

2008/9

A SELECTION OF PATRICKS PROMOTIONAL COLLECTION





Delivering
Marketing Solutions
With
IMPACT
For over 130 years!



Group Power for your Marketing and Promotional Services

The Patrick's Group combines the marketing power of its Corporate Group giving you....

- Integrated Marketing Solutions
- Custom Product Creation
- Promotional Products
- Print Management
- Event Marketing
- Merchandising
- Manufacturing
- Fulfilment
- Graphic & Design Service
- .BIZness store™
- National & International Support

Professionalism, Standards of Excellence and over 130 years of knowledge and practical experience provide the essential ingredients to our commitment to the success of your organisation's marketing strategies.

Our Mission

Patrick's will provide a range of marketing services, methodology, promotional products and other services to increase the effectiveness of its clients marketing objectives.

The Group

PMA Sports

PMA Promotional Marketing

Patrick's Marketing (Aust.) Pty Limited

Patrick's Promotional Products

Patrick's Badges Pty Limited

Patrick's Event Marketing

Affiliated Offices in Los Angeles, Chicago, Hong Kong, Singapore & Munich

The momentum of our Group provides to its clients a highly effective force of a range of services to satisfy your organisations marketing objectives Nationally or Globally.

Since 1870 Patrick's has provided its services to organisations in the public and private sector. Services such as Strategic Marketing Advice, Creative and Design, Product Invention and Development, Print Production, Catalogue Merchandising Programs, Fulfilment, Product Sourcing and Packaging for that special effect.



General Promotional Product Listing

Address Books	Corporate Apparel	Medals / Medal Sets	Sashes
Acrylic Brochure Holders	Corporate Awards	Metal Drink Coasters	Scratch Labels
Aluminium Name Strips	Corporate Jewellery	Metal Badges	Screen Printing
Aluminium Signs	Corporate Gifts	Metal Name Bars	Sew-on Patches
Anti-stress Toys	Cotton Bags	Metal Stamping	Signs
Aprons	Cufflinks	Mirrors	Singlets
Awards	Cups – Trophies	Mobile Phone Holders	Sloppy-joes
Back Packs	Decanters	Money Boxes	Soft Toys
Badges	Desk Clocks	Mouse Mats	Sports Bags
Bags	Diaries	Mugs	Sports Jackets
Balloons	Dog Tags	Name Badges	Sports Shirts
Banners	Drink Coasters	Notebooks	Sports Trophies
Baseball Caps	Embroidered Badges	Note Flags	Staplers
Beach Balls	Emery Boards	Note Holders	Stationery
Beach Towels	Enamel Badges	Novelty Items	Stationery Sets
Belts	Engraved Badges	Packaging	Stickers
Binoculars	Executive Giftware	Pad Printing	Stick Pins
Body Tattoos	Erasers	Paper Bags	Sticky Notes
Bookmarks	Face Washers	Paper Weights	Stop Watches
Bottle Openers	First Aid Kits	Peel Back Labels	Sunglasses
Bowls Kits	Flyers / Frisbees	Pencils	Suntan Lotion
Brass Name Strips	Floatie Keyrings	Pencil Cases	Sweat Shirts
Brass Signs	Folders	Pencil Holders	Tape Measures
Brief Cases	Fridge Magnets	Pencil Sharpeners	Teaspoons
Brochure Holders	Game Sets	Pendants	Tea Towels
Brushes	Gifts	Pen Knives	Teddy Bears
Bumper Stickers	Glassware	Pens	Temporary Tattoos
Business Cards	Golf Balls	Phone Holders	Thermometers
Business Card Holders	Golf Kits	Photo Frames	Teledexes
Button Badges	Hampers	Piggy Money Box	Tie Bars
Calculators	Hats	Pillow Cases	Ties
Calico Bags	Hand Creams & Lotions	Pill Boxes	Tie Tacks
Caps	Hand Towels	Place Mats	Torches
Carabiners	Head Bands	Plaques	Track Suits
CD Holders	Health Cards	Plastic Bags	Transfers
Car Visor	Highlighters	Plastic Name Strips	Travel Kits
Cassette Holders	Honour Boards	Plastic Signs	Trophies
Chocolates	Inflatables	Plates	Trophy Cups
Chamois	Iron-on Transfers	Playing Cards	T-Shirts
Cigarette Lighters	Jackets	Pocket Patches	Umbrellas
Clocks	Jigsaws	Polo Shirts	Underwear
Cloth Badges	Jumpers	Posters	Uniforms
Clothing	Key Cases	Post-it Notes-3M	Visors
Club Badges	Key Rings	Precious Metal Jewellery	Wall Clocks
Coasters	Key Tags	Promo Plastic Cups	Watches
Coffee Mugs	Lanyards	Quartz Clocks	Wallets
Coin Banks	Labels	Radios	Warning Labels
Confectionery	Lamps	Raffle Tickets	Weather Station / Wall Clocks
Conference Cards	Leather Wallets	Recognition	Whistles
Compendiums	Letter Openers	Trophies	Wine Bottles
Cooler Bags	Lollies	Rubbers	Wine Decanters
Corflute Signs	Magnets	Rugby Shirts	Wine Sets
Corkscrews	Magnifiers	Rulers	Wrist Bands
	Manicure Sets	Ribbons - Achievement	Writing Pads
	Massagers	Ribbon - Printed	Wuppies
	Medallions		Yo Yo's

