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Folders: the Best Marketing Gear by John Davis

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Nowadays companies stress upon â€œqualityâ€• in everything. Be it office building, production tasks, operations, advertisement ideas, marketing or product design â€“ it is the â€œqualityâ€• that is important. Quality is also counted on how well you have set up your building and how appealing is its furnishing. Nowadays those buildings get extremely popular instantly which have unique furnishing and attractive stationary. When you start up a corporation, usually ordering stationary for the office is a very first common task one does. The stationary and furnishing are also a way of creating an identity of the company. They are a tool of marketing the company.

There is much equipment in a corporation which is common and can be used for advertising purposes - for example, packaging boxes. Packaging boxes are of different types. Some are made from paper â€“ brown and white â€“ while some are made from various types of materials such as wood, plastic, steel and cardboard. They have equally various purposes. Some are used for storing cosmetics; some for jewelry, some are used for storing food. Others can be used for storing important files, records and data. Some packaging boxes can even be folded especially the ones which pack cell phones for cell phone industries. These packaging boxes can be used in corporations. They can be custom ordered and can have printed text on them which spell the companyâ€™s name and tells a little about it. Such boxes can be of great use. They can be kept in the office for storage purposes and can give the company an identity. Whenever these boxes travel, the companyâ€™s name, logo and information will be automatically marketed.

Another most important item of a companyâ€™s stationary is folder. Folders yet again have different types like paper folders and pocket folders or file folders. File folders are very useful in offices every document contains many sheets of papers which is unbound. For this reason, important documents are kept in a file folder.

In an average office at least 50 file folders are used. A file folder comes in different designs, colors and styles. Some can be flashy â€“ for fashion industries - while others can be normal and sober which are mainly used in service providing corporate offices. File folder can also be personalized and customized. They can have companyâ€™s logo and information printed on them. This way not only will they be useful in keeping an employee organized but also would be used a tool for marketing. Wherever the employee would go carrying a customized file folder, he will be marketing the name of his company.

Another type of file folder can be business presentation folder. These kinds of folders are usually ordered few and are used by the top level in an organization. The business presentation folders contain spaces for keeping papers and also some stationary. They are used when an employee is giving an important presentation. These can be customized the same way and will help show off the identity of the company.

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