



[Personalised notebooks: the timeless corporate gifts](#)

By now, we tend to use electronic devices to mark notes and appointments. Still, we haven't abandoned the use of **pen and paper**. Old habits aren't all gone.

Some **memorise information** better when they write. Some find it uncomfortable to take notes on the phone and prefer a small **notebook**. Keeping all ideas inside a small screen is with no doubt useful, because you always have them at hand. Technology might be convenient, but sometimes **contact with the physical world** still wins over digital.

[Personalised notebooks for companies: why choose them as corporate gifts](#)

It's unquestionable that personalised notebooks are **useful**. This makes them great promotional products. People are more likely to use an accessory that's helpful in **everyday life**. As a consequence, this will have a better chance of **sponsoring your brand**. It won't be surprising that personalised notebooks are among the most **popular** and **appreciated** corporate gifts. Even so, there are other reasons for their success.

These items meet the needs of a **very large audience**. From the oldest to the youngest, from workers to students: **anyone** can take advantage of a personalised notebook. You can use it to write down **any kind of information**. The most creative ones will draw **sketches**. At the end of the day, these corporate gifts enter **everyone's life with extreme ease**.

Notebooks are **great for personalisation**. Their cover, simple and spacious, ensures **maximum visibility** to the company logo. It'll be much easier for the customer who receives one to **remember you**. At the same time, the printing will **attract new people**, who could turn to your company in the future.



[Choosing the right notebook: a guide to the models available](#)

Sponsoring your company with a personalised notebook is a winning move. It advertises your brand in an excellent way. Those who use it will appreciate its **practicality**. They'll associate your company with a tool that helps them, too. If customers are **satisfied with** your corporate gift, they'll look at your brand in a **positive light**.

Once you've chosen which accessory you want to give, you'll have a wide **selection of models** where to find the one that's right for you. Like all promotional products, personalised notebooks have great **communicative power**. Not only do they spread your logo or name, but they help **convey a message**, too.

At HiGift we offer personalised notebooks of **various kinds**. Here you find a brief guide with some ideas on how to use them.



Eco notebooks

Personalised eco notebooks are made with **sustainable materials**, such as paper, cork and bamboo. They generally look **rustic and particular** due to the colour of the natural substances that compose them. However, some pieces have a **modern and colourful design**.

Giving away personalised eco notebooks to convey your interest in the environmental issue

With these corporate gifts, you'll distribute eco-friendly products that help **reduce the impact on the environment**. In particular, you'll achieve five goals by giving away [*personalised eco notebooks*](#) :

- You'll offer the public a green item, which they can use instead of disposable ones.
- You'll **encourage** people to use sustainable accessories. If customers are satisfied with the product received, they'll use others which are similar. In this way, even those who don't usually go for **eco-friendly options** may prefer products of this type for their future purchases.
- You'll **sensitise** your audience by showing how these objects are practical.
- You'll be **very successful** among those who're dedicated to the cause.
- You'll convey your **interest in our planet** and show your willingness to actively participate in **reducing waste and pollution**.

Spreading **awareness of the environmental issue** is very important. Everyone can play their part to it. Distributing personalised eco notebooks may be your contribution.

Spiral Notebooks

Personalised spiral notebooks stand out for their **unique** design and practicality. They're the most **classic** types and can be found in every **office**. Good for **taking notes**, they have great effect as promotional products.

Personalised spiral notebooks: an evergreen corporate gift for your company

The main feature of this type of notebook is the **side spiral** that joins the pages. Compared to those whose sheets are glued to each other on the long side, they can be **flipped through more easily**. The pages and the cover can be rotated 360°. In this way, you have a **single block** to write on. This makes them perfect to write while standing or on a small surface.

It's no coincidence that **students** and **journalists** love them. You could give away [*personalised spiral notebooks*](#) with your logo at a fair or event that involves these groups of people. Moreover, you can use them both as promotional products for customers and as corporate gifts for employees. Their **versatility** makes them suitable for any context.



Elastic Band Notebooks

If you prefer a **refined** accessory, personalised notebooks with an elastic band can be perfect for you. **Simple** and elegant, they're very useful, because the rubber band holds sheets and cover together. In this way, they don't get damaged when they're stored in bags or backpacks.

Personalised notebooks with elastic band: pay attention to the visibility of the writing

Personalised elastic band notebooks are perfect for any age and context. Practical to be carried around, they're ideal for those who bring theirs with them during the day. These, too, are excellent office accessories.



When customizing these corporate gifts, you should keep in mind that the **elastic band hides** a part of the cover. This doesn't mean that you can't apply the **logo over the entire surface**. However, you may need to pay attention to the **writing**. There's a risk that the name of the company isn't clearly visible because it's **partially concealed** by the elastic band. If that's the case, it won't perform its **promotional function** at its best.

Notebooks with pens

Pens are essential to use notebooks. However, being small, people are likely to **lose** or **forget** them. This is one reason why notebooks featuring a writing tool are always **appreciated**. They're an **original** idea, too.

Personalised notebooks with pens: double exclusive corporate gifts

Personalised notebooks with pens are **all you need to take notes**. You just have to open the notebook and take out the pen and you're ready to write. You're not going to waste time rummaging through the bag to find a pen or pencil.

Employees or customers who receive **personalised notebooks with pens** will have an exclusive **two in one**. Besides, people who don't know about you will notice two important aspects:

- That you care for your **team to be comfortable**.
- That you engaged to offer the public a **smart** corporate gift.

All this helps to **advertise** your brand. This, as a consequence, will raise the interest of **new potential customers**.

Besides, personalised notebooks with pens allow you to **print the company logo or name on the pen**, too. With such corporate gifts, you'll have two accessories that are always useful and welcomed. All in all, you'll benefit from a **double promotional effect**.