



DON'T SLEEP ON THIS: WHY PILLOWS MAKE THE PERFECT PITCH



**Wake people up to the promotional potential
of this unexpected marketing tool.**

Everyone uses pillows, yet many clients don't realize they can be a valuable solution for their marketing needs. Find out why pillows will liven up your customers' promotions and have you curling up on a pile of orders in no time. Trust us, you don't want to sleep on this sales opportunity.



REPEATED USE = REPEATED EXPOSURE

If you're looking for a product that gets used over and over, look no further than your bed. This isn't just about a nightly slumber – don't forget about the occasional power nap! That means your clients can reach potential customers at least once every day. What other promo can promise that?



Think beyond the bed. Promotional pillows are commonly used as home and office décor, and are a popular airplane companion! Suggest your healthcare and corporate clients create branded pillows for their waiting and break rooms, or as a new employee giveaway for their desk chairs.

MEMORABLE BRANDING

The whole point of promos is to be remembered, and pillows make that happen. As the last thing people see before they fall asleep at night and the first thing they see when they wake up in the morning, pillows are seen by potential customers at the open and close of every day, with no outside distractions. This helps your client's brand stay top-of-mind with customers for longer, increasing recall and conversions down the road.



Make sure your supplier offers a variety of shapes and sizes so your pillow makes even more of an impact. LimeLight can help you create small pillows for on-the-go comfort, or larger pillows to decorate beds and couches.





AFFORDABLE MARKETING SOLUTION

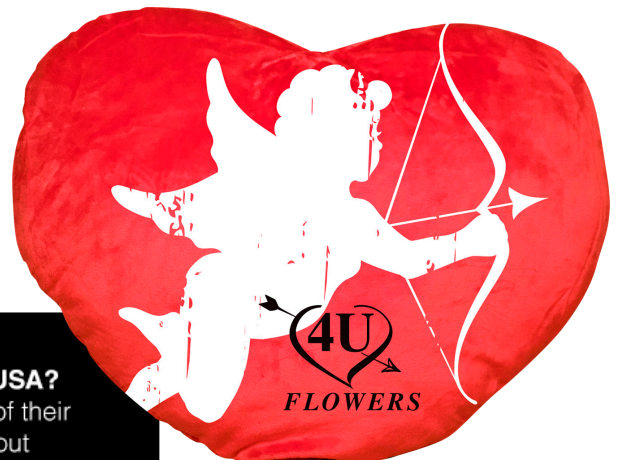
Every client wants powerful promotions, but not every client has a huge budget. For these projects, pillows are the perfect pitch. If your clients can afford pens and mugs, they can likely afford pillows. Educate your clients on cost-effective items they haven't thought of and they'll see you as even more of an idea generator, increasing the value they see in your services.



Let clients know about low minimums to drive the savings home. For instance, LimeLight offers minimums of just 25, and your pillows can be ready to ship in just 5-10 days.

STAND OUT FROM COMPETITORS

As a distributor, it's your job to help clients stand out from the competition by suggesting unique products they aren't using. Few companies are taking advantage of pillows, making it an easy opportunity for your clients to set their business apart. Plus, your business will also stand out because you'll be known for innovative promotions your competitors aren't thinking of.



Unique, unexpected and ... made in the USA? You bet. LimeLight is proud to produce all of their pillows domestically. You can feel good about every pillow order you place.



EASY TO DECORATE

Pillows make it easy to bring your client's brand to life, no matter how complicated or colorful their design is. Look for pillows made of polyester, which are ideal for sublimation printing. By choosing full edge-to-edge sublimation printing, you can recreate vivid designs and cover the entirety of both pillow faces for an impossible-to-miss promo. Don't limit yourself to just graphics and prints – sublimation printing is great for recreating photographs, too.



LimeLight is proud to be called the domestic sublimation expert; they've invested in the best technology, training and employees to produce sublimated pillows and any other products your clients desire for their marketing mix.

CREATIVE MESSAGING OPPORTUNITIES

Thanks to their unique use, pillows lend themselves to delivering marketing messages beyond company logos. For example, a yoga studio could emblazon their pillows with a slogan like “Namastay in bed,” or an event planner could give away wedding-themed “His side” and “Her side” pillows. The opportunities are endless, and a creatively punny pillow could be the final push that gets customers to convert!



Need some inspiration? Ask your supplier about pillow projects they've completed in the past to get your wheels turning. LimeLight has fulfilled plenty of pillow orders previously (like a 20,000 pillow order for a concert!) and will be happy to share their expertise with you.



NEED SOME INSPIRATION TO GET STARTED?

Don't worry – we've gathered our best ideas for some of the most popular industries to give you some ideas. You'll be dreaming up incredible promotions in no time.



Hospitality

- Add a homey touch to hotel rooms
- Guest loyalty program giveaway
- Sell as souvenirs in gift shops



Education

- Make nap time comfier for Pre-K
- Deck out dorm rooms and Greek houses
- Help alumnus show off their alma mater



Corporate

- Help traveling employees sleep well on their flights
- Spruce up break rooms or desk chairs
- Give out as end-of-year or recognition gifts



Medical

- Make waiting rooms comfortable
- Place on beds to help patients rest
- Give out at health fairs and wellness conventions

And that's just the beginning!

Let LimeLight know which industry you need pillows for and they'll help you create something unforgettable.

ABOUT LIMELIGHT, ASI/67557

If you're looking for stunning promotional products, look no further than LimeLight. LimeLight specializes in designing and manufacturing custom products to meet short lead times and challenging order quantities. They're experts on sublimation printing and give you access to their unique U.S. production facility with cutting, sewing, printing, sublimation and warehousing capabilities – everything you need to get your orders done right.

Let LimeLight show you how they can help illuminate your brand.

Want to learn more?

Visit LimeLightUSA.com