



# PITSTOP

PROMOTIONAL IDEAS THAT SELL

## Success on the cards - plus a PITScards customer challenge

PITS Picture Cards are in demand by a vast number of public and private sector clients in trade, commerce, industry, local government, education and the hospitality arena.

The company has customers throughout the UK and Europe - even as far afield as Bondai Beach in Australia.

Among literally thousands of satisfied cardholders are high profile names such as the Red Arrows, the Red Devils, the Royal Armouries in Leeds, Weatherbys from the world of horse racing, and Chez Nous Properties, the leading French holiday-let company.

Small family-run businesses stand alongside household -name blue chip conglomerates as PITScards' users, along with consultants, professionals, SMEs, the self-employed and national PLCs.

The hospitality sector in particular has quickly latched on to the promotional potential of PITScards, as too has the world of education by "putting a card in the pockets of all their parents."

Many private individuals have also placed orders for cards, such as entertainers, TV celebrities, toastmasters, business coaches, clowns, butchers, bakers... although as yet no candlestick-makers!

The list really is endless, and thereby hangs a challenge! PITScards is throwing down the gauntlet as follows:

**If you or a business colleague are in a profession for which PITScards has not yet produced a business card and you place a pioneering "first" order, the cards will be printed at a highly advantageous price. Can't say fairer than that!**



The man behind the PITScards mission - Vernon Young

### AT A GLANCE PRODUCT GUIDE

- PITScards
- Calendar Cards
- Longcards
- Postcards
- Slotted Cards
- Greetings Cards
- Bookmarks
- Promotional Items such as keyfobs and plastic wallets containing notepads.

See Page 3 for more Product News

## PITSAY

### LOYALTY REWARDED

PITScards is pleased to offer a number of loyalty incentives to valued established customers.

Here are the details:

#### TELL A FRIEND AND GET A TENNER

- customers who introduce a friend or business colleague to PITScards will receive £10 worth of Argos vouchers on completion of the first order.

Just like Phil Wilkes, pictured, of Menston, who works for Auditel, a national money-saving franchise, who recommended a friend and was rewarded with a tenner's worth of vouchers.



Phil Wilkes

Photo courtesy of Leeds Chamber of Commerce

### LOYALTY PROMISE

- a special discount offer to customers who've signed PITScards loyalty promise and actually committed to three future orders over an agreed timescale.

Full details available on request.

## PITSCENE

### More Cardsharps required!

PITScards continues to build on solid foundations and develop a nationwide network of agents to meet future expansion potential.

Sales Director Vernon Young explains: "PITS has achieved year-on-year growth through our success in changing the entire perception of the business card - how customers can and should adapt them for use as powerful pro-active selling and marketing tools.

"The really exciting bit is seeing how our agency sales force is developing up and down the country and how they are capitalising on our aces.

"However, of the 3.7 million businesses in the UK, it remains a stark reality that the vast majority of them still need educating about best use of business cards.

"It's just a case of getting our cards out there and showing them to movers and shakers - and our agents are ideally placed

to do just that. We continue to seek to develop our UK-wide agency network by establishing partnerships with the self-employed, semi-retired and other motivated professionals.

"We have the foundation, the product and the experience. We are now wanting to work with more people who could add our products to their bag."

And the proof of the pudding? PITScard agent Bob Lyle comments: "I've established a network of customers, whose print requirements I service. When I saw the PITScards concept I knew it could be an effective tool to gain new business.

"Once I had armed myself with cards, I introduced the idea by giving one to every customer and suggesting how they could benefit through their various applications.

"I am in a perfect position to demonstrate a product and gain a sale at the same time."

## PITSCOOP

### IT'S STORY TIME!

-Tell us a tale about how PITScards have worked for you and we'll be happy to include it in a future issue of our newsletter. A good profile-raising opportunity for your company.

Please E-mail your business success stories.



**TOP TIP:** Attach your card to all correspondence and invoices





## PITSHOUT

### Success on cards for modern-day Maverick

Businessman Vernon Young is certainly no cardsharp, but when it comes to corporate business cards he doesn't miss a trick.

The modern-day maverick, who runs PITS Picture Cards in Ilkley, West Yorkshire, has played an ace by turning the humble business card - a mere joker for most - into an all-powerful marketing tool. PITS, this year celebrating its milestone tenth year in business, has grown and evolved to become one of the UK's leading business card companies.

