

# ADVANTAGES

THE ULTIMATE GUIDE TO SELLING

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## BEST PRODUCT VIDEO

**THIS MONTH'S SHOWCASES:**

- \* CANDY & MINTS
- \* SUN PROTECTION
- \* LUNCH BAGS
- AND MORE*

**It's Time to Bring Suppliers on Sales Calls**

**Take a Swing at Golf Tournaments**

**Why Startups Need Your Help**

▶ *editor's picks*

# COOLERS & LUNCH BAGS

We've come a long way from the brown-bagged lunch and the hard-sided cooler. While both are still available, the product offering has grown. Lunch bags are now insulated and often include pockets for napkins, water bottles and maybe a note from mom. Soft-sided coolers handle everything from a six-pack of brewskis up to 64 canned or bottled beverages. Your client is sure to find something that fits her needs.



Smiling lunch bag (60050). From Aakron Rule Corp. (asi/30270); [www.aakronline.com](http://www.aakronline.com)  
Info# 321



Deluxe sport cooler (60101). From Victorinox Swiss Army (asi/93756); [www.swissarmy.com](http://www.swissarmy.com)  
Info# 333

Cooler with cushioned top that functions as a seat (3450). From Hit Promotional Products (asi/61125); [www.hitpromo.net](http://www.hitpromo.net)  
Info# 319



Insulated lunch bag and six-pack cooler (BGLUN). From ALL-IN-ONE (asi/34256); [www.allinonline.com](http://www.allinonline.com)  
Info# 322



KOOZIE cooler tote bag (15845). From BIC Graphic USA (asi/40480); [www.bicgraphics.com](http://www.bicgraphics.com)  
Info# 335



27-quart cooler with lid graphic. From Taiga Coolers (asi/90526); [www.taigacoolers.com](http://www.taigacoolers.com)  
Info# 334



Frio 18-can cooler. From VP Brand (asi/93997); [www.vpbrand.com](http://www.vpbrand.com)  
Info# 336



High-quality 24-pack carbon cooler. From A O Coolers (asi/30269); [www.aocoolers.com](http://www.aocoolers.com)  
Info# 346

## IDEAS TO CONSIDER

### 1 Schools

While they are perfect for back-to-school events, lunch bags can also be sold in the bookstore or given to students for special field trips and retreats.

### 2 Construction

Since lunch boxes and construction sites go hand-in-hand, insulated lunch bags are perfect as an employee appreciation gift.

### 3 Company Wellness Programs

Clients can promote a healthy lifestyle by offering lunch bags as incentives for employees to pack a nutritious meal that lacks processed food.

### 4 Beverage Companies

Buy a case of beer, get a cooler. Buy a six-pack, get a smaller cooler. You get the picture.

### 5 Charity Walks/Runs

Think small coolers filled with fruit and bottled water (or even better, branded water bottles) for all registrants.

#### FAST FACT

Double-wall insulated vacuum-sealed coolers reportedly keep items cold for 24 hours or longer.

For more information on the products shown here, circle the reader service number on the Free Information Card or go to [www.advantagessinfo.com](http://www.advantagessinfo.com).