

THE

Square

GOLF BALL



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What's The Norm?

The Square Golf Ball® has two primary purchasers – the public, and companies. People are extremely likely to buy The Square Golf Ball® and just have one face imprinted. This could be our standard imprint, or a custom imprint for a gift. Companies on the other hand almost always opt for two faces to be imprinted. Usually a logo on one face, and a representative's contact data on another face. These are promotional items for use in the sales field. The other company order will still be two faces, one with logo, and one with specifics about a new product, an event, a milestone, a partner, etc. These are generally given away at trade shows or other gatherings where they want to leave a lasting impression. And lasting impression it is – we've all picked up a pen, scratch pad, magnet, mini-flashlight, squeeze ball, mug, etc with a company name imprinted. Some of these items collected at a trade show never even make it home, and for those items deemed ok to bring home, 75% get tossed into a drawer and are forgotten, which does that company no good at all. A true waste of money. But The Square Golf Ball® is in a class unique to all other trade show hand outs - The Square Golf Ball® is actually kept, admired and displayed. A win-win situation for sure. Next time you're walking through the isles of vendors at a trade show, take note of what they are giving away. Usually something quite generic in nature and of minimal actual use. Those things that do have a use, are cheaply made and don't provide much in the way of lifespan.