Vernon's passion for business cards - and their potential - is unrivalled. He enthuses: "Our mission is to change the whole perception of the business card and the way people actually think about them. They should not be regarded as mere items of stationery, but as potent marketing tools.

"The vast majority of people use business cards in a reactive way, yet the secret of our success has been to show customers how cards can and should be used proactively."

PITScards products don't just give a logo, name, address and number. They use an image to give the recipient an instant visual memory hook - to help the customer remember the person, place or product.

Instead of leaving the flip-side blank, which is, in effect, a free advertising space, PITScards use it to say more. Properly considered, the business card can be an awesome tool - the jewel in the marketing crown which can be used for so many applications.

Welcome to the wonderful world of PITS Picture Cards.



Vernon Young and some of his business contacts can count themselves as high flyers after being feted by one of PITScards more prestigious clients - none other than The Red Arrows, the RAF's high-profile aerobatic team.

Vernon, who's been supplying business cards to The Reds for a good number of years, pilots an annual corporate visit to RAF Scampton in Lincolnshire, UK base of the team. There, they rub shoulders with the pilots, dizzily watch them going through their giddy in-flight training

routine, sit-in on pre and post-flight briefings - and even have the opportunity to climb into the cockpit of the famous Red Arrows Hawk, the world's most successful fast jet trainer.

On the latest visit, a framed memento signed by members of the display team was presented by Red 1 - Squadron Leader Carl 'Spike' Jepson - to Vernon, who comments: "These boys really are made of the real stuff, and they are superb ambassadors for Great Britain plc."

## PITSECRET

### WOULD YOU GIVE A CARD TO THE CLEANER?

Thousands of business cards are exchanged daily between executives and sales people. Yet, why should it just be the directors or sales staff who carry the company card?

PITScards' Vernon Young explains: "We supply many companies where every employee is asked to carry business cards. Think carefully about the concept. Why should it only be the job of the boss or sales people to find work when many a deal can originate by team-members enthusing about their own company?"

"Imagine the perception of a business where the storeman or cleaner is just as keen to help generate business as the sales manager. The really smart companies take it a stage further and have a lead-generation reward for all employees who bring in a lead that converts to business. Just consider the potential and it makes perfect business sense."



TOP TIP: Ensure everyone carries the company business card

### TOP TIPS THAT COULD TIP THE BUSINESS BALANCE

Here's some free expert advice from PITScards that could help businesses that may be thinking about commissioning or redesigning their own business cards to generate extra business through more effective use of their cards.

1. Put them on display at every opportunity so people can take them without having to ask - in offices, reception areas, even your local pub or shop.
2. Keep them pristine by keeping them neat in a small holder in your pocket, wallet or handbag.
3. Ask all your staff to carry a few cards to give to their friends - remember it's a team effort.
4. Attach them to every piece of correspondence (letters, invoices, mail-outs etc). You never know who will see them and want to try you out?
5. Encourage the recipients to put them on notice boards for easy reference and all to see. If they put their card on your wall, perhaps they could reciprocate with your card on their wall?
6. Ask your customers for feedback, make them feel special and don't be afraid to offer them some cards to pass on to their business colleagues or friends.
7. Finally, always carry your cards with you! Never leave home for a meeting, event or exhibition without some of your cards.

• Why not tell us how you are effectively using your business cards to get results so that we could include more top tips from customers in our next issue.

# VARIATION OF A THEME

# PITSCARDS™ Products

## WHY SIZE IS IMPORTANT

PITS Longcards have made their mark in the never-ending quest to promote high levels of customer feedback.

With an inbuilt tear-off PITScard, they can be used widely as marketing and sales tools, to elicit feedback on product and services, to promote events and exhibitions and pre-registration, for general information request initiatives– even as appointments cards. Rugby teams such as the Bradford Bulls have used longcards for team photographs, while many schools, colleges and universities, along with tourism-related businesses, have also utilised them to great advantage.

PITS Postcards and double postcards, creased and folded, represent a variation of a tried and trusted theme, providing a good opportunity to promote all kinds of people, products and services. They also allow two images to be used.

Or what about PITS slotted cards – standard designs with two slots to hold PITScards. These are viewed as ideal for seasonal greetings, congratulations or just-keeping-in-touch cards, with a inbuilt “soft sell” mechanism.

