

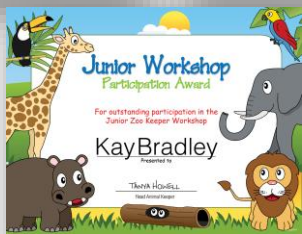
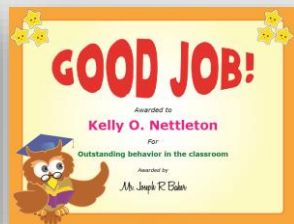
# Geographics

## Awards are all about Giving Credit Where It Is Due

What better way to motivate students and athletes than recognizing their achievements with personalized certificates and diplomas?

You have just the right products to help educators do that, but getting them to the right people within the education market can prove challenging.

Here are a few tips that could help you bridge that gap:



*Spread the word* - Create school centered marketing materials - catalogs, flyers, brochures. Your selection of products should cover both traditional and early childhood needs. Use both direct mail and electronic mail to distribute your materials, it will reach your intended target most of the times.

*Find the decision makers* and start building relationships!

School administrators, teachers, school secretaries, PTAs and PTOs, all have a say in the buying process.

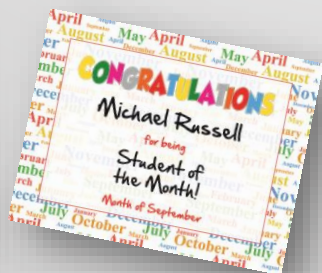
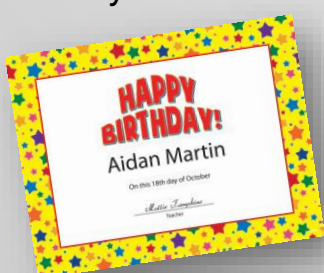
*Time your marketing materials* to reach your target audience by early January, so that buyers have the time to review your materials and make their decision before Graduation or Fall season kicks in.

*Serve don't sell* - In today's market we help buyers buy, through nurturing and

providing good customer service. Help your customer understand how your product will improve their work flow and help solve their problems. The best feature of our products is that they're highly customizable, use that!

Our fine paper certificates can be used as Academic Achievement awards, Sports Awards, to recognize and reward efforts of volunteers and charity events successes, as high quality diplomas for preschool, elementary school or high school students.

Early childhood certificates can also be used as invitations or to announce school events.



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