

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



## Gripsta®

**the universal smartphone holder.**

3 possible print areas!

“

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

”



# 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!



“

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!

”



## 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