# Promotional Flash Drives â€“ Most Preferred Gift Item by Julia Roger

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There are generally two kinds of items given away as promotional gifts, where usability is concerned. However, one type of gifts that are given away is locked up inside the drawer such as a piece of crap, the other category help in serving useful purposes. It is not a matter of concern whether the gift is heap in price or not. However, the thing that matters is the usage of the item by the receiver.

While giving away gifts for promotional purpose, it is required to be seen that individuals get to use them on a daily purpose. These gifts are given to promote an item or the brand name of a company. Thus, locking these products inside the drawers would not solve the purpose of getting the company name being highlighted before a large category of individuals.

Although there are a lot of items that can be used as promotional gifts, but the receivers always appreciate uniqueness of a product. One such unique product is the Promotional flash drives. These items have created a revelation in the market of electronic data transfer devices. Previously, data transfer took place through the help of floppy devices and compact discs.

However, the usage of floppy device is not preferred nowadays due to several limitations. The floppy discs are more prone to being damaged. Moreover, they does not hold large amount of data. They are also more expensive.

However, such is not the case with flash drives. The flash drives function mainly through the help of universal Serial Bus. As a result, they are also known as USB memory sticks. The major advantage of these devices is their shapes and sizes. The promotional usb memory sticks are extremely portable to carry and taken from one place to another. Moreover, they have more capacity of data holding if compared to floppy or CD discs.

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