We take pride in our long standing service to the world of promotions and marketing. We take even greater pride in the growth and expansion of our clients' businesses and our involvement in their successes.



Our Approach

Patrick's looks to create solutions to defined marketing objectives. We will assist our clients in fulfilling those objectives in the needs and wants of the target market.

Patrick's encourages its clients to regard us as an extension of its marketing team. With a "One Team" approach we can maximise our combined efforts to create Group Power.

Application of Our Services

- Increase direct mail campaigns by 50%
- Introduce new products and services
- Increase Customer Goodwill towards Sales People
- Increase New Customer spend
- Promoting launch openings
- Boost Company Goodwill by over 52%
- Developing trade show traffic
- Motivating salespeople
- Promoting Safety Programs
- Improving management presentation skills
- Commemorating or Recognising
- And much much more...



Integrated Marketing Solutions

By utilising The Patricks Group power, significant benefits become clear.

- All or part of the Groups' services may be accessed by its clients as required
- Working in this combined way delivers continuity of staff, services, reporting and fulfilment
- Amalgamating these services result in immediate bottom line cost savings to our clients
- Speed of service and reliability of quality of service is guaranteed when working with the same expert team
- Marketing solutions used in, for example: print management can be carried through promotional directions and across company departments allowing streamlining of logos and administrative efficiencies
- Recommendations for improvements in marketing and fulfilment can be made as part of the solution process when working closely with our clients

Customer Product Creation and Merchandising

The Patrick "Think Tank" jumps into overdrive with every challenge.

Ideas, product, materials, delivery time, safety, health, packaging, disbursement and usage by the end user, are all taken into consideration once a client brief is received.

Product Creation is an important part of our promotional marketing solutions. Just as all our clients have their own special niche in the marketplace so must their promotion reflect their uniqueness.

At Patricks we strongly believe in creativity to set our clients apart from their competition. This includes the product, its presentation, packaging, and its arrival. Patricks also assist with recommended pricing and store positioning and display, as required.

Graphic and Design Service

Creative design or concept, illustration artwork or finished artwork, typesetting or film and print production, adjustments to artwork can all be supplied through the Patricks Group.

Utilising the latest in graphic software and cutting-edge digital reproduction technology that is second to none. Think of our graphic designers as image consultants who will assist you in creating a consistent and professional look across all printed products and materials.



Promotional Products Work!

Incorporating promotional products into your marketing and promotions campaigns all but guarantees successful results. As one of the most effective and cost-efficient tools available, the sky is the only limit to where and how they can be used.

Attached is an alphabetic listing of some of the more than 15,000 promotional products available to you. Please click on the products of interest on our website and they will take you to product pages that will expand these headings to assist you with your selections.

Our professional and experienced staff can assist you from the beginning. Selection of the right products for that specific event, function or promo tailored to your unique style and budget. Decisions on artwork, typesetting and adjustments are made to suit the selected products. Advice on decoration for specific products is given so that the decoration maximizes your marketing potential. Production is then managed and co-ordinated through our quality control department and to fulfilment requirements.

Print Management

Printing has always been a large part of the manufacturing at the Patricks Group. Over 130 years of innovations and expansion has seen constant change and new innovations pioneered in this division. The sound knowledge and experience that has been gained over the years by our staff in managing 'the print' required by our clients has been unsurpassed.

Patrick's staff thrive on the challenges offered to improve our clients printing requirements. This includes implementing systems to standardise print within organizations, centralise buying and designs, reducing our clients costs by implementing efficiencies of scale.

