



## **Canvas Tote Bags – Perfect Summer Giveaways**

Promotional items are a great way to advertise your business. They are inexpensive, fun to give away and keep advertising your business for as long as they are in existence. The only downside is that there are so many good promotional products and it is difficult to decide which ones to advertise on.

Many companies choose promo items that compliment their type of business. For example: A pizza shop might give away refrigerator magnets to their customers so that their phone number is prominently displayed in the kitchen at all times. If anyone in the house has a craving for pizza, the number is right there. Convenient stores or newspaper stands that sell coffee might hand out coffee mugs.

Choosing promo products that are complimentary to your business advertises your business effectively, but there are other considerations that you need to make when deciding which items to buy. You should consider your demographics. What types of products will your customers or potential customers use most often? You should also consider the season. Some products are more suited to certain seasons than others.

The beginning of the summer season is an ideal time to give away tote bags. Canvas tote bags are especially appreciated during the summer months as they make great beach bags. Still not convinced? Take a look at the following reasons why they are great summer giveaways:

Tote bags are in high demand during the summer months. They will be used often. Many people carry these bags to the beach, to flea markets and to summer functions. If you give away bags at the beginning of the season, you will be guaranteed that they will be seen by others all season long.

Canvas tote bags are highly visible. They are of good size which means that your logo can be of good size as well. A larger logo can be seen from a greater distance and will, therefore, be seen by a greater number of people.

Logo tote bags are extremely durable; they will last for years. So, if you hand out bags one year, you could end up advertising for several summer seasons. How? Most people will carry your tote bags for more than one summer season. Every season that your bag is in use, it is advertising your business.

As you can see, there are many reasons why canvas tote bags make great summer giveaways. They are extremely useful and durable which guarantees that you will get your money's worth out of them. And they are one of the largest, most visible promo items that you can buy. So, if you're still deciding which promotional products to purchase for your summer giveaways, perhaps you should consider canvas tote bags.

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