Personalize It!

The gift you give says a lot about you – from the selection of the gift to the message you deliver. Here are some tips for adding a personal touch:

- Find out something about the recipient to help customize the gift selection

- Personalize the gift with the recipient's name or initials

- Include a personal note to add an additional sentiment

- Deliver the gift in person. The response you receive will be a priceless memory!

Gift Giving Tips

ADLER COLLECTION
BY MYRON
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For questions or suggestions on picking the right gift to meet your needs, call 1-877-55-ADLER or visit us at www.theadlercollection.com.

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Make a Lasting Impression

Gift-giving is the perfect way to show your appreciation and create good will among clients, colleagues, employees, friends and family members.

■ Celebrate the Holidays

Holidays, such as Christmas, New Year's, and Valentine's Day, are the ideal time for gift giving. Take advantage of these opportunities to express your appreciation.

■ Create an Annual Gift-Giving Program

Gift-giving throughout the year is another way to keep your company top of mind.

■ Give a "Thank You" Gift

A "Thank You" gift enables you to show your gratitude at anytime during the year. Sometimes it's the unexpected gift that makes a lasting impression!

■ Reward Employees

Recognizing employees for a job well done goes a long way in terms of motivation, boosting morale and creating loyalty.

■ Celebrate an Anniversary

Whether you're celebrating a personal or business anniversary, marking a milestone with a gift is an excellent way to make the day special.

■ Commemorate a Special Event

Gifts are appropriate when commemorating an occasion such as birthdays, weddings or other important events.

■ Build Networks

Make a statement to introduce yourself, your company or a new brand with a unique gift. This will help you promote yourself and your business.

■ Celebrate Achievements

From a new venture to a new career to a new contract, marking the beginning of an event presents a gift-giving opportunity.

■ Welcome New Employees

Giving gifts to new hires is a good way to welcome them and make them feel that they're part of the team.