

Branded USB User Guide

How to Choose the Right USB Solution and
USB Supplier for Your Promotions



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How to Choose the Right USB Solution and USB Supplier for Your Promotions

Introduction

What to look for in promotional products:

Promotional products are commonly used by businesses and organizations to create awareness for their brands and build customer loyalty. However, not all promotional products are equal.

The most effective promotional products satisfy the following criteria:

- They are high quality and have practical uses — high quality and useful promotional items are appreciated by the recipients.
- They have long service life – promotional products, with a long service life, can be used by the recipients for years to come. Each time the products are used, your brand gets repeated exposure, which subliminally endears your brand to the recipients.
- They have large and prominent branding areas for you to print your logo, marketing message and contact information.

Among the myriad of promotional products in the market, branded USB Flash Drives are among the few that meet the above requirements. As such, USB Flash Drives have become the hottest promotional items in recent years.

Why businesses and organizations across the world are embracing branded USB Flash Drives:

- In today's digital age, USB Flash Drives are very practical and are commonly used to store/copy/transfer photos, videos, music and other digital content. They also have a long service life, which gives your brand repeated exposure.
- USB Flash Drives come in many different styles and storage capacities to suit your promotional requirements. Popular styles include credit card, wood/bamboo (if you want to promote an eco-friendly image), key, twister and pen.
- USB Flash Drives have prominent branding areas for you to imprint or engrave your logo, business slogan and contact information.

One additional benefit that is unique to USB Flash Drives is **the ability to preload the drives** with your marketing presentations, product data sheets or catalogs, videos, or anything you could think of to get your marketing message across.

For the above reasons and more, you can understand why USB Flash Drives have quickly become the preferred promotional tools for businesses, schools, government agencies, non-profit organizations, photographers and musicians and professionals worldwide.



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Common uses and applications of branded USB Flash Drives:

- Corporate gifts to employees, clients and partners
- Events and trade show giveaways
- Product launch promotions
- Photo storage and distribution (replacing CDs and DVDs)
- Music promotion and distribution
- Document storage and sharing for government institutions and agencies

In this guide, we will give you all the necessary information and tips to help you choose the right USB solution and supplier for your promotion.

How to choose the right USB solution and USB supplier for your promotions

USB Flash Drives come in all shapes, sizes, storage capacities, styles and quality level. Furthermore, the market is awash with suppliers selling customized or branded USB Flash Drives.

To get the best deal on prices, it's best to purchase your branded USB Flash Drive in bulk. But, before you rush out and do a bulk purchase of branded USB Flash Drives, you should consider and assess these factors to help you make the best choice for your promotional needs:

- Quality and reliability of the products
- Turn around or delivery time
- The USB models and styles
- Logo printing and engraving options
- Storage Capacities
- Data preloading and other USB services and solutions
- Accessories



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I. Quality

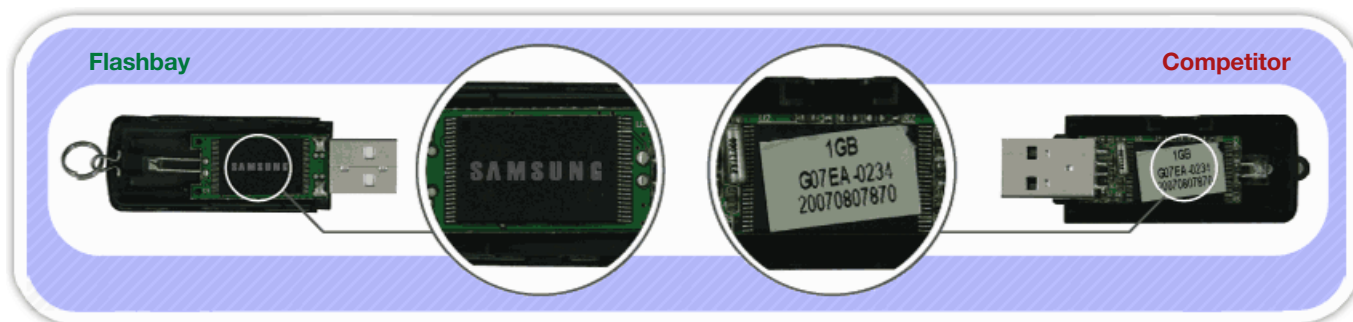
Product quality is the most important factor when choosing USB Flash Drives. The marketplace is awash with suppliers providing low quality products, with many completely unfit for data storage.

