

## Professional Promotions: A Connecticut Success Story!

Born in Worcester MA, Brett Carlson moved to Manchester CT when his father accepted an offer to become manager of the Hartford sales office of an industrial cutting tool company. Graduating from Manchester High School, Brett earned a Bachelor's



Degree in Industrial Technology from Central Connecticut State University. As a bachelor in his 20s, Brett moved across the country to become

a manufacturing engineer at BOEING Commercial Airplane Company in the State of Washington. "I helped to coordinate the final assembly of large commercial airplanes," he recalls. "It was a remarkable experience. The



sheer magnitude of the shop floor and logistics were mind-boggling. Little did I realize how valuable that experience would

be years later, in planning and organizing the flow of a fast-paced promotional products business. It's ironic, too, that my business would be located in East Hartford, CT—home to one of the world's largest manufacturers of airplane engines."

After five years at Boeing, Brett was sensing that it was time for a transition. His father and older brother had gone into the promotional products business. Brett decided to follow in their foot-



*Because of his unusual technical background, Brett Carlson takes an aerospace engineering approach to specialty advertising workflow—resulting in industry-leading efficiency and reliability from start to finish.*

steps. He worked for his brother's promotional products firm during the day and worked the second shift at Boeing. Over time, he was ready to cut the cord at Boeing. Brett's dad began to have some health issues, so Brett packed up his Honda Accord and drove across the USA to be back with his family. He rented an apartment in East Hartford, then bought a condominium. In March of 1986, Professional Promotions was officially born in one of his condo bedrooms equipped with a desk, a typewriter, and a phone. "I made 26 cold calls a day for nine months," Brett says, believing by faith that the business would succeed.

In 1988, Brett got married. A few months later, the newlyweds faced a huge challenge. During his college years at CCSU, Brett had boxed, and it now came back to haunt him. Past punches and injuries resulted in both of his retinas detaching at the same time. For eight weeks, Brett was totally blind. "That's not the way you want to start a new marriage and new business," he says, "but by God's

*grace the open eye surgery worked and my eyesight was restored."*



In 1989, Brett moved the business from the condominium bedroom to the couple's first home. He then moved the firm to commercial offices on Bissell Street, then to Prestige Park, and then to its present facility on Goodwin Street.

For over 20 years, Professional Promotions has managed to stay in the black through the economic ups and downs. What is Brett's secret? "When clients hire us," he says, "they can consider it done. We have succeeded through extraordinary customer service. For example, in recent years, out of 1,500 orders handled, just 3 missed the delivery deadline! That's less than 1/5th of 1% versus recently-published industry stats as high as 32%. This high level of reliability and service, combined with fast turnaround and quality product at fair prices, is a recipe for satisfied customers in any economy."

On the personal side, Brett and his family reside in Bolton. He is an elder, leadership trainer, and youth ministry volunteer at Wintonbury Baptist Church in Bloomfield and is active in workplace Bible studies.



**Professional Promotions**  
CONSIDER IT **DONE**

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Web: [www.ProfessionalPromotions.biz](http://www.ProfessionalPromotions.biz)



Need a dependable source of imprinted promotional products?

Try our industry-leading firm with an on-time delivery rate of nearly

**100%!\***



\* Our products are GUARANTEED to arrive on-time. In recent years, our on-time delivery has been 99.8%, to be exact. That means one less detail for you to worry about!

**Professional Promotions**

CONSIDER IT **DONE**

[www.ProfessionalPromotions.biz](http://www.ProfessionalPromotions.biz)

# CONSIDER IT DONE...when the pressure is on and you need imprinted promotional products to build your brand or cause now!

## We have the **PEOPLE!**

The Professional Promotions team consists of experts in promotional products, event planning, branding and promotion. For over 20 years, we've operated a business with integrity that seeks to treat everyone well—so we tend to keep our managers and employees for a long time. You benefit from our creativity, stability, maturity and experience...*while having fun, too!*

## We have the **PRODUCTS!**

Remember: our products **INCREASE** brand awareness, **IMPROVE** client relationships, **IMPACT** target markets, and our **IDEAS** are delivered on-time. Over the years, our product offering has grown to include over 700,000 different items. From A to Z—from address books to zipper pullers—we can provide the custom imprinted items you need for:

- Customer, employee and supplier appreciation programs
- New customer promotional campaigns
- New product introductions
- Sales and staff meetings, outings, training sessions
- Trade shows, conferences, conventions
- Employee motivation and safety programs



All of these products are featured on our easy-to-browse online catalog, at [www.ProfessionalPromotions.biz](http://www.ProfessionalPromotions.biz).

## We have the **PRICES!**

For the level of quality and service, our prices are *very fair* because of the high efficiency of our organization, the terrific rapport and significant purchasing power we've earned with suppliers over the past 20+ years.



## We have the **PLACE!**

Our modern, professional facility in East Hartford is just minutes from major highways and major markets. This enables us to serve a large and diverse base of business, non-profit, institutional and government clients across Connecticut and Western Massachusetts.

With the internet, we also serve clients from coast-to-coast. Our online catalog makes 24/7 shopping and purchasing very convenient. Plus, when you call us during normal business hours, you'll get a real person, not voicemail!

## Here is a dramatic real-world example:



**Hartford Courant.**

It was a Saturday evening at 7pm. Blizzard Josh was dumping three inches of snow per hour with no break in sight, when Brett Carlson received a call at home from *The Hartford Courant*. This long-time client asked whether Professional Promotions could produce and deliver 1,000 imprinted T-shirts by 3:00 am that next Sunday morning. It was to be a heartfelt "thank you" to Courant employees who labored throughout the snowy evening to make sure the crucial Sunday morning newspaper got out. The T-shirt was to have an imprint of Sunday's newspaper headline about Blizzard Josh blanketing Connecticut.

Brett committed to the rush turnaround and delivery. Although he had recently purchased a 4x4 Ford Explorer, the snow was deep and getting deeper. Most roads were not plowed. In fact, even the major package delivery companies had suspended delivery operations earlier that day!

And what about those 1,000 T-shirts sitting there white as the driven snow? There wasn't much time, but there much at stake. Just before midnight, Brett left his residence to pick up the camera-ready art in Hartford. At 12:45 am, production began. By 2:30 am, Brett and his 4x4 full of still-warm imprinted shirts were backing up to *The Hartford Courant* loading dock. Peering through the windshield, after fighting near-impossible visibility all the way there, Brett could see his smiling client giving the double "thumbs up" acknowledging the arrival. On that frosty morning, that image of a joyful client was so comforting, it alone justified all the effort.

At Professional Promotions, we won't let the opportunities to build and enhance your image slip away. We have a reputation for plowing through production and delivery problems to support a brand. We are willing to weather the worst of storms—literally and figuratively—to keep up your image and ours. *We promise you'll never get a snow job from us—unless you ask for it!*

## DID YOU KNOW?

- Promotional products are a uniquely "American" novelty. The first known item was a lapel pin to commemorate the inauguration of George Washington's in 1789.
- Last year, American companies invested an estimated \$18 billion on promotional products.
- When considering investing in promotional products, remember that the estimated average recall rate of website banner ads is 27%; for print and TV ads, it's 53.5%; for promotional products, it's a whopping 76.1%.
- A 2005 study by Louisiana State University and Glenrich Business revealed that an offer of a promotional product (alone or as part of a sweepstakes) drew as many as 500% more referrals than an appeal letter alone and higher recall than traditional media.
- In short, promotional products should be a *vital part of your ongoing media mix*.

## PLEASE CONTACT US TODAY!

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