



## Make the Moments of Your Audience Precious with Special Corporate Gifts Such as Personalised Bookmarks!

Some activities take quite a huge part of our free time since we are young. Drawing is one of the first ways we learn to express ourselves and give free reign to our creativity. However, other hobbies such as crafting, cooking and writing are timeless pastimes as well. We start with them as children and maybe re-discover them as adults. One of the activities that never goes out of fashion is reading. Those who feel welcomed by the vast world of books will always look for a moment to embark on a new adventure or meet the characters they have become fond of after a few pages.



The world of corporate gifts provides accessories for all these types of hobbies. From [personalised pens](#) to write your own thoughts to [custom aprons](#) to cook in a cheerful or classy way. Transforming objects which we use in moments of relaxation and happiness is without any doubt a smart move for a company. This is true even in the case of our beloved books. A brand may choose to print **personalised bookmarks** with its logo and its name to be at the side of its customers or employees in the moments which they hold dear.

### Giving Away Printed Bookmarks: The Best Opportunities and How to Make the Most of Them

Although there are more and more novels in e-book format and an increasing amount of texts are available online, paper options show no signs of failure. On the contrary, it is undeniable that stories printed on paper are more engaging and have an exclusive charm. Besides being inseparable allies of any reader,

bookmarks often prove useful in the office and during study sessions too. As they are helpful and can be employed in different contexts, personalised bookmarks are excellent promotional products. In the case of corporate gifts, in particular, you can take advantage of the cheap price and combine them with other [personalised office accessories](#).

For example, they will create top corporate gifts when paired with [personalised diaries](#). Not only can these two accessories be used together. They can also showcase your attention to detail if they prove to be consistent with your image. Moreover, since they are two promotional products, they will have a double advertising impact. This is true for those who receive them as well as for those who will look at them while they are being used.

### Custom Bookmarks: When and Where to Give Them Away?

There are different contexts in which giving personalised bookmarks can be a wise and cherished choice. In general, these corporate gifts lend themselves well in any situation where reading enthusiasts are. They can be distributed at a fair, or by bookstores when at the purchase of a product. Institutes that deal with culture, such as cultural centres and universities, can find in them valid promotional products as well. They are perfect **corporate gifts** at events that have to do with the world of culture and literature. Think for instance of the presentation of a book or a literary convention.



For companies that are looking for a gift to offer to their team, **personalised bookmarks** will go great during corporate events to celebrate an anniversary or a goal achieved. In this context, offering corporate gifts to your employees has an important meaning. This gesture thanks them for their commitment and makes them feel even more part of the work reality. By offering a corporate gift which they can use in their free time like **custom bookmarks**, the employer will show care for their well-being. This will intensify the relationship between employee and brand, making it more intimate and stronger.

#### *First of All the Model: Various Types of Printed Bookmarks for Outstanding Corporate Gifts!*

As with all promotional products, there is never just one model available. On the contrary, there are several options to choose from, so that you will be able to print the personalised bookmarks that best meet your communication needs. In particular, the HiGift website offers you:

- Printed bookmarks made of bamboo. These are in all respects [promotional eco-friendly products](#). They are perfect for any brand that has gone green, but not only. The attention to the environment combined with the care for the needs of your employees is a guarantee of success. We see it with [eco-friendly personalised water bottles](#).
- Custom bookmarks with sticky notes. The idea of pairing two corporate gifts in one is always brilliant. It is no coincidence that [personalised bottle opener keyrings](#) are among the most popular promotional products. In the same way, [branded pens and notepads](#) are at the top of the wish list of companies that are looking for a gift set for their team. So, even in the case of this particular type of bookmarks, you can offer two accessories with a single small object. [Custom sticky notes](#) are among the most useful office items both at work and in the house. For this reason, printing these bookmarks is a winning strategy whether your target is your team or customers.
- Personalised bookmarks with page markers. These models enable you to keep track of your reading or your work in two efficient ways. The classic bookmark can be placed inside the book to show where you stopped reading. The page markers, on the other hand, can be attached to the margin of some pages to indicate passages that you consider significant or which you want to remember. [Custom page markers](#) are a must-have accessory desk for the office. However, they will be particularly appreciated by the most passionate readers as well. In this case, too, we are then talking about an item which is good for everyone.
- Printed bookmarks of different shapes and sizes. You can find the classic elongated model as well as shorter types. You will see particular designs too. Plus, you can print **personalised magnetic bookmarks** or models which feature a ruler. Bookmarks with a lens are brilliant as they make it easier to read small characters. They are especially valued in work contexts.



#### *Custom Bookmarks: A Small Accessory, A Great Visual Impact*

In an almost pocket-sized format, **personalised bookmarks** are excellent when it comes to sponsoring a brand. Not least because, besides being often under the eyes of those who use them, they allow you to



reproduce your logo in a quite large scale. Their print area is indeed quite remarkable. They are often fully customisable corporate gifts, on which you can apply logos, writings and pictures of all kinds.

In this way, you can print your name in clearly visible letters as well as the company slogan to give more hints on the core business of the company. Alternatively, you can add a phrase designed specifically for the event



to which you are going to distribute your printed bookmarks. The options end by no means here. Among the most valued ideas, you find catch phrases, words of encouragement or with positive vibes, and quotes from prominent figures.

As for the pictures, you will have even more freedom. Besides your logo, which is essential to make the customer remember you with a simple look at your personalised bookmark, you can print the photo of a famous person who inspires your business. Brands which are active in the field of the environmental protection or that embrace the environmental cause may print images of endangered species or of nature. Pet shops may go for pictures of dogs and cats, just as they often do with [printed calendars](#).

The Affective Value of Personalised Bookmarks: Be Always with Your Audience with These Extraordinary Corporate Gifts

In conclusion, **custom bookmarks** are much more versatile than you might think. The key to their success lies in two qualities that distinguish them. First of all, they are so useful that they can be used both for reading and for work – that is, several times during the day. This means that they can end up every day under the gaze of those who receive them as a gift. Secondly, they can be made truly unique by printing images, photos and writings on them. In this way, they will be able to gain a prestigious place in the lives of your customers or employees.

The result will be a gift made specifically for the recipient. This latter, as a consequence, will find in your personalised bookmarks a treasured accessory. They will likely associate positive feelings and perhaps even important memories to it. **Printed bookmarks** are impressive communication tools. They can support you, encourage you to think of concepts, convey thoughts. And, above all, they can connect all this to your business reality, which will benefit enormously from it.