



Personalised USB Sticks: "Save" Your Brand in The Memory of Your Customers with These Technological Corporate Gifts

If we try to think of our typical day, we realise that we cannot do without technological devices for most of our activities. Progress has turned mobile phones, tablets and computers into our new allies in everyday life. You can see it in work contexts as well. Companies and offices adopt high-tech tools to make their tasks easier. For many this is a necessary choice, not just an extra convenience.

It is above all in these contexts that giving away [promotional gadgets](#) is a winning strategy. These accessories help to use computers, tablets and mobile phones. They are so useful that they quit being simple options and become essential in a short time. Try to think of [printed touch screen pens](#). Waiters need them to take orders on their tablets. Architects and graphic designers use them as pencils. Another example is that of [personalised mouse mats](#). They are one of the most popular corporate gifts because they allow you to interact with the PC in a simple and comfortable way.



Personalised USB Sticks: What Sets them Apart from Other Promotional Gadgets

Branded USB sticks are among the most common and important accessories when it comes to technology and mobile devices. Their function is to make it possible to save files on a device which is external to the computer memory. This is an expedient that all IT experts recommend. It grants you access to saved content even if your computer undergoes irreparable damage. They are useful to unload the memory of the PC, too. Plus, in doing so, they help to make it faster. They can be used as document holders, each dedicated to a specific theme.

It is easy to understand how, especially for those who work constantly with multimedia files and electronic documents, **personalised USB sticks** are never too many. These accessories always come in handy and could turn out to be a real godsend. **Branded USB sticks** can be used to transfer files from one device to another without clogging the mailbox. It proves to be exceptionally worthwhile when you have to send folders or projects which are quite heavy.

Beyond the work context, **personalised USB sticks** can be of great help on several occasions. For this reason, they are not only corporate gifts suitable for offices or freelancers' studios. On the contrary, they are perfect as **promotional products** for an advertising campaign as well. Whatever the type of clientele, your customers will surely find a way to employ your **branded USB sticks**. It is not unlikely that each of us has at least one USB flash drive to save the most important files. Of course, some use them more often and others less. However, there is no doubt that they are **promotional gadgets** of unparalleled usefulness.

Giving Personalised USB Sticks Away: Good Memory Comes in Small Flash Drives

Being useful is one of the crucial factors in determining the success of a **corporate gift**. It affects how often the item is used and how much it is appreciated by the customer. The goal of **promotional products** is to present the company and remind of it. The impression that it makes on the recipient will reflect the image



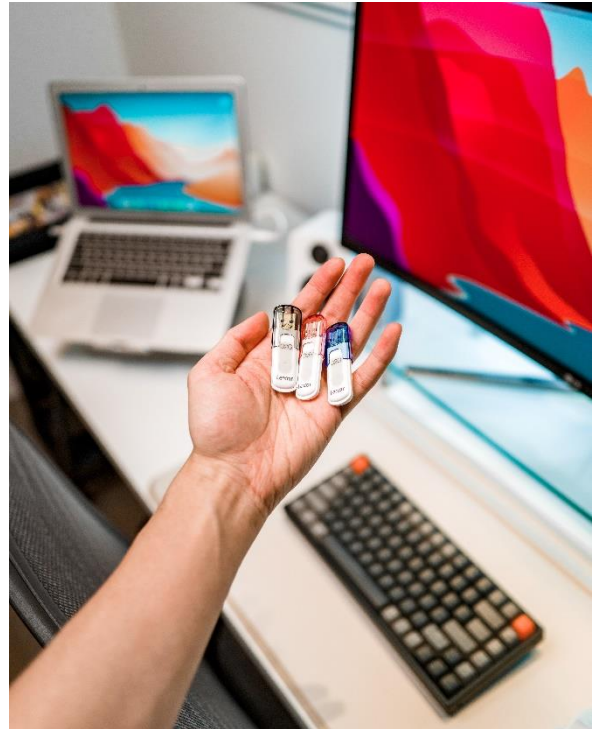
that the latter will retain of the brand. Branded USB sticks turn out to be perfect **corporate gifts** because, besides being useful, they are very practical to use and distribute as well.

