

Enjoy!

3RD ANNUAL VIRTUAL TRADE SHOW, SPRING 2010



Kwalwasser Ad Specialties, Inc.

Innovator: Firsts in the Industry



- Four-color process on rolled stainless (synthetic paper perpetual calendar). Client: John Hancock.
- Four-color process on chocolate. Client: NBC.
- Flash drives with technology for pushing down data remotely at any time, anywhere. Client: IBM.

\$5 or less

Trade show giveaways, direct mail, customer thank-yous, meeting needs, pillow gifts—when you want to give something cool, make an impression, have them line up to get your gift—here's where you look!

Call or email for specific needs.

This price point assumes 1,000-5,000 qty.; all prices are approximate and typically include only the cost of the item itself, not set-ups, prepro, etc.



\$5 or less



- **Custom-Labeled WD40:** Hundreds of uses in one little pen. Stops squeaks, protects against corrosion, loosens rusted parts, and removes grease, gum, crayon, and dirt.



- **Chocolate? Guess Again!:** We're talkin' lip gloss. Sweet! Available as singles, set of 3, and other options.

\$5 or less

- **Double-Sided Lip Balm:** Perfect for promotions that are two-pronged or for company mergers, co-sponsorship of an event, trade shows, and more.



- **Bottle Opener/Can Opener:** Two functions in one in a handsome design.



\$5 or less



- **Flowering Watering Can:**
This recyclable flowering tin canister comes with 2 seed packets and soil. Full color label.



- **Thermo Lunch Bag:**
Constructed of sturdy multi-layered premium quality non-woven polypropylene, insulating polyester fiber and coated thermal film, zipper closure, 7" side gusset pocket, dual reinforced 18" carrying handle, and plastic bottom insert. Full color imprint possible.

\$5 or less

- **Scripto Slide Letter Opener:** Dual-sided blade makes opening letters a breeze. Soft rubber Scripto grip.
- **Bottle Opener Carabineer, Flashlight & Knife:** Lightweight multi-function tool includes bottle opener, carabineer, pocket knife and LED flashlight. Available in 5 anodized colors.



\$5 or less



■ Pet Trash

Container: Encourage pet owners to take care of the environment by picking up their pet's waste during a walk. Comes with 20 poly bags and a handy carabineer to attach to your pet's collar or leash.

- **Dog Bone Made from Tennis Ball:** The tennis bone has an unpredictable bounce that will keep your puppy (and you, of course!) wildly entertained!

\$5 or less

- **Scripto® Sticky Notes Jr. Journal Bundle Set:**
Set includes 50 sheets ruled Journal with Scripto Rocket Click pen. Includes yellow sticky notes and 5 sticky arrows. Free pen set-up! Available in black, red, or blue.



- **Aluminum Bottle:**
Plastic flip-top lid. Large opening for cleaning and filling. Food-grade liner. 18 oz.



\$5 or less



- **4-Color Coaster:** Need a full-color imprint and have a small budget? The bold, simplistic design of this coaster ensures that your artwork is the center of attention. Polydoming protects your logo. Choice of 6 colors.
- **Lightbulb Keychain:** Have a brilliant moment anywhere. Keychain lights up in three different colors (blue, red, green), which gradually change and then blink. Uses long-lasting LEDs. Includes three button cell batteries.

\$5 or less

■ Stamp Out Identity

Theft: Use this product as a substitute for shredding documents. Simply stamp over private information to blur out numbers or words. Press down multiple times for most complete coverage. This item will guard against ID theft but will not 100% prevent it. Self-inking black oil-based ink stamp. Refillable ink pad.



\$5 or less



- **Bamboo Pen:** The bamboo gives it a natural feel, while the black, blue or green plastic parts are completely biodegradable.



- **Twist Fan:** Beat the heat with this unique and useful promotional product . When sprung open, it's a durable hand -held fan; twist to close for easy storage . Perfect for outdoor venues. Available in 5 colors.

\$5 or less

- **Micro Sound Button
Business Card Holder:**
Multi-purpose desktop accessory
holds micro sound button and
business cards; large imprint area.



- **Sound Bottle Opener:**
Message plays when you “pop the
cap;” we pre-program your custom
10-second audio message.



