



# MAKE THESE BAGS WORK FOR YOU!

## The Great Belt Debacle

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Every few years I feel the need for a new belt, not because I've ever worn one out, you understand. The old ones just seem to have shrunk.

So I found myself in a very upscale men's store looking over their extensive collection. With some assistance from a very competent salesman, and some coaxing from my wife, I finally settled on a nice (read that expensive) black leather belt with a silver buckle.

Now I think \$95 (plus tax) is a lot to pay for a belt. But considering that in addition to adding a certain finishing touch to the wardrobe, it also performs a fairly important function, I justified the expense—in my mind, at least.

### Oh my gosh, not my belt!

Having made my decision I carefully carried my purchase to the cashier to complete the transaction.

As I handed over my last month's allowance, the cashier quickly tucked the money safely away and deftly rolled my purchase into a tight coil. Reaching under the counter she produced a small, **plain brown grocery sack**, stuffed my prized belt inside, rolled the top and handed it over intoning "Have a nice day!"

As I took the package from her, the coil quickly loosened, the buckle poked through the side of the bag and I was left literally holding the empty sack.

And I understood. I'd paid too much for the belt. I'd been taken. The merchant wasn't proud of my prize—it was just another transaction. Took my money and was on to the next sale.

### The moral of the story

The shopping experience extends beyond the purchase. Be proud of what you sell. Give your customers a **great package**. Let them know the purchase is important to you, too. And most important, **put your name on your bag!**

And, oh yes, you can be sure, I'll never buy another thing at that store.

Basic Brown Bags—the most common packaging in the retail industry. They've been around for years and we've got the very best... extra strong, moisture resistant adhesive, heavy paper, double-glued handles, and much more. But [without your logo](#) they're still just plain brown bags.

## We've made Custom Bags affordable!

Until now, truly distinctive packaging has been reserved for only mega-retailers who could afford to order by the truckload. If you couldn't afford to buy and store a lot of custom bags you were forced to use just plain bags.

Now that's changed!

You can have your logo, name, phone number, website, or whatever design you like printed on Basic Brown Bags. Create your own unique design. Choose any four or more cases of Basic Brown Bags in any size and pick from any of our 23 standard ink colors. We'll print the design on the bags and deliver them to your door.

Easy, affordable, straight-forward, incredible!

Now you can have the most distinctive bags around. Just use the other side of this sheet, follow the four simple steps and you're on the way to your own individual Custom Basic Brown Bags.

Or call us — we'll be glad to help.

Custom Basic Brown Bags are available from:

Bags, Inc.  
4434 North Broadway  
Boulder, CO 80304

For more information, call us:

Toll Free: 888-740-2247

Phone: 303-402-9223

Fax: 303-402-9224

E-Mail [bags@bagsco.com](mailto:bags@bagsco.com)



Find us on the web at [www.bagsco.com](http://www.bagsco.com)



Basic Brown Bags are made in the U.S.

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# Four Steps to Custom Basic Brown Bags ....

## Step 1: Select Bag Sizes - Pick 4 or more – mix & match sizes to suit your needs

	8 x 5 x 10 (250/case)	10 x 5 x 13 (250/case)	13 x 7 x 17 (250/case)	16 x 6 x 12 (250/case)	16 x 6 x 19 (200/case)	Total
Basic Brown Bags						

• Total Number of Cases (from above):  @ \$132.00/case

Subtotal:


• Add 10% for **Pure White** Basic Brown Bags: \_\_\_\_\_

• Special Charges, if any: \_\_\_\_\_

Price includes bags, printing, printing materials (except plates), packaging, shipping and handling. Pretty much everything you need in one package—no hidden charges.

Bags Total:

## Step 2: Printing Plate -

One Time Plate Charge—up to 100 sq. in. coverage

• Transfer Camera Ready Artwork to Printing Plate (One Time Charge)

## Step 3: Choose Your Ink Color -

Choose any one of our 23 Standard Colors

• Ask to see our color chart of standard inks -

Color: \_\_\_\_\_

## Step 4: Confirm Your Order -

Review your selections and verify your artwork

• Applicable taxes, if any: \_\_\_\_\_

• Terms: 50% deposit due at order entry; remainder due on delivery

Total Order:


\_\_\_\_\_  
(Company Name)

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(City)                      (State)                      (Zip)

\_\_\_\_\_  
(Phone)                      (Fax)

\_\_\_\_\_  
(Contact Name)

\_\_\_\_\_  
(Title)

Ship to (if Different):

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(City)                      (State)                      (Zip)

\_\_\_\_\_  
(E-Mail)                      (Web Site)

Method of Payment:

Business Check

Cash

Credit Card: \_\_\_\_\_

Thanks for ordering from Bags. We will confirm this order and fax a copy to you. Your order will be processed upon receipt of your deposit and artwork. We will send you a proof copy of your artwork for approval approximately one week after your order is processed. Once you have approved the proof, we will schedule your bags for printing. Normal lead time for printing is three weeks. We will advise you of any delays. Your bags will be shipped directly to the 'ship to' address above. Naturally, Bags' "No Surprises" Guarantee applies to this order. We appreciate your business.

\_\_\_\_\_  
(Customer Signature)

\_\_\_\_\_  
(Date)