They are comfortable to use because they are small. They are no more than a few centimetres long. For this reason, **personalised USB sticks** can be carried in a bag, in the pocket of a backpack or a laptop bag, or in a case. The customer who receives them as corporate gifts will experience this comfort immediately. They just need to place the flash drive where they prefer, and they will be able to take it home without any difficulty. It is a fantastic way to make a good impression on the first shot.

Another benefit of **personalised USB sticks** is that they can be delivered along with other promotional products. By placing them in [personalised shopping bags](#) together with [branded power banks](#), for instance, they will create a high-tech corporate gift which is at once complete and functional. If you are looking for something more original, you can present them inside [personalised pencil cases](#). If may even decorate these latter in a technological fashion, so as to create a coherent corporate gift.

Creating Personalised USB Sticks: Ideas and Hints as to How to Craft Promotional Gadgets with a High Advertising Impact

While the object itself determines how much the customer can benefit from the corporate gift, the way it is customised affects how the **promotional product** will advertise for the brand. A well-made print and a well-defined subject will make it easy for the customer and any observer to remember your company. A simple glance will be enough to read the name, recognise the logo and associate your business with a useful and practical corporate gift.



When customising the USB sticks, you do not have a very large surface available. This, however, is not a problem, but a feature to be exploited to your advantage instead. Think of [personalised pens](#) or [custom keyrings](#), which are among the most popular and timeless promotional products ever. Just like them, USB sticks have enough space to add few, but essential information. The name and the logo shall not be missing. They are the elements that link the corporate gifts to your business. They are your signature and must be clear and legible.

You can choose to add details such as your business address or phone number to your **branded USB sticks** as well. In this way, those who are interested in your activity will be able to contact you very easily if they want. Such attention to the customer shows accuracy and professionalism. Needless to say that both qualities will be appreciated by friends and relatives as well. All this will make a great advertisement for your brand.

By carefully choosing the colour and printing technique, you can make the most of the aesthetic performance of your promotional products. Bright shades will present you as an easy-going activity, while soft, neutral colours or an engraving suggest a certain seriousness. No choice is right or wrong. The only aspects to take into account are the character of the company and the image of the brand you want to convey. Everything, of course, will have to be weighted based on the shape of the chosen flash drive.

Types of Personalised USB Sticks: From Wooden USB Sticks to Original Shapes

The selection of **branded USB sticks** on our site includes classic models as well as original and varied shapes. When choosing the **personalised flash drives** which you will use for your advertising campaign or give away to your employees, you will need to consider a few factors. Among others:

- The shape of the **personalised USB sticks**. A linear and classic design will be perfect for an audience that loves tradition. This latter is likely to appreciate a slim model with a distinctly elegant effect too. If, on the other hand, your business is quite specific, you can search for the flash drive shape that best represents your activity. It is a simple and original way to advertise your brand with a useful and nice corporate gift.
- The storage of the **branded USB sticks**. The memory capacity of the flash drive ranges from 1 to 32 GB. It is significant because it can affect how much and for what it will be used. To choose the one that best suits your needs, we recommend you study the clientele. If they are technology enthusiasts or IT specialists, a USB drive with a large storage will be more appropriate. If, on the other hand, your **personalised USB sticks** are intended for a varied audience that does not have a link with the high-tech world, a model with less memory capacity will be fine.
- The material in which the **branded USB sticks** are made. In our assortment you will find plastic and metal flash drives, but, above all, **wooden USB sticks**. The latter are original corporate gifts. They are right for you if you are looking for [*promotional eco-friendly products*](#). Green items are already in the highest demand when it comes to corporate gifts. With wooden USB sticks – as in the case of other [*custom eco-friendly gadgets*](#) – you will have the opportunity to combine the world of technology with ecological ethics.



In conclusion, **branded USB sticks** are perfect promotional products for both your team and your customers. They are useful to everyone and available in multiple versions. All you have to do is to choose the one that best suits your business and the recipient. By customising them you will be able to make your flash drives unique and spread your logo easily and effectively.