

## Promotional Impact A Visual Timeline

1992

The PI team designed a one-of-a-kind tinker toy set that replicates Herman Miller Inc.'s (HMI) furniture system. This product is used as dealership training tool.



2001



PI designed a custom mesh bag that's sold with every Bissell steam cleaner as an accessory piece. Product design and manufacturing are managed by Karen Scarpino.

2002

The Promotional Impact team designed a custom sales case for HMI to contain surface materials for traveling reps. The interior had to be customizable to compartmentalize the many different contents. The exterior needed to be impressive and durable. In the end, PI's design met all client's objectives.



2003

The PI team designed a custom candy dispenser for Herman Miller's eZconnect online purchase gift incentive. Client testimonial about this custom design: "Karen Scarpino was patient, thoughtful and full of suggestions. She even came to us with solutions surrounding assembly and packaging. It truly was a holistic solution. I'm sure our customers will love the message it sends." Linda Cooper HMI eZconnect Client Advocacy Manager

2004

Established PI as award specialist by establishing corporate award designs that become a staple for such companies as Herman Miller, Dow, X-Rite and Trendway.



The PI team custom designed product packaging for X-Rites largest product launch in company history and establishes Corporate Brand items w/ high tech "wow" factor for X-Rite.



2005

The PI team became Customer Experience consultant to HMI analyzing all components of a special guest visit, and custom tailoring many promotional products to a special audience. Additionally, PI custom designed and manufacturers' leather tape measure and suede bears featuring Edelman's quality leathers.



Custom creations by the PI team were propelled to a new level. Promotional Impact is certified by WBENC (Women's Business Enterprise National Council).

The PI team designed a custom briefcase for HMI featuring fabric from their top selling Aeron chair. A series of custom items were launched all with continuity of look and brand recognition.



The Grand Rapids Art Museum is the first newly-constructed, LEED-certified art museum in the world and Promotional Impact is honored to be the primary promotional product supplier, rising to the challenge of creating 100% post consumer notebooks, sustainable t-shirts, aprons custom made from organic cotton and the recycled paper gift bags used to hold many other environmentally friendly items sold in the museum store, produced by Promotional Impact.



Promotional Impact launches sustainable / earth-friendly division and web presence.