Let's face it – the potential that's on the cards appears endless.

## MAKE A DATE

Why not make a date with PITScards calendar cards?

These cards have proved particularly popular as people often need to check dates, but don't always have a diary to hand. So the calendar card becomes not only a gift that gives a constant reminder of who provided it, but also proves extremely functional and is unlikely to be discarded.

Vernon Young says: “One hotel client briefed us to add extra value to ensure their cards were retained. Our solution – a notepad with a clear plastic case holding a PITScard with a calendar on the reverse that is provided as a free gift in every room.

“This simple, yet clever principle can be adapted for a whole host of business card applications.”

## IN CHARACTER

PITS caricature cards are yet another popular variation of the standard business card theme. Using a caricature of a person as opposed to a normal head and shoulders photograph lends a touch of humour to the cards and makes them highly noticeable, while still getting across the main message.

Robin Moule, of Skipton-based public relations company Moule Media, had a caricature drawn by a pavement artist after a night out on a Canary Islands holiday. He's since adapted it on his own PITScard, with marked results. “The cards certainly get noticed, they're real talking points,” he comments.



For full details of these products, please contact PITSCards direct on 01943 603600



\*\*\* NEWSFLASH \*\*\*  
PITSCARDS™  
NOW OFFERING  
FANTASTIC PRICES  
ON PLASTIC CARDS\*  
\*Orders of 5000+

## CASE STUDY

- Proof that the PITScard concept works!

### CUSTOMER:

Bizzie Lizzies Fish & Chips Complex, Skipton, North Yorkshire.

### HISTORY:

Established in 1986, voted UK Fish & Chip Shop of the Year 1999/2000, First Fish & Chips Shop in North Yorkshire to gain Investors in People 2001.

### OBJECTIVES:

- To give customers in both the Restaurant and Takeaway a permanent keepsake of the business.
- To further raise the profile of the business as a follow-on to the UK Fish & Chip Shop Award of the Year win.
- To encourage staff interest and participation in promoting the business as part of the ongoing commitment to the Investors in People standard.

### ACTION:

The cards have been supplied to key members of the team to hand out to customers in both the Restaurant and the Takeaway. They have also been placed on tables in the Restaurant and Eat-Inn areas in the Takeaway, as well as being sent out with all promotional mail-outs, correspondence etc.

### RESULT:

"The cards are professionally produced and have done a great deal to raise our profile. Using a location map has proved particularly useful for out-of-area visitors. We never really appreciated the impact that could be achieved through best use of our business cards. By adopting PITScards' advice we have been able to promote our business most effectively and enhance our bottom line significantly."

FRONT



BACK



Jean Ritson  
Partner

BIZZIE LIZZIES  
OF SKIPTON



PITSELLS

## MEMBERS GAIN EXTRA BENEFIT

Various member-led organisations have approached PITS Picture Cards to offer business cards to their members to help them develop their businesses.

PITS has already joined forces with a number of high-profile membership bodies to offer a highly attractive discount package on card orders.

They include Farm Stay UK, a group of over 1,000 quality inspected and graded working farms providing bed and breakfast or self-catering accommodation. Yvonne Silk, Regional Marketing Co-ordinator of Farm Stay's Eastern Region, explains: "We are looking to offer members benefits that will help them in their businesses and have set up a discount scheme with PITScards and other suppliers. If this proves successful

we will look to roll out a national scheme." One of PITS Farm Stay UK clients, Mrs Jean Wiseman, who offers B&B accommodation at Hall Farm, Great Chishill, Royston, Herts, comments: "The cards have done a great deal to raise the profile of our farm accommodation. We have been able to promote our accommodation very effectively and significantly enhance our levels of lettings."

The British Institute of Professional Photographers (BIPP) has also snapped up the value-added deal.

Tony Freeman, newly-elected President of the BIPP, tells his members: "As well as the discount incentive, Vernon Young will explain ways of making money from the picture card by selling the idea to

your clients and gaining commission as well as the assignment."

Vernon Young adds: "We'd be interested to hear from officials and members of other organisations who may wish to run special deals on cards."



Hall Farm card front example

### A BIG THANKYOU!

PITSCARDS™ Wish to sincerely thank everyone who has contributed to the production of this newsletter

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