Low quality USB Flash Drives are usually made by manufacturers who cut corners or follow unscrupulous manufacturing practices in order to lower costs.

Giving away low quality promotional products will lead to a disappointing customer experience and is a sure way to hurt your company's image. To ensure you get the best quality, here are the criteria to consider when assessing suppliers' quality performances:

#1 – Quality of Memory Chip (inside the USB Flash Drive)

Memory comes in different grades, varying in read and write speeds and data-retention capabilities. For the best quality, ensure that the supplier only use new, grade-A memory from established component suppliers such as **Samsung, Hynix, Intel, and Micron**.



Grade A components are extremely reliable and can withstand thousands of read/write cycles.

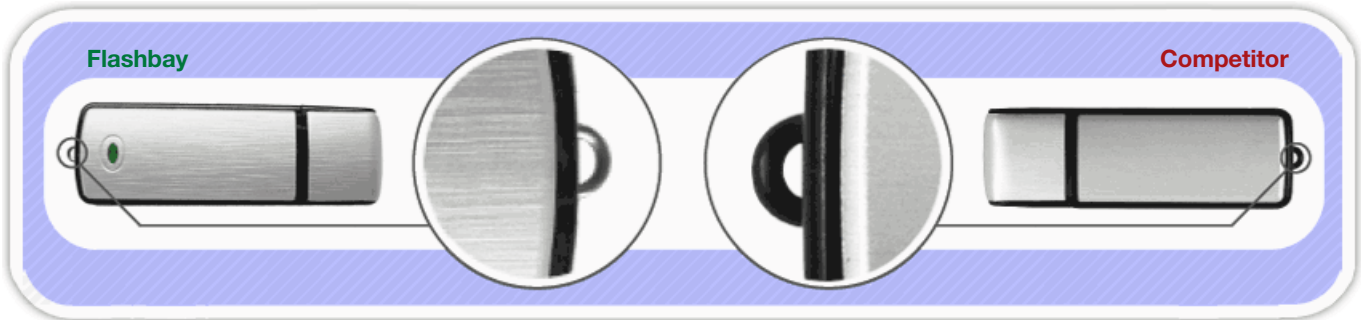
Beware of suppliers who offer you really low prices. They could be using low quality and low speed or recycled components, which lead to risks of data loss, data corruption and loss of functionality.

Reputable and established USB Flash Drive suppliers such as Flashbay will always build their USB Flash Drives using Grade A memory as well as high quality materials. Furthermore, reputable suppliers will provide a warranty for the drives for at least 10 years.



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#2 - Metal vs. Plastic Loop for keyring attachment



A metal loop on the end of the USB Flash Drive is preferable over a plastic loop if you intend to attach the USB Flash Drive to a bunch of keys. A plastic loop is prone to breakage after moderate use.

#3 - Print Quality



High print quality is essential to ensure your logo enjoys maximum longevity. Make sure the suppliers use advanced printing process and adhere to strict quality control procedures to ensure each logo is reproduced correctly. A standard quality control scratch test can determine the quality of the print. If the print flakes off, it's a sure sign of poor print quality.

#4 - ISO 9001:2008 Certification

ISO 9001:2008 is a standard for quality management. Suppliers who have ISO 9001:2008 certifications have shown to offer products with superior quality and reliability.