\$5 or less



- **Scripto Neon Highlighter:** Metallic-like barrel with highlighter and ballpoint pen combo. Rubber grip for comfort and ergonomic shape for non-slip grip. Available in orange or yellow highlighter.



- **Get Down, Robot!:** Bright metallic silver robot puts your logo in motion; non-overwind crank mechanism. 5 disc colors for imprinting.

\$5 or less

- **Luggage Cinch:** Make your luggage presence known. Easily secure and identify your luggage. Adjustable size fits most bags.



- **Folding Bag Hanger:** Folding bag hanger now features an upgraded magnetized clasp. Hook is encased in recessed track for compact storage in any bag, purse or backpack. Clasp unfolds to full sturdy hook.



\$5 or less



- **Scripto Flash Jotter Bundle Set:** Set includes pen. Colorful USB memory flash drive holder on front cover. Elastic pen loop. 2 business card pockets. Includes 3" x 4.75" Scripto writing pad. Free pen set-up! Flash drive additional.



- **Refillable Leatherette Memo Case:** Includes two refillable 3" x 3" sticky notepads and two-year reversible calendar.

\$5 or less

- **Flexi Vase:** Made from soft flexible shatterproof PVC ; forms vase shape when filled with water ; folds flat for easy storage. Easy to mail; great on-the-road gift.
- **Custom Eco Tote:** Fully-customizable tote made from 80 GSM PE coated recyclable non-woven polypropylene; customize the complete surface of the tote and choose your trim and handle colors. 2500 qty. minimum order.



\$5 or less



- **Aluminum Body Highlighter/Pens:** 40% recycled aluminum pen and highlighter; satin finished barrel, highlighter color yellow, medium point with black ink. Would you have guessed under \$2@?!



- **Double Duty Pen/Highlighter:** Twist-action pen with cap-off highlighter. Translucent barrel color indicates highlighter color. Another deal at under \$1@.

\$5 or less

- **Utility Scissors with Magnet Back:** Heavy-duty stainless steel scissors have a magnetic plastic blade cover that sticks to refrigerators and most metal surfaces. It offers a serrated edge for tough cuts and a jar lid opener/gripper.
- **Go Fly a Kite!** Made of durable nylon with over 100 feet of string. Drawstring carrying bag. And it's a breeze to use! ;-)



\$5-10

We offer complete fulfillment services on products we sell, from gift wrapping to drop shipping, and to both domestic and international destinations.



\$5-10

- **Spy Micro Remote:**

Confuse hoards of TV viewers. In seconds (just hold the mute button until the TV target mutes), you can take control of almost any television set, and no one will know who did it!



- **MoMA Click Ball**

Perpetual Calendar: Click button on top to adjust day. Rotate dial to change month. MoMA logo screened on back.



\$5-10



- **Pin Art:** Retro and totally fun desk game! Release the stress now. Get those creative juices flowing.
- **Questions & Answers Button:** Quiz-show style buzzer features three various sounds including applause, buzzer sound, and crowd yelling bravo. Includes 2 AAA batteries. Try NOT to push it!

\$5-10

- **Spa Kit:** Recipients will pamper themselves with this functional spa set . A natural wood caddy to showcase your logo holds a nail brush, exfoliating gauze sponge, loofah, and pumice stone .



- **Custom-Knitted Athletic Socks:** Whether for cycling, running, skiing, hiking or daily use, these men's or women's socks are the nicest we've ever carried, and the entire sock is available for customization. (One style of cycling sock shown.)



\$5-10



- **Saturn Flashlight:** This compact, lightweight Aluminum casing with lanyard presents nine LED bulbs.



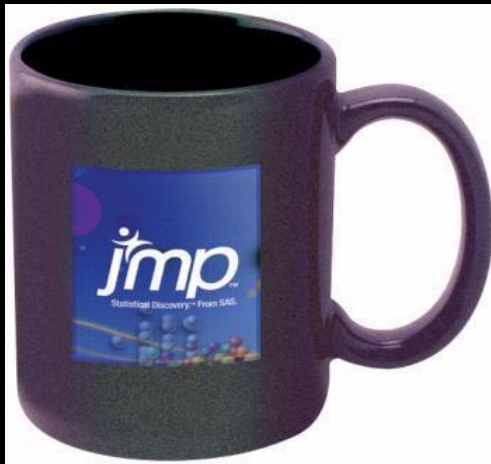
- **Insulated Water Bottle:** It has an eye-catching design, molded grip, BPA-free liner and durable PC outer wall with an easy flip up sipping spout.

