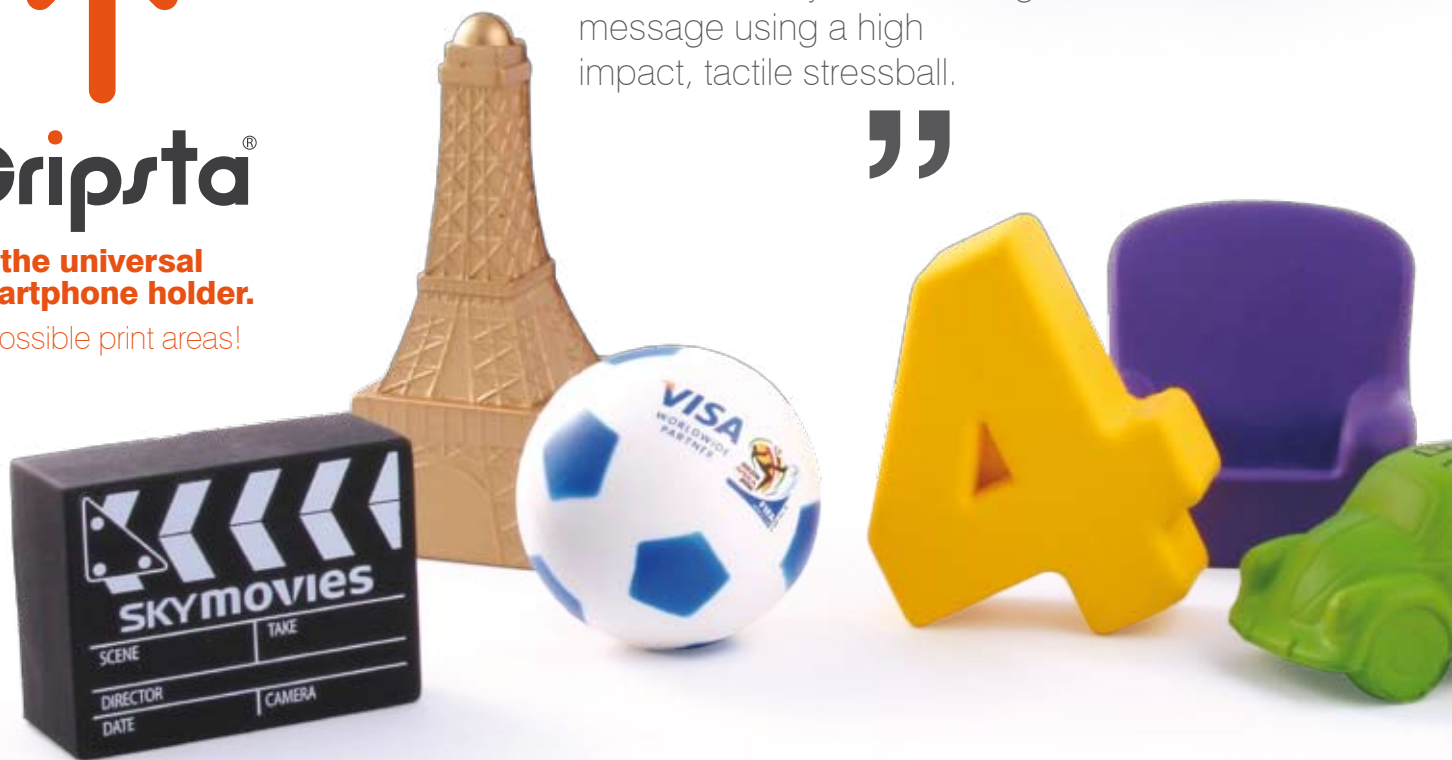
Communicate your marketing message using a high impact, tactile stressball.

”

Gripsta®

the universal smartphone holder.

3 possible print areas!



MAKE AN IMPRESSION!

HOW THEY USED **STRESSBALLS**

CASE STUDY: 'LIVER BETTER LIFE' CAMPAIGN



Raising awareness is an intrinsic part of public health, discovering new and unique methods to help educate on health issues are vital to an effective campaign. Health organisations and charities have found this "damaged" liver to be a useful tool to demonstrate the dangers and effects of alcohol misuse. This squeezable liver has a smooth 'healthy' side which is printed with your strong message, the other side appears rough and discoloured to show the 'unhealthy' effects. Other health related campaigns where stress products have been used include lung & heart disease, breast & prostate cancer, drugs and healthy living... call us for more ideas on how to use stressballs as part of your campaign.

FOR YOUR COMPLETE **PEACE OF MIND...**



All our stressballs are guaranteed free from the harmful chemicals which are banned in all European manufacturing.

“

Stressballs help your sales staff response rate – these vibrant shapes provide a fun and relaxed talking point.

”



Some products shown in this brochure have been specially made for the customer and cannot be sold on. To see how a bespoke shape can work for your campaign, go to page 5.

