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PPAI DELIVERS UNMATCHED MEMBERSHIP GUARANTEE

Irving, Texas, (October 12, 2007) In an unprecedented move, **Promotional Products Association International (PPAI)** has announced the industry's first membership guarantee. PPAI guarantees that it will deliver exceptional experiences, a vibrant community and essential tools that will make members more successful. If any of the PPAI programs, products or services do not fulfill this promise and meet the expectations of the member, PPAI will make the situation right or refund member dues.

"The membership guarantee is our promise to the member-owners of the Association," said Paul Kiewiet, MAS, PPAI chair and vice president of Incentive Marketing, a CorpLogoWare affiliate. "It is a tangible and meaningful representation of the Association's commitment to delivering exceptional tools, programs and services designed to make our members more successful, more efficient and to elevate the industry as a whole."

The membership guarantee states that if a member is not satisfied with his or her PPAI experience, the Association will request the opportunity to make the situation right. Should that effort fail, PPAI will conduct an exit interview focused on the challenges and ways to improve. PPAI will then refund the full member dues for that year.

"Our goal is to continuously create value for our member-owners," Kiewiet continued. "We want every PPAI employee to become empowered leaders in positive experience creation. This guarantee takes our vision and makes it more than a tagline or dream. We are telling our membership that we are committed every day and in every way to make their personal, business and industry growth our first priority. We want the entire organization focused on 'how do we create more value for our members?' This guarantee forces us to walk the talk and to live it."

Traditional product guarantees simply provide assurances that a product or service will perform as the manufacturer promised. With this guarantee, PPAI flips that model to put control into the hands of the members. PPAI promises to deliver a membership experience that meets the needs of a diverse constituency and allows its success to be determined by each member-company and its unique needs and expectations.

"This guarantee speaks to PPAI's commitment to not only delivering essential products and services but developing and maintaining a culture that is aware and responsive to a broad range of member needs, perceptions and expectations, and then ensuring that our benefits keep pace with our members' needs in the future," said Steve Slagle, CAE, PPAI president and CEO. "We are sensitive to the fact that our membership is as varied as the products our members sell. Our constituency includes nearly 10 different membership categories, companies ranging in size from less than \$100,000 to nearly \$400 million, small family businesses and major corporations, and both novices and veterans in the industry."

“The success of the membership guarantee will not be judged by the amount of dues refunded to members. Rather, it will be judged by how the Association develops and maintains a culture that is acutely aware of the varied needs of the individual member-owners regardless of size, tenure or membership category,” Slagle stated.

Member benefits include the industry’s premier event, The PPAI Expo, delivering business-building programs and professional development opportunities; internal and external industry research conducted to make it easier for members to identify and capitalize on new markets and trends; subscriptions to *PPB* magazine, the PPAI Navigator (a printed supplier directory that includes money-saving coupons from member suppliers) and Business Partner programs, such as FedEx, Special Delivery and Nova merchant processing, designed to allow customers to do business with members seamlessly. Membership dues are based on the company’s promotional products revenue.

“When you combine these offerings with our other valuable programs like insurance, artwork correction, digitizing and more, and then add in the intangible benefits of volunteer leadership, networking and mentoring, the value of membership for companies becomes obvious,” Slagle continued. “It then becomes a matter of working one-on-one with the members to make certain they are taking advantage of all the association has to offer – making the puzzle pieces fit. That is why the interview portion of the membership guarantee is so important.”

For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at www.ppai.org or contact PPAI at 972-258-3041 or PR@ppai.org.

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PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshow, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are an \$18.8 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry’s only free identification system and universal company database.