

## Meet the Sudden Impact Team



(Left to Right: Kelly Kriese, Erika Clark, Wendy Wells-Miller & Warren Kindellan)

The Sudden Impact team currently has four members and is always growing. Here is a brief introduction to each member.

**Warren Kindellan** is the president and founder of Sudden Impact and has been in the promotional product business for 15 years. Warren's commitment to always making an impact, thinking outside the box and most importantly treating everyone as a VIP is what makes him leader in this industry. Warren is so committed to his company that he even had the logo tattooed on his back. "I am very grateful for the relationships that we have developed over the years. Many of our clients are now personal friends. I believe we provide a level of service and enthusiasm that adds value to the solutions we provide."

**Kelly Kriese** has been with Sudden Impact for over 2 years now. She has had 5 years of experience in the promotional products industry and is a graduate of the BCIT Marketing and Sales program. Kelly's knowledge of the industry and flair for the creative make her a brand expert. "This industry challenges me by the minute and I love it; deadlines, product sourcing, graphic marketing challenges and a great deal of fun with clients along the way."

**Erika Clark** joined the company in February this year. She graduated with a Bachelor of Business Administration from Trinity Western University last fall. Erika deals with the administrative side of the business. "There is so much to learn from this business, everyday is something new. I am grateful for the knowledge and experience I have gained even in this short time."

**Wendy Wells-Miller** is a self employed bookkeeper with 28 years of experience in the accounting field. She has worked part-time with Sudden Impact since its conception in 1998. "Each week I look forward to working with Warren and the other staff members in the fun, friendly, and productive environment."



## Coffee Break

**Company profiled:** Pebble Creek Furniture  
**Name:** Markus

1. What is Pebble Creek?  
*Affordable luxury, fine crafted pieces of useable art. (some people call it furniture)*
2. How long have you been in business?  
*I've been a woodworker since I was 17 when I started building houses.*
3. What is your role in the company?  
*I am the president and director of all custom and catalogue furniture.*
4. What is the best part of your day?  
*When I see a smile on a customer's face.*
5. What promotional products have you used?  
*T-shirts, ball caps and tape measurer's.*
6. How have you benefited from using these products?  
*It has helped to develop our brand at tradeshow's and made us a recognizable name in our industry.*
7. How do you take your coffee?  
*Medium rare ☺*

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## LIFESTYLE

*How much do you know about what makes up a healthy lifestyle?  
Here's a pop quiz.*

1. **How do you define working out?**
  - a. Going to the gym.
  - b. Turning the jump-rope for the neighbour's kid.
  - c. Playing Frisbee with your dog.
2. **How do you define good nutrition?**
  - a. Eating a vegetable at every meal.
  - b. Eating two vegetables at every meal.
  - c. Drinking a fruit smoothie for breakfast.
3. **Which of these is a healthy activity?**
  - a. Push-ups, sit-ups, or running the track.
  - b. Walking the dog after dinner.
  - c. Spending Saturday afternoon snoozing on the sofa.

Believe it or not, the correct answer to every question is A, B, and C -- even that Saturday afternoon snooze! According to the growing "Stealth Health" movement, sneaking healthy habits into our daily living is easier than we think.

# TRENDZ

## ECO Products

Today there is a growing emphasis on environmentally friendly products and promotional product suppliers are doing their part to provide environmentally conscious products to brand. Here are a few eco products that you may not be aware of that support an environmentally conscious attitude:

**Non-Woven Bags** – These reusable bags are made from recycled materials and are biodegradable. This is one of the most economical fabrics on the market. These bags are geared towards reducing plastic bag usage.

**Bonded Leather** – Bonded leather products are made from the scraps at tanneries and leather workshops. The leather scraps are bonded together to achieve the look of genuine hide leather. These products help to reuse leather remnants and reduce waste.

**Flashlights** – Suppliers now offer battery free flashlights that run on human power. These flashlights work without putting dangerous contaminants into our environment from battery waste.

**Tire Gauges** – Did you know that tire gauges could be considered an environmentally conscious product because low tire pressure causes vehicles to use more gas and accelerates tire wear? Therefore knowing your tire pressure can help to reduce greenhouse gases and prolong the life of your tires resulting in less tire changes.

### LAUGH BREAK

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"If you're worried about cell phone microwaves,  
stick a piece of popcorn in your ear.  
When it pops, it's time to hang up."

# Did You Know?

These are all  
Promotional Products...

- ✓ Staples "Easy" buttons
- ✓ Mickey Mouse Ears from Disneyland
- ✓ Crown Royal purple gift bags
- ✓ Yellow Cancer Bracelets
- ✓ Canucks Fan Towels
- ✓ Beatles T-Shirts
- ✓ Jack in the Box antenna toppers
- ✓ "Support Our Troops" car magnets
- ✓ JR fm bumper stickers

## Holiday Planning Guide

Here are some helpful questions to consider when planning your holiday promotion or gift-giving:

1. Date of Gift-Giving/Event \_\_\_\_\_
2. Quantity \_\_\_\_\_
3. Budget per item \_\_\_\_\_
4. Gift Objective(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. Order by \_\_\_\_\_
6. Notes \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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If you have any questions regarding products or deadlines or just need some great ideas please contact our office and speak with a brand expert who can help you with all your promotional product needs.

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## Enter to Win 48 Ceramic Mugs with Your Logo!

Just go to our website [www.suddenimpact.ca](http://www.suddenimpact.ca) and name 5 of the products listed in the "Features" tab. Email us your response and the first 50 people will be entered to win ceramic mugs with their company logo.