WHY ARE **STRESSBALLS** SO **GOOD** at making your business **stand out** from the rest?

A pen is a nice, gentle way to help with brand awareness, but if you want to make a BIG statement and stand out from your competition, a stressball printed with your corporate message or branding, is the strongest way to achieve an instant positive reaction. Competition at exhibitions can be very high, many exhibitors will be giving away branded pens, mugs and mousemats which generally get buried at the bottom of a bag. But with a stressball you can see people walking around the halls, squeezing your product, because it's tactile, comfortable and irresistible. This ensures your brand and message stays with them long after your introduction.

bright ideas...

The X Man

Great for health, activity and youth-related promotions. This high impact character can be used in youth employment or training programmes.

The Transit Van

Everyone from drain cleaning to auto repair companies can use this. Any business that employs vans or delivers goods or mobile services can get their number and message printed on both sides as well as the roof - so 3 print possibilities!

The Dice

This can be used anywhere - the rounded corners make the shape fit nicely in the hand, and of course you get the 6 print position options.

WHEN WILL YOUR **BUSINESS** **NEED STRESSBALLS?**

- EXHIBITION / TRADE SHOWS
- MAIL SHOTS
- PRODUCT LAUNCH
- CHANGE OF PHONE NUMBER
- NEW WEB / BUSINESS ADDRESS
- NEW BUSINESS
- MARKETING A SERVICE
- BRAND REINFORCEMENT
- NEW BRAND IDENTITY
- EDUCATING SENSITIVE TOPICS

The Ball

The workhorse of the industry. Balls can be used anywhere by anyone, are always in stock and can be made quickly in any pantone colour. 2 print positions.



HOW THEY USED **STRESSBALLS**

CASE STUDY: BEETLE INCLUDING PACKAGING



What leaves even more of an impression on customers than high quality stressballs? **High quality stressballs in branded packaging.** That's exactly what this customer wanted when they discovered we offer full colour printed bespoke boxes. This means that when it comes to getting the most out of your introduction to a potential new customer, the marketing message and brand identity is hugely increased. The stress product can be custom designed to your own shape, pantone coloured and printed with your logo and details. Packaging your stressball adds extra value to your marketing campaign by allowing you to reinforce your identity, include extra information, cross sell your products, while at the same time appear to be a retail product of considerable value.



Burt

Burt is a character we launched as a generic cartoon figure. Like the X man he stands up on the desk generating interest from passers-by in the office.

Rugby ball

These are great for up to 4 print positions. Lots of companies have sponsorship relationships with clubs, and it's always great to run a promotion when a major competition is on.

The Cube

Like the dice you have 6 print positions - the square face can give more size and flexibility for artwork layouts. Good for companies promoting a range of services, they can also be used to get messages across on in-house training days. Two sizes available - 50mm and 65mm.

The Lightbulb

This is hugely useful for creative industries (the lightbulb moment). Design companies, advertising agencies, software companies can all use this. Definitely a bright idea!



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With our special flexible transfer prints you get pantone matched logos, multi colour printing, and prints that won't rub off!

”

CREATE A **TRULY** **INDIVIDUAL** MARKETING CAMPAIGN...with a **custom stressball**

Custom stressballs can make your product launch or trade show memorable, punching your message home with a shape that clearly identifies your product or service and separates you from your competitors – the flexibility of design means you can have novel unique ideas whenever you want – at a sensible cost.

“

All our stressballs conform to European toy safety regulations

”



5 REASONS WHY YOU SHOULD CHOOSE A **UK** **MADE STRESSBALL** OVER A CHINESE IMPORT.

FAST DELIVERY

Even special shapes can be with you in 2-3 weeks

COMPETITIVELY PRICED

For quality and speed on special shapes we cannot be beaten on price for this service.

NO HARMFUL SUBSTANCES

All our products are free from life threatening cadmium and dangerous phthalates which are banned chemicals in the EU.

HIGH QUALITY

The **ONLY** soft memory foam stressballs available. Pantone matching and full colour prints which don't rub off.

PRE-PRODUCTION SAMPLING

We can mould and print your stressball (including custom shapes) before production so you can be sure your product is going to do everything you want.

HOW THEY USED **STRESSBALLS**

CASE STUDY: AN UNMAKEABLE SHAPE MAKEABLE!



Trying to explain what your business does so as not to lose the attention of your audience is a tricky skill. Trying to do this AND explain the benefits of your product, especially if new to the market is even trickier. That was the task for this company who had launched a highly intelligent submersible vehicle for use in the offshore oil & gas industry. An ROV (remotely operated vehicle) is often an aluminium cage with a buoyancy system attached to the top, inside the cage is all its necessary hydraulics, sensors, cables etc. To make a stress shape as an exact replica of this would not have been possible, but our full colour transfer printing and spray painting service made a very complex shape now do-able with great results. Being able to print fine detail within a tight registration was crucial to making this machine look more realistic. This hand held tactile product could now be used as a talking point to explain their story succinctly when face to face with customers.