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II. Quick Turn Around Time

If you need to reliably get your custom USB drives in a short period of time, consider suppliers that have their own manufacturing facilities. Some suppliers use 3rd party manufacturers, so order fulfillment is out of their control. Suppliers who have their own manufacturing facilities can usually guarantee a turnaround time of 6 days or less from formal order confirmation to delivery.

III. USB Models and Styles

USB flash products come in different flavors to suit your taste and marketing purpose: Twister, Wooden, Credit Card, Pen, Key and Wristband are some of the popular options.

Table 1 – Flashbay’s Popular USB models



TWISTER

The Twister USB Flash Drive has a unique 360 degree rotating metal shell which can be screen printed or engraved on both sides. This design feature means there is no cap to lose. The Twister comes standard with a small split ring on the end for easy attachment to a keyring or neck strap.



CARD

The USB Card is one of the thinnest in the world at just 2.3mm thickness. Both sides of the card can be completely photo printed in full vibrant color. The large brandable area will ensure your logo is highly prominent—most companies prefer to submit a complete design to cover the entire card rather than a standalone logo. USB cards slip neatly into your pocket, wallet or organizer and take up little space.



KEY

The Key USB is made from highly polished stainless steel. This model can be laser engraved with your logo and corporate message in precise detail. Use of the latest integrated circuitry ensures this product’s dimensions are similar to those of a regular door key so it will fit snugly on your keyring. Despite this product’s small size, quality and good looks, the price is as competitive as our regular Flash Drive products.



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Table 1 – Flashbay’s Popular USB models (continued from previous page)



KINETIC

The Kinetic USB Flash Drive uses a unique sliding mechanism thus eliminating the need for a cap. The functional integrated key ring allows for easy attachment to a neck strap or set of keys.



CLASSIC

The Classic USB Flash Drive has a stunning, brushed, aluminum alloy shells which can either be screen printed in color or engraved on both sides. The Flash Drive comes with a small split ring on the end as standard for easy attachment to keys etc and is the most popular Flash Drive model.



HALO

The Halo USB Drive is very thin and incredibly compact. The unique design allows light to shine through its edges, creating an eye-catching halo effect when connected. For this reason we offer the model in a choice of LED (light) colors to complement your corporate colors. Despite its small size, this model features a sizable branding area, which can be screen printed in color or laser engraved to showcase your logo on both sides.



PEN USB

The Ink Series USB Memory Pen offers the perfect convergence between the USB Flash Drive and the ballpoint pen by offering style, comfort during use and excellent branding potential. This unique Flashbay design, printable in 1-4 colors, does not compromise form or function and ensures that your branding message will stay in the hands of your customers, prospects, partners and employees for a long time to come.



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IV. Logo Printing and Engraving Options

Printing and engraving can be done in various ways including Screen Printing, Photo Printing, Laser Engraving and Diamond Engraving. The product type and material usually dictates the branding method used.

Table 2 – Flashbay’s Logo Printing & Engraving Options



SCREEN PRINTING:

Ideal for logos made from 1 to 4 separate colors

Screen printing is a printing technique that creates a sharp-edged image using a stencil and a porous fabric.

When printing multi-color logos, a new stencil is made for each color and the different colors printed sequentially. Screen printing is most suitable for logos with 1-4 colors that have no shading or color gradation.



PHOTO PRINTING:

Ideal for images made from many different colors

Photo printing is similar to standard desktop printing in that logos can be reproduced in full color by combining 4 colors know as CMYK in varying amounts. Flashbay uses this technique in combination with polyurethane resin doming to give your logo a very durable finish which is highly resistant to scratches and bumps. Photo printing is the best choice for logos with many colors or those with shading or gradation.



LASER ENGRAVING:

Ideal for logos requiring ‘solid’ areas of engraving

Laser engraving gives a very precise and clean finish. Flashbay has a variety of different strength laser engraving machines to cater for all types of material from stainless steel to wood. Logos with sharp, well-defined borders tend to work best



DIAMOND ENGRAVING:

Ideal for logos best represented as engraved outlines

The diamond engraving process is entirely computer controlled and gives a very a precise finish. The engraver works by etching into the product surface with a computer controlled diamond cutter. Engraving is not a color process but we can represent different colors in your logo by simple shading—logos with sharp, well-defined borders tend to work best.