Patrick's also has a specialised team of suppliers that are maximised to gain the precise results needed for our clients. Our buying power ensures results at the right price and time to fulfil the needs of our clients expectations and results.

Total Fulfilment Solutions

Once your promotional products and or print services are completed they need to be assembled, packaged, gift wrapped, included in hampers, shipped in bulk. Packaging, distribution and movement solutions are streamlined by using The Patricks Group to coordinate these phases smoothly and efficiently.

By managing your entire project, you can breath easy knowing that Patrick's have the fulfilment in hand. Detailed reporting is given during and or after the completion of each assignment including any returns that need to be administered.



Manufacturing Past and Present

The Patricks Group has over 130 years of manufacturing experience in the metal, print and graphics art industry.

One of the earliest names in badge making in Australia is that of Patricks Badges Pty Limited, a firm with its heritage since 1870.

Patrick's developed badges for charity fund raising promotions and was a key figure in the fund raising effort for the First World War. These badges helped raise more than \$50 million.

Badges again played their part during the Second World War featuring figures of Winston Churchill, General de Gaulle, Dwight D. Eisenhower and Joseph Stalin, together with figures of Royalty, Red Cross, Legacy Unions and service organizations.

The war effort was a display of unity and badges were a part of the bond. Quality metal badges, made of Australian minerals including copper, aluminium, zinc, brass, bronze, silver and gold, have been produced over the years, many art forms in themselves, for individuals, businesses, clubs and organizations.

Over the years Patricks expanded into all forms of promotional products and printed product. The Patricks Group soon found that its expertise was in developing special products to suit different applications thus evolving the Customer Product Creation and Merchandising Division.

In 1993, at the 10 National Print Awards, Patricks won the prestigious Gold Award for Specialty Printing at the National Australian Print Awards in Melbourne. Patricks was the first to develop and perfect pad printing in Australia. At the 11 National Print Awards Patricks Promotional Products was awarded another prestigious award for the printing of Metal Badges.

In 2003 PPAI (Promotional Products Association International) of the U.S.A had their Centenary. The Centennial Committee officially congratulated Patricks for:

“ACHIEVING MORE THAN 130 YEARS OF QUALITY PRODUCTS AND SERVICES TO THE PROMOTIONAL PRODUCTS INDUSTRY.”



The Research

Patrick's ensures it uses contemporary research into the effectiveness of its marketing solutions. For instance, our use of promotional products in direct marketing is highly effective in many applications proven through quantified research.

Direct Mail

- Using a Promotional Product increases response by 50%
- Using a Promotional Product as an incentive generates 400% more responses than a sales letter alone
- When used as an incentive to respond reduces the cost per response by two thirds (Study by Silver Marketing Group)

Business Gifts

- 22% more referrals were given to sales people who gave promotional gifts to their clients compared to sales people who gave nothing (Baylor University)
- 39% of persons who received promotional products could recall the name of the advertiser as long as 6 months after receiving it (Screiber & Associates)
- Giving business gifts is an effective way to increase customer perceptions of product attributes. Business gifts many times can produce a "halo effect" and open the door for salespeople. (Arizona State University)

Patrick's has its own in-house creative, design and manufacturing facilities. We can produce cost effective products to support the marketing objective. We can produce corporate catalogues to enhance the merchandise range of promotional products.

We also research the latest trends through our membership of marketing and promotional product Associations in the United States of America, Europe and Australia.

Patrick's researches, where appropriate, the programs it creates to measure the effectiveness of the executed strategies.

Patrick's has established itself as the progressive and leading organisation in its field. As one of Australia's 100 oldest organisations Patrick's can provide cost effective solutions to your marketing and promotional objectives.



Award Winner

Patrick's is the first organisation to win a Gold Medal in the National Printing Award competition in its industry for Specialty Printing. Our quality results and dedication to standards of excellence have been recognised by our industry peers which means the production work supplied to our clients is of the best standard available in the industry. This work ensures we deliver greater effectiveness to the supporting services we give to our clients.

Our work is supported by highly experienced and award winning personnel. Each dedicated to providing you with the best to achieve your objectives.

Our Promise

Patrick's will craft marketing and promotional strategies, together with other marketing service aids of a professional and standard of excellence, to ensure effective and measurable results for your marketing objectives.



Build your .BIZness store™

The effectiveness and strategic importance of merchandise programs is increasingly being realised, and so is the struggle of the challenge to be contemporary with it. The selection, production, warehousing, fulfillment and distribution of merchandise can create inefficiencies and cost, creating hurdles jeopardising the reason for the program.

