



# What's missing from these bags?

These are our very best shopper bags — aptly named, ClasiBags. As they are made from specially dyed paper, the color penetrates the product's fibers leaving no ink to run or smudge. The color won't rub off onto clothing and doesn't bleed. Color matched handles create a really stunning package. ClasiBags are available in 4 popular sizes and 6 striking colors ... they are truly better bags.

So, what could improve them?

**Your Logo!**

## 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 truck load of custom bags you probably 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 foil hot-stamped on ClasiBags. Create your own unique design. Choose any four or more cases of ClasiBags — any sizes, any colors. Pick from any of our 28 foil colors. We'll hot-stamp 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 ClasiBags.

Or call us — we'll be glad to help.



## Custom ClasiBags are available from:

Bags, Inc.  
4434 North Broadway  
Boulder, CO 80304



ClasiBags are made in the U.S.A.



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

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## Free advertising from your best customers

BY DICK VAN BUREN  
BOULDER, COLORADO

Americans will spend over 200 billion (yes, 200 billion) dollars on advertising this year, ranging from Super Bowl ads to those dreadful tele-calls at dinner time. My mailbox is full of catalogs and junk; my e-mail crammed with once-in-a-lifetime opportunities. Newspapers, magazines and direct mailers all compete for a small glance and passing recognition.

Yet today as I was walking around the mall, I couldn't help wonder why so many retailers are missing the best advertising opportunity around. **Shopping Bags!**

### The big guys get it.

Nordstrom, Dillard's, Macys, JC Penny, Sears, Circuit City — they all get it. You see their bags every where. They understand the value of the brand. But I still see dozens of plain ol' plastic or basic plain shoppers out there. Every one represents a missed opportunity.

Think of it this way — What if you asked each customer to carry a sign with your store's name and phone number around the mall for a couple of hours? What would that be worth to your business? If you could get anyone to do it.

Most customers will gladly carry a bag with the same information. If it's a really well designed, distinctive bag, they'll carry it tomorrow and the next day and the next. People actually collect them.

Do you know anyone who's ever cut your ad out of the newspaper and showed it to their friends?

### Don't overlook this.

Give your customers a **great bag**. Let them carry your sign around the mall. Let everyone know who you are and all for less than a 2 col-in ad in a newspaper. (Oops ... my editor will catch that.)

For more information, call us:

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