\$5-10

- **USB Fan OR Light:** This versatile gadget offers interchangeable heads: LED light with on/off switch OR fan with safety blades. (1000 minimum order quantity)
- **Dog Watering Bottle:** 24-oz. stainless steel water bottle with canine roller ball flow top (think hamster waterer). With 77.5 million dogs owned in just the U.S., this is sure to be a popular item!



\$5-10



Color Shift Four-Color Process Mug: Tilt the 11 oz. stoneware mug and watch the color change. Mug is black inside and metallic outside.



T-Driver: 9-in-1 tool has six screwdrivers (3 slotted, 3 Phillips) plus three 0.25" hex drivers; unique swivel design for maximum leverage; anodized aluminum finish; handy pocket clip.

\$5-10

- **Leopard, baby!:** We can customize the overall imprint at a quantity of 500, or we can custom-label the stock designs (such as leopard, shown here). Other cleaning tools available including amazing leopard rubber gloves! Great promotion for sprucing up, cleaning up, having fun, taking a walk on the wild side, grrrr!



\$5-10



- **Rally Mohawk and Spirit Hair:** Show your true colors and build camaraderie with these crazy dos!
- **Balmain Pen Set:** Sleek, slim design in both a ballpoint and roller ball. Includes Balmain gift box.

\$5-10

- Hoodie notebook and pen: 70-page hoodie notebook with matching pen. Imprint on pen not included.
- All of this for about \$6-7@!: Contemporary, slimline 4"x6" frame and clock that displays time, day, date and temperature. Features alarm/snooze, countdown timer and birthday. Includes 4-color imprint protected with doming.



\$10-15

Have something in mind and can't find it in the marketplace? We have 20+ years of experience in custom manufacturing.



\$10-15



- **Cooler Chair:** 12-can insulated cooler chair. Steel frame with 600D polyester canvas, and large front pocket. Maximum weight: 225 lbs.



- **2-in-1 Lantern Flashlight:** Two powerful LED flashlight modes with flip-up loop for hanging transforms this torch into a handy mini-lantern; batteries included.

\$10-15

- **Duct Tape Passport Holder:** For your favorite programmers and other duct tape aficionados! And not only does it hold your passport, but it will also carry 5 credit cards (or other ID) and a pen (not included).
- **10-Key USB:** Perfect for travel! 1000 qty. minimum order.



\$10-15



- **Flashlight Multi-Tool:** Super bright flashlight with 8 function multi-tool in handle; powered by 3 AAA batteries (included) .



- **Travel Security Set:** set includes luggage ID tag, Travel Sentry® TSA-approved lock, travel security neck pouch and a protective storage case , which can be used as a sunglasses case.

\$10-15

- **Stainless 14 oz. Tumbler:** Features a spill-resistant lid, nice rubber grip and non-skid bottom; dual wall 18-8 stainless steel with foam insulation for optimum heat retention; made with FDA compliant materials.
- **Plant-a-Wish Garden:** Attractive metal case holds 6 varieties of flower seeds (sunflower, forget-me-nots, daisy, wildflowers, zinnias and butterfly blend), 6 wooden stakes, and a pencil to mark wishes.



\$10-15



- **Large Bound Refillable Journal:** Feels and looks like leather, but the price is right! Tab and loop closure. Business card slot. 100 sheets of lined bound refill.
- **Large Bound Journal:** Luxurious and at an even better price. Includes 125 sheets of lined paper. Pen additional.
- Both offer elastic pen loop, blue and silver ribbon page markers.

\$10-15

- **Sardine Survival Can:** This waterproof, floating sardine can is packed full of 25 survival items. Put one in your car, boat, motorcycle, fishing vest, backpack, bike, or emergency kit.
- **Push Clock:** Compact travel alarm clock, LCD display with blue LED back light, snooze function, 24 hour format. Push clock to view time. Aluminum case.



\$15-25

We offer lots of brands in wearables: Nike, Cutter & Buck, Champion, Izod, Perry Ellis, Antigua, Bill Blass, Nyne, Van Heusen, Sierra Pacific, Lee, Wrangler, Oobe, Outer Banks, Bella, American Apparel, ALO, Weatherproof, Ash City, PING, Red House, Tiger Woods, and others.