Patrick's has the solution using its unique .BIZness store™. Combining our creativity, proven experience and dedicated staff it is a simple step to create the virtual store featuring your products and that special design and packaging you want.

Once you choose that special design of your site we do the rest. Updates, security, stock holding, reports and distribution are seamlessly dealt with.

So why not get rid of the clutter and replace it with a **click**. ↗

A click to the Patrick's .BIZness store™.



Event Marketing

Patrick's has been involved in many of Australia's major public events over the decades. Our unique facilities ensure we have the capacity to create the strategy, design and select the merchandise range, reproduce the event designed to optimum effectiveness, produce and assemble the products, the catalogue, the marketing strategy, the merchandise on a direct event attendance, conduct direct mail plus wholesale and retail sales for each memorable event.

The results of our success are shown in the events we have become a strategic partner in. Just some of these events include:

- Royal Agricultural Society – Easter Show 2006, 07, 08
- Australia Day Live! Concert 2004, 05, 06, 07, 08, 09
- 2003 National State Championships of the Rural Fire Service
- Caboolture Airshow 2001
- Aviex 2000
- Bathurst Easter Motorcycle Festival 2000
- Aviex 1998
- 1997 Bicentenary of Newcastle and the Hunter Region
- The 75th Anniversary of the Royal Australian Airforce
- Beatification of Frederic Ozanam
- Childrens Hospital Bandaged Bear program
- Jeans for Genes
- Sydney 2000 Olympic Bid
- New Childrens Hospital
- City of Ryde Bicentenary
- Australia Remembers Anniversary
- The 75th Anniversary of the Royal Australian Navy
- The Australian Papal Tour (Pope John Paul II)
- Return of Haley's Comet
- 1988 Australian Bicentenary
- The 50th Anniversary of the Battle of Coral Sea
- Melanoma Foundation "MAD" program

OUR CLIENTS' COMMENT

Thank you for your assistance with all the *Australia G'Day* merchandise. I realise you were working with really tight deadlines and your efforts in meeting these were greatly appreciated.

Gabrielle Martinovich, [Australia Day Council of NSW](#)

Thank you for your very professional help to RIAP Your professional and very friendly service, despite our last minute order will encourage us to consult Patricks Marketing for future events.

Dr Rikki Kersten, [University of Sydney](#)

Thankyou for a your efforts. We had a very high acceptance and everyone thought your campaign was one of the best we had, [Colonial](#)

Thankyou for your friendship and support throughout 1998.

Marea Stenmark, [Marea Stenmark Communications](#)

I appreciated your willingness to have the badges made on time and your personal courtesy.

Nancy Unwin, [Lifeline](#)

We would like to thankyou for your tremendous effort.

Kathy Kingston, [Amnesty International](#)

This just to say thankyou for the excellent service and product which we received from your company.

Dianne Deschamps, [Sydney Home Nursing Service](#)

Thanks to you all for the badges you produced for us. We were very pleased with how they look and have received good feedback from other staff and children.

Peter Raymond, [Sydney City Mission](#)

Thank you for all your endless help with our charity. We would also like to mention how prompt your service is, never running over time or thinking our requests too much!

Terri Graham-Rowe, [Choose Cruelty Free Ltd](#)

Your assistance has helped us raise much needed funds for children and adults with cerebral palsy.

Olga Tamara, [The Australian Couturiers' Collection](#)

Thank you for the Service Pins that were supplied. Everyone has commented how good they look.

David Hawken, [ANA Hotel](#)

To know that we can rely on you and your company to do such a professional and efficient job is very encouraging. you all should be highly commended for all your efforts.

Samantha Corrie, [The Troy Lovegrove Foundation](#)

I would like to take this opportunity to thank you and all your staff for the efforts made to ensure our merchandise was produced by our deadline at a time of year when production is difficult. No other company could match either the time frame or price.

R.E.Sawyer, [Commonwealth Bank](#)

Thank you for your prompt action.

Gary Kerr, [Our Lady of the Rosary Primary School](#)

Thanks for your excellent service throughout.

Keith Bevington, [Bevington & Bevington](#)

Thank you for your assistance. I look forward to working with your company again.

Derek Glenn, [The St George Hospital](#)



The Patricks Group



Patricks Marketing (Aust.) Pty Ltd



PMA Promotional Marketing



PMA Sports



Patricks Badges Pty Ltd



Patricks Promotional Products



Patricks Event Marketing

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