



Atticmedia

Case Study



Challenge:

Attic Media, publishers of some of the UK's major kids magazines were looking for a partner with Far East experience. Our challenge was to design, source and manufacture a range of high quality, customised, branded promotional products within a tight timeline with testing documentation for each item to verify that they were compliant to legislation, safety and quality standards to be used as part of a lead generation programme.



Solution:

It made all the difference to be able to utilise our office in China on this project. We were able to search locally for the ideal products, submitting both physical samples as well as visual concepts for customisation. Once our client approved the concepts, pre-production samples were made, flown back to the UK from the Far East and once approved, tested prior to being put into production.



Results:

We have been working with Attic on their lead generation programme now for the last 3 years and have independently tested and produced in excess of 2 million promotional products for them. Our pro-active and reactive nature, along with the strong relationships we have with factories, means that we can deliver a fast turn around and exceed client expectations time after time.



the sourcerers
Switched on Marketing

Thank you for your time

Tel: 0844 249 0180 **Fax:** 01604 949 874 **Email:** Chris@thesourcerers.co.uk **Website:** www.thesourcerers.co.uk