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V. Storage Capacity

USB flash devices have incredible storage capacities. The amount of storage space can range from 32MB to a whopping 32GB (Note: 1024MB = 1GB).

To have an idea of how much storage space you need, consider this: an MP3 music file occupies around 4-8MB. A printable photo image file is around 2-3MB. A Music Video occupies about 50-100MB, depending on the compression method used.

Refer to the table below to help you determine the appropriate memory capacity for your promotions. For illustration purpose, it is assumed the average photo size is 2MB, the average MP3 size is 4MB and the average video size is 100MB.

Listed below each memory capacity is the total number of music, video **or** photo files the drive can hold. You should take into account the amount you need for your preloaded content as well as extra memory available for your clients or end users to use at their discretion. The 2GB and 4GB models are the most commonly purchased drive for promotions.

Table 3 – Amount of Data a USB Drive Can Hold per each memory capacity

	64MB	128MB	256MB	512MB	1GB	2GB	4GB	8GB	16GB
Photos	29	59	119	238	476	952	1904	3809	7618
Songs	14	29	59	119	238	476	952	1904	3809
Videos	0.60	1.19	2.38	4.76	9.52	19	38	76	152

VI. Data Services and Solutions

To maximize your promotion potential, be sure to find a supplier that offers the following data services and solutions: Data Preloading, USB Auto Run, USB File Lock/Dual Zone and Volume Label.

- **Data Preloading** – Having the option to preload the USB Flash Drives with your catalogs, data sheets, videos and marketing presentations is what separates USB Flash Drives from other promotional items. And by working with a supplier that offers this service, this greatly saves you a lot of time!
- **USB Auto Run** – Auto Run feature allows your preloaded data, such as a presentation, to launch automatically when the user plugs the custom USB Flash Drive it into a computer.
- **USB File Lock/Dual Zone** – Prevent your preloaded data or presentation from accidental deletion with File Lock while also offering users read/write flexibility with Dual Zone. Flash Drives can be coded with 2 drive icons: one is for the read-only zone and the other for a standard removable drive (user area).
- **Volume Label** – Flashbay can custom format the title of your Flash Drive with your requested name of up to a maximum of eleven characters—another important feature supporting your brand.



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VII. Accessories

USB accessories are great complements to the products and can add that little extra pizzazz to your promotion. Accessories include packaging and boxes, lanyard neck straps, key chains and much more.

Table 4 – Accessories



PRESENTATION TIN

The Presentation Tin has white foam cut-out fitted to the product. The lid of the tin is fixed to the base by a hinge at the rear. On special request, it can be color-printed with a logo.



MAGNET BOX

The Magnet Box has a grey foam cut-out fitted to the product. The lid closes with a magnetic mechanism.



NECK STRAP

The Neck Strap allows the user to hang the product around their neck. The end of the neck strap has a detachable clip and a small loop which threads through a hole on the product.



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Table 4 – Accessories (continued from previous page)



KEY CHAIN

The Key Chain consists of a set of metal chain links and a screw-threaded, closable metal hook. It has a total length of about 50mm and is useful in attaching the product to a set of keys etc.



BLISTER PACK

The Blister Pack, or 'retail pack' about 87mm X 152mm in size, is made from transparent PVC, has a hole for hanging and comes with a white card backing. We can print the card insert in full color on request. The blister pack has space for a neck strap if required.

Successful Promotions with Peace of Mind

Choosing the right USB solution and supplier is not straightforward. By carefully considering the above factors, you will have enough information to help you choose the best USB drive solution and supplier for your promotional needs.

About Flashbay

Flashbay is a leading supplier of logo branded USB Flash Drives to businesses, universities and government agencies across the world.