“

Lead time for a special shape is approx 3 weeks – sometimes quicker!

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WHAT YOU GET FROM THE **UK MANUFACTURER...**

Dealing with the UK manufacturer is the easiest way to buy custom made stressballs. No long lead times, no quality issues, no prints rubbing off, no delays and no misunderstandings.

We explain the process clearly and in most cases we'll send free 3D visuals of what your finished product will look like so you can feel confident taking your enquiry with us further. Everything from CAD, tool making, production & printing is done in-house which gives us the control to provide you the best product & service.

STRUGGLING FOR IDEAS?

Here's a selection of standard stress shapes available.

BUILDINGS

House
Brick
Canary Wharf
Cube
Pyramid
Hard Hat
Spanner
Pebble
Hammer
Stepping Stone
Kerb Stone

MEDICAL

Tooth
Foot
Love Heart
Kidney
Prostate
Bronchial Tube
Blood Cell
Brain
Test Tube
Filter
Stent
Dental Glue
Capsule
Pill
Head
Vertebra
Nose
Fat Belly
Bug
Hand
Male Torso
Female Torso
Liver
Bottom
Legs
Breasts
Cigarette Packets

INDUSTRY

Euro Coin
Euro Note
Pound Sign
Letter A
Letter E
Asterix
@ Symbol
Globe
Ballot Box
Number 1
Number 5
Number 4
Letter Y
Letter Q

FOOD

Egg
Smartie
Apple
Banana
Potato
Orange
Lemon
Chocolate Bar
Lime
Cup Cake
Loaf
Ring Pull Can
Doughnut
Grapefruit
Kiwi
Muffin

MISCELLANEOUS

Cone
Dice
Cube
Pillow
Globe
Toilet Roll
Bottle
Burt Man
Space Hopper
Gas Flame
Air Freshener
Goose Egg
Pebble
Pyramid
Skull
Russian Doll
Spook
Star
Grave Stone
Lips
Xman
Washing Machine
Garage
Bollard
Foot Print
Beer Belly
Diving Helmet

TRANSPORT

Train
Car
Twin Jet
Van
Tractor
Speed Camera
Scissor Lift
Train Carriage
Citroen Car
Frog Eyed Car
Ship
Tanker Lorry
Bug Car
Car Battery
Fuel Can
Jet
Beetle Car
Tyre
Submarines
Pump
Air Bus
Double Decker Bus
Corsa
Astra
Sat Nav
Tram
Ferrari Car

SPORT

Rugby Ball
Panel Football
American Football
Round Ball
Pentagon Ball
Smartie
T-Shirt
Basketball
Golf Ball
Bowling Ball
Boxing Glove
Shuttlecock
Ski Boot
Cricket Bat
Baseball
Tennis Ball
Hockey Puck
Discus

BEST SELLERS

Love Heart
Ball
Cube
Smartie
Rugby
Armchair
Capsule
Wobbler
Pound Sign
Light Bulb
Lemon
Burt Man
Globe Ball

ANIMALS

Cow
Sheep
Frog
Duck
Bull
Pig
Gorilla
2D Bugs
Penguin
Elephant
Pigeon

OFFICE

Armchair
Old Computer
Traditional Phone
Bayonet Lightbulb
Screw Lightbulb
Mobile Phone
Book / Diary
Alarm Clock
Palm Pad
Wrist Rest
Printer
Hand Grip
PC Mouse
Radio

ELECTRICAL

Alarm Clock
Bayonet Lightbulb
Car Battery
Energy Saving Lightbulb
French Plug
Fridge Freezer
Mobile Phone
Mouse
Old Computer
Printer
Screw Lightbulb
Traditional Phone
Washing Machine

SEALIFE

Fish
Penguin
Whale
Dolphin
Duck
Wave



IS YOUR PROMOTIONAL MERCHANDISE SAFE?

HOW THEY USED STRESSBALLS



CASE STUDY: LITIGATION CONSCIOUS CORPORATIONS

When Warner Bros legal department in the U.S requested that they needed full disclosure on the content and ethical background of their promotional merchandise, their gift supplier approached us for help. Warner's had two problems. One was reliability of supply, they were buying on a regular basis for specific campaigns all across the U.S and goods were persistently arriving late. The second was that their legal department were concerned about scares involving pigments and plasticisers in Chinese products, and they couldn't get compliance certificates that they trusted. A certificate of compliance is fast becoming the hot "must have" in company legal departments across the world, where they require assurances from suppliers about minimal environmental impact, fair trade conditions and non toxic chemical content. Fortunately, all UK manufactured stressballs are free from E.U. banned chemicals. Life threatening cadmium and phthalates are absolutely forbidden in any European manufacturing. We are non toxic, non allergenic, are guaranteed no latex and do not contain ozone depleting CFC's.



UK made stressballs are manufactured under **EU trade regulations** and conform to **EN71**.

Certificates of Conformity are available on request

PUT YOUR ADDRESS LABEL HERE