\$15-25



- **Get a Step Up in Life:**
One of my favorite items this year. Folds flat for easy storage; lightweight. Non-slip surface and rated to 330 lbs. Everybody needs one of these!

\$15-25

- **Stainless Tool-Shaped Mug:** 15-oz. stainless macho-mug holds liquids warm for more than 8 hours.
- **Budget Saver:** Helps divide your budget into a variety of expenses such as food, transportation, clothing, entertainment, fixed charges, housing, etc. Helps control your daily and monthly budget and provides an alert for overspending.



\$15-25



- **Duct Tape Wallet:** Made from Super Duct Tape (specifically engineered so that your wallet won't lift, peel, or get sticky), these duct tape wallets are one part high fashion, one part weekend warrior, and another part sheer cool.



- **Kikkerland Zecar:** Designed by Chico Bicalho. Manual mobile, stainless steel flywheel car. Sold in assorted colors only: yellow, blue, green, and chrome flywheel.

\$15-25

- **Wireless Optical Mouse:** This rechargeable wireless mouse (27Mhz) has a sleek, European-style design.
- **Roadside Car Kit:** Includes aluminum tire gauge, magnetic-bottom flashlight with 5 white LED spotlights, 4 LEDs for perimeter lighting, and 4 Red flashing LEDs for emergency lighting, ballpoint pen, and 2 AAA batteries.



\$15-25



- **4-LED Solar Torch:** This 4 LED super-bright camping flashlight is perfect for a night under the stars, as it comes with an outdoor solar panel.



- **LED Roadside Safety Light:** Aluminum light with push-button action: 7 white LED bulbs, 18M type LEDs, or 6 red LEDs flashing; handy bottom magnet.

\$15-25

- **Four-Color Dome Mini Swivel Flash Drive:** Includes keyring. Windows 98 and above, Mac, Linux compatible. Measures 1.4" x 0.25" x 0.5"—can you say tiny?
- **MoMA Mini Acrylic Perpetual Calendar:** 2-piece black acrylic perpetual calendar. Slide the back panel to change weekday. MoMA logo screened on front panel.



\$15-25



- **Travel Chiller:** This cooler/tote is semi-structured with a drawstring closure and handle. The ice sits between the outer and inner layers to control condensation and maintain a consistent temperature for hours. Dries quickly and folds flat to fit in a zippered case.



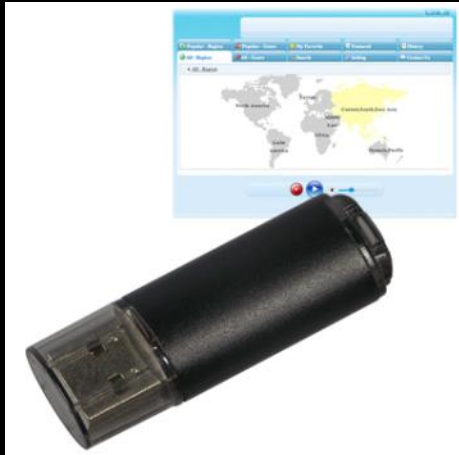
- **Powerful Mini Speaker:** This little guy is compatible boasts two tiers of volume control and extendible sound booster. Works with iPods, laptops, computers, CD players, MP3 players, MP4 players and mobile phones. Uses lithium-ion battery, rechargeable by USB.

\$15-25

- **Accusplit Pedometer:** Ever wanted a really good pedometer that's also easy to use? This one-button function guy made by the king of pedometers features a counter, activity timer, false step filter and leash/clip in a black case.
- **Key Finder:** The ultimate in wireless key finder systems with key ring activator. Two lithium batteries included.



\$15-25



- **Universal Internet Radio Flash Drive:** Listen to a radio station from anywhere in the world (Internet connection required). More than 50 genres of music plus memory capacity!



- **Life is Good Branded Items:** From hats to shirts and sweats, we've got it all. Life is good.

\$15-25

- **Auto Open/Auto Close Umbrella with Reflective Corners:** This 42" arc (12" long when closed), 3-section steel shaft and ribbed, auto open and close umbrella has 3M Scotchlite™ reflective trim (how clever is that?!) with an ergonomic rubber coated handle and metallic trim.



