

*Your Creative
Advertising
Specialist*



*World Class
Promotional
Products,
Premiums and
Corporate Gift
Solutions*

Welcome to ATP

... for total commitment

All Type Promotions is an industry leader in the provision of corporate gifts, premiums, advertising specialties, incentive programs, recognition gifts and awards.



Goals

At ATP we have three primary goals:

- To offer the highest possible level of personal service
- To keep you a step ahead of your competition by informing you of the latest developments in International Promotional Products.
- To offer competitive pricing and quality products that give you unsurpassed value for your advertising/promotional dollar.

Our commitment

Our Commitment: Our business is built around serving our clients, - **reliably!**

We strive to understand your requirements so we can identify the best promotional vehicle for your company. Through our initial consultation and regular communications, we will open marketplace opportunities.

Professionalism

Professionalism

At ATP "we live it, breathe it, do it . . . we don't just talk about it"

ATP actively supports, promotes and enhances the membership, programs and activities of the Australasian Promotional Products Association (APPA), and the Promotional Products Industry as a whole.

Our clients

Our Clients

ATP is proud to be trusted by major Australian companies, universities, government bodies and community associations to supply useful, long lasting promotional products at competitive prices. From the time you order until the time we deliver, you can rely on us for attentive service, professional expertise and commitment to quality.



HEWLETT
PACKARD



Gillette

Bayer
Diagnostics

Our people

Our People

The ATP difference is our superb sales team and support staff. They're dedicated to personal service, which is why our clients come back time and again.

... for total commitment

Our suppliers

Our Suppliers The Power of Partnering

Through our vast network of suppliers we offer the best local and offshore products available. Our Suppliers have been carefully selected over a number of years on the basis of quality, reliability and delivery.

As a result of our ethical and professional track record, our suppliers often provide us with preferred pricing. They partner with us to provide the best product - at the best price and, most importantly, on time!



International suppliers

Since 1981 we have established a solid supplier network in Australia, USA, New Zealand, Taiwan, Hong Kong, Singapore, India, Thailand, Indonesia, Korea, Italy, Germany, The Netherlands, China, France and Great Britain.

ATP uses independent specialist authorities to inspect the quality of product before it is shipped to Australia. Senior ATP personnel regularly visit our overseas factories to ensure that goods are manufactured to exact specifications.

Our staff regularly attend International Trade Exhibitions in Asia, Europe and the USA to ensure that we are at the leading edge of product development and service innovation. ATP has obtained exclusive rights to certain products.

National brands

ATP is a leading distributor of many recognised and respected national brands that spell style, quality and practicality, such as: Parker, Sheaffer, Cross, Waterman, Seiko, Citizen, 3M, Nottage, Spalding, Dunlop/Slazenger, Aladdin, Westminster, Filofax, Kenwood, Maglite, Victorinox and Avanti.



Understanding your market

Understanding your Market

At ATP we work with you to develop promotional campaigns which maximise your exposure and achieve your goals.

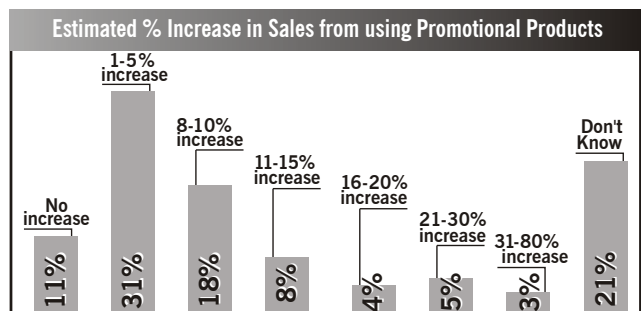
Promotional Products work!

Recent research has found promotional products to be one of the most effective means of generating and increasing sales and raising your company's profile.

An independent analysis by Brian Sweeney & Associates Research has highlighted promotional products' powerful potential to strengthen brand awareness, consolidate customer loyalty and generate new business.

The following factors make marketing through Promotional Products particularly effective and practical:

- **Promotional Products** generate goodwill
- **Promotional Products** can be uniquely tailored to fit your target market
- **Promotional Products** give top value for your advertising budget dollar
- **Promotional Products** offer the longest exposure of any advertising medium



The use of clever and innovative ideas mean the promotional products achieve greater cut-through and contribute to a growth in sales.

... for total satisfaction



Complete Management Service *management service*

ATP has positioned itself to meet and satisfy the complex promotional merchandising needs of corporate clients. From a complete conceptual, production, storage, fulfilment and dispatch service to simple warehousing, ATP can tailor a service to each clients' individual requirements. . .

- Sales promotion
- Catalogue design, development and production
- Product selection
- Product sourcing
- Personalising (printing) client stock
- Custom packaging
- Warehousing promotional merchandise
- Dedicated 1800 phone #
- PO Box co-ordination
- Pick, pack, address and freight Australia wide
- Stock and response reporting



Computerisation *computerisation*

ATP has embraced the latest technology. Our comprehensive on-line computer system has been developed specifically for the Promotional Products Industry. This system allows us to accurately manage stock inventory and enables us to produce customised reports to meet each client's special needs.



Graphic design *design*

Our contract graphic designers are a carefully chosen creative resource, delivering world class ideas to give our clients the edge in the market place. This may range from 'character' and concept development to catalogue designs and layouts.

Quality control *quality*

To further improve our service level, ATP is currently completing the Australasian Promotional Products Association's Quality Accreditation Program.



Guarantee *guarantee*

Satisfaction guaranteed! We're proud of the work we do, and if we don't do it right, we'll make it right. Period. We take the worry out of your promotional programs.

... for total confidence



Showroom

A visit to our extensive, modern showroom will inspire and motivate. Our vast range of products -

- makes you stand out from the crowd
- gives you a wider choice
- enhances your marketing creativity

We are proud of this important marketing facility and very pleased to welcome our clients (by appointment) to our showroom.

Let your marketing imagination run wild. There are thousands of products to choose from. If you can't find exactly what you are looking for, we will scour the world until we find it for you!

Guiding and developing your promotional plans, from concept to completion, is our business - and we excel!



Concept development

Product development

Promotional strategies

Global sourcing

Comprehensive product range

Warehousing

Catalogue fulfilment programs

Exclusive brands

Showroom

ATP

... for total commitment

ALL TYPE PROMOTIONS

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Image of computers courtesy of Apple Computers Inc.

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APPA
Australasian
Promotional Products
Association



PSI

 PROMOTION
PRODUCTS
INFORMATION
CENTER