

BEHIND THE SCENES

Serving Your Brand Every Step of the Way



Birch Tree Promotions

Our Story



Owner and President Katie Basson founded Birch Tree Promotions in 2006 after years of experience in sales and management. She has created a company that stands out from the crowd; one that partners with clients to produce meaningful advertising promo-

tions that make businesses look their best. Her keen eye for selecting perfect-fit products for each client's brand has attracted nationally known companies. Katie's warm personality, dogged pursuit of practical solutions, and tireless work ethic make her a favorite with the businesses that hire Birch Tree. She ensures that Birch Tree provides each client with focused, individualized service through every step of the process, from ideation through delivery.

Since its founding, Birch Tree has grown to partner with over 150 companies around the world. We have created employee motivation and reward campaigns, international conference materials, and non-profit campaigns for our clients. We source the world and know the best products as well as the shipping and delivery quirks of countries on every continent. We work tirelessly to find the least expensive, best looking, or most amazing hand-crafted products that align with your values and make you look like a genius.

Developing One-of-a-Kind Products **FOR BRANDS**

Sometimes a business has a general idea of what they want, but they aren't exactly sure what that perfect-fit product or gift should look like. That's when Birch Tree's creativity shines!

THE PROBLEM Bain & Company wanted a gift for each of their 8,000 employees to remind them of the five values that should guide their work. They had symbols of each value but were at a loss for how to incorporate them into a premium product that employees would use every day.

THE SOLUTION Because Bain & Company's symbols were so original—including a camp stove, ladder, and carabiners—Birch Tree immediately recognized that ordinary corporate gifts wouldn't do. Instead, they suggested a stand-up magnet board to sit on each employee's desk. Birch Tree worked with factory designers to create custom magnets of each corporate symbol, carefully monitoring the process as 2D drawings were rendered in 3D and cast in metal. Birch Tree shared mockups at no extra charge and incorporated Bain & Company's feedback every step of the way. The result was a truly useful gift that served as a tangible reminder of the company's values.

THE TAKE-AWAY Because Birch Tree cultivates a deep understanding of each client's brand, they are able to develop meaningful products that fulfill specific needs. Their creativity allows them to turn any idea into something amazing.



Custom magnet pieces representing Bain & Company's five values

Finding Solutions **WITH TRUSTED PARTNERS**

The vast majority of orders go through without a hitch, but when problems arise, Birch Tree does whatever it takes to make things right—with a little help from their trusted vendors and business partners.

THE PROBLEM GCA Global ordered 200 Patagonia vests and had them embroidered on the stand-up collar at the front of the neck—a unique location for a logo. The custom detail looked great when the vests were zipped up, but the embroidery thread on the back was visible when the collars were open. GCA employees weren't happy with the look, which meant they wouldn't wear the vests.

THE SOLUTION After brainstorming with their trusted embroiderer and with Patagonia, Birch Tree worked closely with Patagonia's overseas manufacturer to locate matching fabric and a pattern piece for the collar lining, which were shipped directly to Birch Tree. Birch Tree worked with a tailor to sew the new linings in the collars to cover the visible stitching. These extra-mile services were provided at no additional cost to GCA Global, whose employees loved the vests and now wear them proudly.

THE TAKE-AWAY Because Birch Tree cultivates strong relationships with their vendors and independent service providers, they can efficiently collaborate to solve problems so clients get exactly what they need.



Embroidered collar before (left) and after (right) adjustment

Our Process



Our Difference

Birch Tree Promotions brings business savvy, marketing experience, industry knowledge, and creative problem solving to one place. Through every step of your project, we are:

PERSONAL We nurture our client relationships, answering our own phones and giving you our undivided attention. We aim to be immediately responsive to orders and needs.

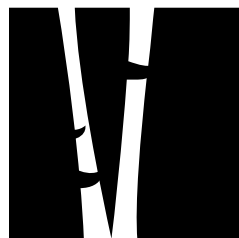
RELIABLE Years of building strong partnerships with quality suppliers—whom we've vetted and trust—means our vendors bend over backwards for us to meet your needs.

HIGH-QUALITY The best option isn't always the cheapest option. We take great care to understand your brand so that we can select items that are a perfect fit to enhance your image.

SOLUTION-ORIENTED Whether you need help figuring out the right gift or getting an order in at the last minute, we excel at solving any problem.

GUARANTEED We follow orders to the letter, and we stand by our work. Anything less than your complete satisfaction is unacceptable to us. We will always make it right.

TRUSTWORTHY Our longstanding relationships with satisfied customers are a testament to their trust in our quality of work. We serve as an extension of your company and provide you with total peace of mind.



Birch Tree Promotions

From ideation and design through manufacturing and delivery of your promotional products, we work with you every step of the way to make sure you get exactly what you need.

That's Birch Tree's mission:

**Tirelessly serving businesses with
perfect-fit products so they can do
what they do best while we make them
look their best. Guaranteed.**

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