\$25-50

Some of these items may be available at the “magic \$25 and under” price point if the quantities are high enough.



\$25-50



- **Rock-'n-Roll T-shirt:**
Electronic Guitar Shirt is incredibly easy to play because each button on the neck is a major chord. All major chords are recorded from a real electric guitar, and the included magnetic pick allows you to strum just like you would a real guitar. The included mini amp clips to your belt and gets plenty loud with great sounding amplification circuitry. The tone knob on the amp lets you adjust the sound just like a real guitar. Drum set also available.

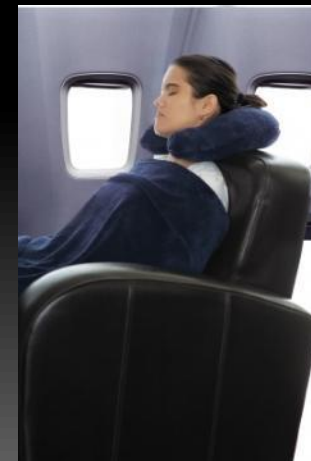
\$25-50

- Custom Photo Books

Gift Card: Create an 8.5"x11" hard-cover album, with *your logo* automatically branded on the last page of every book! 250 min.



- Travel neck pillow/
blanket: This luxuriously plush neck rest not only carries an inflatable pillow inside but also a soft, easy-care 40" x 60" blanket. Available in navy or chocolate.



\$25-50



- **Eco Fleece Sport Travel Blanket:** This pillow/blanket combo boasts a 50" x 60" ECO fleece blanket inside an ECO fleece zippered carrying case. Blanket has whipstitched edge in complementary color.



- **Vertical Checkpoint-Friendly Compu-Case:** Designated laptop-only section that unfolds to lay flat on the X-ray belt. Holds most 15" laptops. Laptop sleeve has laptop compression guard. Includes interior file dividers, zippered compartment with full organization and USB sleeve under flap, front flap zippered pocket with media organization and earbud port access. Two side zippered mesh pockets. Adjustable, removable shoulder strap.

\$25-50

- **Bistro Set, 3-Piece:**
Designer Coffee and Tea Maker Set with 2 matching porcelain cups features removable handles on cups for easy washing. Mugs are 7 oz. each, coffee/tea press holds 15 oz. Includes 1 location/1 color imprint on packaging and 1 location laser engraving on each cup. Pastries not included. ;-)



\$25-50



- **BuckyBalls Magnetic Building Spheres** : see what *Wired Magazine* and *Rolling Stone* are raving about as the best executive toy! Super powerful, rare earth, magnetic balls -- for hours of fun!
- Each set contains 216 BuckyBalls and a carrying case
- **Magnet Grade:** N35
- **Dimensions:** Each Buckyball is 5mm in diameter.

\$25-50

- **Grassy Lawn Recharging Station:** Talk about GREEN! This provides you with realistic artificial grass to cushion your gadgets while they charge. A compartment underneath hides all of the power adapters and cables. Your gadgets will think they're on a charging vacation.



\$25-50



- **Body Wrap:** This executive gift embraces in a warm and healing "herbal hug." The aromatherapy blend will delight and endure for years and its generous size allows it to cover any area in need.
- Both are microwaveable and freezable.



- **Shoulder Wrap:** Take the weight of the world off your shoulders. Contoured to wrap around the neck, this herbal wrap melts away stress as its soothing warmth and gentle pressure help your muscles relax.

\$25-50

- **Coffee Brewer and Glass:**

Make perfect press coffee or tea. The super light insulated press filter, double-wall thermal glass and drink-through top keep your brewed beverage hot. Made of microwave-safe glass, stainless steel and the highest standard food safe silicone. Top shelf dishwasher safe. Holds 14 oz., brews 12 oz.



- **Skype Mouse:** Optical mouse/VoIP phone with HiFi speaker phone option, 800 DPI sensor, and backlit LCD. 1000 min. order quantity.



\$25-50



- **Micropima Nailhead Stripe Polo** : 5% Pima cotton/15% microfiber polyester, 4½ oz. moisture management nailhead stripe body, UV protection, edge-striped rib knit collar, three-button placket, marble buttons, hemmed sleeves, single-needle top-stitching, even-hem bottom with tailored side vents, replacement button. Imported. S-3XL. 3 colors.