Since 2003, Flashbay has helped over 30,000 customers promote their businesses and boost their brand awareness with our USB products and our USB data services and solutions.

Why Choose Us

We have our own ISO-9000 certified factory and highly trained technical, operational, as well as customer service teams. Furthermore, our USB drives are built with high quality materials and new, grade-A memory components from trusted sources such as Samsung, Intel and Hynix.

We are committed to excellence and have consistently delivered high quality products at unbeatable prices and unmatched delivery time to clients worldwide.



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Here are the main reasons why our clients use us:

- Our 6 days lead time is the shortest in the industry. Once you have placed an order, you will get your USB Flash Drives branded with your logo and preloaded with the data you want in 6 days.
- Our customer service team is friendly and passionate about their jobs. They will work diligently with you from start to finish to ensure your promotion is a success.
- Unlike our competitors who require a Minimum Order Quantity of 100-200 units, our MOQ is only 25 units. In fact, we encourage small orders.
- We have our own ISO 9001:2008 certified factory. We adhere to strict quality standards to ensure you get the most reliable and highest quality products.
- All our products are RoHS (Restriction of Hazardous Substances Directive) compliant.

Our Clients

Flashbay works with clients across all industries and sectors, including fortune 500 companies, small businesses, hospitals and pharmaceutical companies, schools and universities, government agencies, musicians and photographers and many more.

Below is a selection of clients who trust Flashbay for their USB promotions:



How to Order

Ordering from Flashbay is easy and convenient. Follow the steps below:

1. Get in contact with us by email or phone and we will email you a full price list, send you samples, and provide an image mock up showing how your logo looks on the product (we call this a 'Virtual Proof').
2. An account manager will be assigned to you to guide you through this process. There is no obligation to order at any point. Note: Sending us your logo in a high resolution or vector file format will speed up the process.
3. Review the virtual proof we email you. Request as many changes as you wish and ask for any additional information you require.
4. Order Online—Retrieve your password, then login to our customer center and use the 'Order tool'—it's quick and easy.



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You can also order via your Account Manager. Just email him/her with an order confirmation or purchase order. State the quantity, memory capacity, accessories, delivery and billing address along with any other relevant information. Please remember to attach the Virtual proof you wish to confirm.

What happens after you placed your order?

- **Production and Customization:** Our production, printing and engraving teams will process your order according to the scheduled sales order system information and the virtual proof record attached to your sales order.
- **Quality Control:** Once the goods have been carefully assembled, printed or engraved by the respective teams, your order is passed to our 30 staff strong fully ISO accredited Quality Control team. They will test the function of every item as well as the appearance of the custom print or engraving.
- **Shipping and Accounts:** Once the quality control team has completed their 100% check of every item of your order, our packaging team carefully prepares your order for shipment. Simultaneously, our team finance checks on payment and credit account status to ensure fulfillment of your order without delay. A tracking number of your order will become available in your customer center account after the goods have been shipped.

What about payment?

Before we ship your order, we need to have received payment, unless you have agreed credit terms with us. After you have placed your order, you will be emailed instructions on how to pay. We accept all methods from credit card to bank transfer. For some repeat customers, public sector and larger companies, we can offer credit terms.

How long is the process?

Very quick—normally 6 working days from order to delivery. Say you order 250 Classic series USB flash drives printed with your logo in 4 colors and pre-loaded with your data—you can have them just 6 working days from today.

If you want 5000 logo printed USB flash drives, chances are you can have them this time next week as well. In fact our research shows that on average we are by far the quickest supplier for logo printed USB products in the world.

Contact Us

Ready to use branded USB Flash Drives for your promotions? Give us a call.

For more information regarding Flashbay's USB products and data services, call us or e-mail us today. We will respond to your enquiries promptly.

Call us: **1-888-400-0408**

E-mail us: **contact@flashbay.com**

Follow us on twitter: **<http://twitter.com/flashbay>**

