

# SUGGLE

FOR MORE  
INFO:



**SUGGLE designs, brands and produces promotional items.**

**Very useful.**

# A lot of function and emotion, please!

**Our heart beats for good, honest and effective marketing.** With over 15 years of experience in the marketing and human resources industry, we have conceived, designed and accompanied communication projects, mailings and recruiting campaigns for B2B and B2C companies. We have also actively supported research projects on advertising effectiveness. We can therefore state with absolute confidence:

„Haptic advertising media plays a very decisive role in the communication mix of brands and employer brands.“

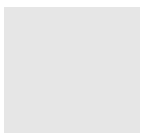
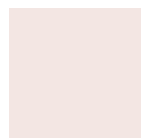
However, the decisive success factors must be taken into account. Effective solutions are one thing above all: they are **intelligent!** It is not decisive whether an item is particularly expensive or whether it is „never seen before“ with all its power. What matters is that it makes sense for the recipient. Meaning can make sense of something if it has a **functional** and/or **emotional** component. So we always keep that in mind!

what does  
**suggle**  
mean?

[to]  
**suggest**

...

SUGGLE is a neologism inspired by the English word „**to suggest**“. This describes the main benefit of the SUGGLE brand: We ask, listen and then develop suggestions and ideas for the useful and sustainable use of promotional items – completely individual.





## SUGGLE thus brings out the best for you!

The mere procurement of advertising material is not a special art these days. The desired give-away is only a mouse click away. But the oversupply, especially on the Internet, is becoming a dilemma - above all it costs a lot of time in the end. Therefore we offer the special SUGGLE service for classic promotional items and giveaways.

### WE SUGGLE ...

- 1 through the wide range of promotional items and only supply a filtered selection of high-quality products that fit exactly into your (employer) brand concept.
- 2 the best procurement channel, by avoiding the artificial extension of the value chain through the numerous middlemen and consolidating purchasing from the manufacturers in the best way possible.
- 3 a unique branding, which convinces through design, pun or fancy advertising.





WE RELY ON  
SUSTAINABILITY!

In the CSR overall assessment to environmental, labour and human rights issues SUGGLE is located in the upper 4% of all companies in the industry evaluated by EcoVadis! Across all industries and countries SUGGLE belongs to the 25% of the best companies.



 **Werkstatt Lebenshilfe**  
Bergisches Land

**PARTNERSHIP WITH THE WERKSTATT LEBENSILFHE**

This way we can take on a little more social responsibility in our daily work. [www.lhbl.de](http://www.lhbl.de)

# functional & emotional

## All services at a glance

### SUGGLE ...

- talks to you about your promotional item needs (objectives, requirements, budget, etc.)
- develops suitable promotional item ideas for you
- scours the Internet, trade fairs and other catalogues for suitable promotional items
- visualizes promotional item ideas for a fast internal presentation
- finds the best procurement channel for your promotional item
- develops an unusual, creative and unique promotional product branding for you
- puzzles with the advertising novelty manufacturers at unusual advertising mounting possibilities
- helps you to make decisions by short term procurement of samples
- controls and schedules the production of promotional items for you
- checks and ensures the quality of your promotional items
- takes care of a punctual delivery of the promotional items

**+** designs reward or bonus programs for you

**+** develops entire mailing or recruiting concepts for you

**+** programmes shop systems for you

**+** develops completely individual promotional items for you

**+** stores and dispatches your promotional items with our logistics partners

## lessingtiede

### COOPERATION WITH THE AGENCY LESSINGTIEDE

So we can offer even more than a classic advertising material retailer.

[www.lessingtiede.de/en](http://www.lessingtiede.de/en)

## PSI

### PSI NETWORK AND CODE OF HONOUR

We are a member of PSI and are committed to a sense of responsibility, professionalism and compliance with the PSI code of honour. [www.psi-network.de/en](http://www.psi-network.de/en)

# A lot of commitment

When people enjoy working together, it is noticeable in the result. And without exaggerating: We like our job, love good ideas and are proud of great results – that at the same time we are having a good time, should be quickly noticeable!

[www.suggle.de/en](http://www.suggle.de/en)



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