\$25-50

- **Auto-Loading
Multibit Screwdriver:**
Change bits at a twist of the handle!
Tool contains 6 different easy-to-
remove magnetic bits (three slotted
and three Phillips); durable, high
quality construction; easy-grip
handle; three ring color options.



\$25-50



- **Ironclad Secure Drive:**
These USB flash drives are secure and platform independent, combining ease-of-use and total security.
- Requires no additional software or driver installation.
- Equipped with hardware based 256 bit on-the-fly encryption, can be used on any computer with any operating system.
- Users are able to take portable applications and sensitive data anywhere without the fear of leaks.

\$50 and over

We offer products and services from many manufacturers: Bose, Apple, Broilmaster, XM, Polaris, TomTom, Garmin, Magellan, Sling, Audiovox, Delsey Luggage, Olympus, Casio, Nikon, Panasonic, TiVo, Cuisinart, Black & Decker, Kosta Boda, Orrefors, Spalding, CamelBak, Antwerp Diamonds, MontBlanc, and many more. We can deliver to the trade show floor or anywhere in the world.



\$50 and over



- Lightweight luggage with built-in folding seat (available in laptop version):
- With four smooth-rolling, multi-directional wheels and a patented curved handle, the bag rolls effortlessly beside you and gives extra “lean on” support.
- The bag is carry-on compliant and fits easily under most airline seats, thus eliminating the need to use overhead bins.

\$50 and over

- **3.5" Digital Photo Frame:**
3.5 inch LCD display with mirror frame. Supports SD, Multimedia MMC, MS memory cards. View pictures from memory cards directly. High-res 320 x 240 pixels JPEG files. Auto slide show mode. Includes USB cable power adapter, magnetic stand, and user manual.



- **Swarovski Crystal Pendant:** What more is there to say?



\$50 and over



- **Mobile Projection Keyboard:** This tiny device laser-projects a keyboard on any flat surface. Compose an e-mail on your Bluetooth enabled PDA or cell phone at typing speeds of a standard keyboard. USB or battery powered. Compatible with Windows systems, Windows mobile and smartphone systems, Palm and Blackberry systems.

Great executive gift or incentive for trade show booth traffic!

\$50 and over

- **Checkpoint-Friendly Wheeled Compu-Case:**
Back zippered compartment includes laptop sleeve with compression guard. Holds most 15" laptops. Main zippered compartment with file dividers. Front zippered organizer and two zippered pockets with hard EVA shell. USB flash drive pocket. Side zippered pockets. Telescoping handle extends to 28". Inline skate-style wheels.. Removable, adjustable shoulder strap.



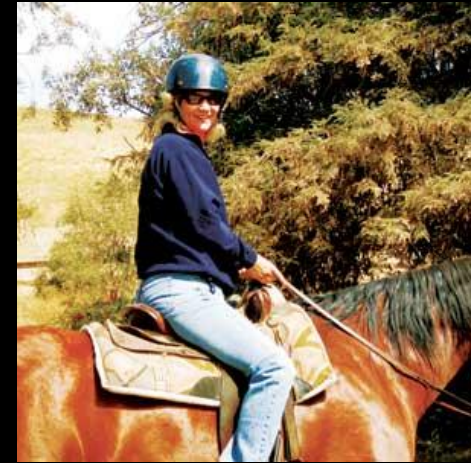
\$50 and over



- **Remote-Controlled Rolling Beverage Cooler:** Easier than training a St. Bernard, this amusing remote-controlled cooler can roll 12 cans or bottles across a patio, rug, or kitchen floor to deliver a well-timed beverage to parched party guests from up to 40' from the host at the controls.

\$50 and over

- **Vacation in a Box:** Choose from spas to adrenaline adventures to gourmet retreats and get-aways--all over the US. Experience an indoor Endless Slope or go horseback riding through 21 acres of vineyards. After the ride, you'll be treated with a spread of delicious foods. It all comes in a box, ready for the lucky recipient.



Please note!

- Some of the items contained in this presentation may need to be approved by your corporate branding department before use.



Call today for your promotional consultation.

LET'S MAKE YOU A HERO!

