

# Maximum Impact

*Information and Ideas for Improving Sales, Image, and Profits*

## SAFETY FIRST

A successful program that focuses on safety can be invaluable to a company. Lost-time injuries are extremely important, not only from the standpoint of the cost factor, but certainly from the standpoint of the government regulatory agencies that oversee safety issues. It can become a major, major problem for companies, Workman's comp is becoming such a big issue across the country, in all industries.

For high-risk jobs, employers need to consider just how much employees' safety means to them. Is everything possible being done to ensure that employees know and follow established guidelines? By reminding employees with safety-related gifts, or setting up a comprehensive program that rewards employees for following safe practices, a company can significantly increase its safety records.

One way that companies can encourage safety is through thematic programs. A cartoon character makes an effective way to convey the message of a safe workplace to workers. "[The character] will be the safety shadow and the spokesman for the company. You can

have a lot of fun with it. You can name the character and he becomes part of workers' everyday habits and is seen throughout the company. For example, you could name one Archie, and he would always pop up somewhere. You could give workers a pen with Archie on it; maybe you'd give them a lapel pin with Archie. He would just sort of become part of their daily lives."

Taking things a step further, companies can extend a theme to a full-scale points-and-rewards program. For example, when a steel manufacturer wanted to strengthen its workplace safety, it instituted a multitiered program to get employees on board. They found that they had a very high accident rate and the plant morale was extremely low, so what they aimed to do was reverse that."

The resulting program consisted of three main elements: overall safety awareness, individual employee incentives and team employee incentives. Products such as key tags, screwdrivers, pocket-knives, pens, magnets, first-aid kits and more were used as gifts and prizes to reward

employees and reinforce the company's safety goals.

Within a year they saw results: Their accident rate dropped 86%, creating significant savings in employees' lost-time pay. And, thanks to the program and the low accident rate, employee morale grew as well. Overall, it was so successful that they re-instituted it for another year and recommended it to other branches of the company.



Continuity programs can also be used to encourage other positive workplace practices. Much in the same way they are used to remind workers of safety issues, they can also be used to inspire more sales, improve customer service or even encourage better teamwork.

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# Dear Max



**Q.** We have purchased several orders of promotional products from various on line sources. On every occasion we have been disappointed with the product. Can we see the product before we buy it?

**A.** At Coast Advertising your consultant can provide you with samples and other product recommendations based on sound experience with sourcing promotional products, from the best vendors. Apparel is particularly difficult to buy looking at pictures. The look, feel, care requirements and our experience with the garments greatly reduce your risk. We want you to feel confident that your selection reflects the level of quality that is right for your image.

**\*Ask Max a question, and receive a free gift, go to: [www.coastadvertising.com/dearmax.cfm](http://www.coastadvertising.com/dearmax.cfm)**

## Product Spotlight

### **Custom Label Bottled Water**

*Ideal for:*

- *Product Launches*
- *Golf Tournaments*
- *Trade Shows*
- *Sales Calls*
- *Community Events*



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4,800 Bottles. Priced From \$.94 each. 250ml and 355ml bottles also available.

***Call Coast Advertising today for a quote.***

### **Celling Impacts Sales**



#### **Objective:**

Build Customer Loyalty & Promote the Company's Toll-Free Number

#### **Solution:**

A truck parts and supplies distributor included a Dash Pad, imprinted with the company's logo and toll-free number, as part of their quarterly catalog mailing to 50,000 previous customers and potentials. Contributing to its selection was its size and weight, its cost-effective price, and the fact that it would be placed on the dashboards of vehicles where the toll-free number could be promoted. New sales proved it to be a resounding success.

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