



> Instant Personalized Gifts

2016

PATENT PENDING



Position A

Two Custom Medallions On EACH Product!



Position B



## Welcome to The Initials Company

The Initials Co makes personalized gift giving easy with a distinctive way to show appreciation to employees, clients, friends or family members.

Our premium executive gifts are perfect for corporate incentives, golf, schools, charities, weddings or holidays. They are also well suited for co-branding opportunities.

We make it simple!

### > How It Works Quick Ship



BAG TAG

#### Step 1

Select one of our many products  
Each has **two** medallion positions



Position A  
Permanent

#### Step 2

Select a "Stock" or "Custom"  
medallion for Nest 1



Position B  
Permanent

#### Step 3

Select the "Initials" medallion for Nest 2

We have every possible two letter combination,  
676 in total Numbers 0-99 are also available

Or, co-brand with another "Custom" medallion



#### Step 4

Your chosen medallions are  
snapped into the selected products

Your order is now complete!



#### Step 5

The finished product is placed  
into a gift bag, ready to ship  
from our warehouse





Medallion is conveniently removable on one side to mark your ball!

Only Items Shown Here!



**New!**

**DRT-1** Metal Divot Tool

**BM-1** Metal Ball/Poker Marker

**SBM-1** Square Ball Marker

> **Features:**

- Medallion is conveniently removable on one side to mark your ball
- Second medallion is permanent
- Medallion nests on both sides of the repair tool

**Size:** 2 7/8" x 1 3/4"

> **Features:**

- Use the entire coin to mark your ball or the medallion on one side is conveniently removable for a smaller mark
- One side is metal finish
- Opposite side is black enamel finish
- Medallion nests on both sides of the Ball Coin Marker

**Size:** 1 5/8" x 1 5/8" x 3/16"

> **Features:**

- Use the entire coin to mark your ball or the medallion on one side is conveniently removable for a smaller mark
- One side has a metal finish, the other side a black enamel finish
- Medallion nests on both sides of the Ball Marker for branding and personalization

**Size:** 1 1/2" x 1 1/2" x 3/16"



**MCK-1** Metal Coin Key Ring

**> Features:**

- Round coin section has a nest on either side
- Leather strap attaches metal coin to key ring
- Lobster claw attachment allows for quick key removal
- New spring loaded attachment that accommodates large vehicle key fobs
- Both nests are permanent medallion locations

**Size:** 1 5/16" x 3 1/2"

**BT-1** Metal Luggage/Bag Tag

**> Features:**

- Aircraft Cable with a sure lock screw
- Suitable for golf bag or luggage tag
- Elevated nests sit one under the other
- Great product for co-branding

**Size:** 3 1/2" x 2"

**DTK-1** Dog Tag Key Chain

**> Features:**

- Made of metal
- Shaped like a dog tag
- Nests on both sides of the Key Chain

**Size:** 2 1/4" x 1 1/8"



Permanent medallions with carbon fibre handle

Both sides shown

PL-1

B0-1

Nests for permanent medallions side by side for great co-branding



New Gift Box

TL-1

Both sides shown

Position A Permanent

Position B Permanent

**PL-1** Metal Party Lighter

> **Features:**

- Sleek design made of metal alloy with carbon fibre handle
- Convenient bottle opener
- Butane lighter is easily refillable with connection on back
- Handy magnetic back
- Now packaged in a beautiful gift box approved by US Postal Service for ground shipment

**Size:** 10" x 2"

**B0-1** Metal Bottle Opener

> **Features:**

- Sophisticated black matte finish
- Great product for co-branding
- Nests sit side by side on the handle

**Size:** 6 7/8" x 1 5/8"

**TL-1** Torch Lighter

> **Features:**

- Handy refillable lighter with torch flame
- Black matte finish
- Medallion nest on either side
- Great piece for Pro Shops or tournaments
- Now packaged in a beautiful gift box approved by US Postal Service for ground shipment

**Size:** 2 3/4" x 1 3/4"



Both sides shown

Position B  
Permanent

Luxurious leather trim

Position A  
Permanent

Position B  
Permanent

Both sides shown

Rear View

**\*2 Colour Choices**

**VB-1 Valuable Bag**

**> Features:**

- Heavy Gauge Denier Nylon with leather trim
- Steel ball toggles for bag closure
- Great item for traveling, the gym or golf outings

**Size:** 8" x 6 <sup>3</sup>/<sub>4</sub>"

**SHB-1 Shoe Bag**

**> Features:**

- Heavy Gauge Denier Nylon
- Padded Shoe Compartment
- Mesh vent at top of Shoe Bag
- Heavy Duty Iron handle for durability and style
- 2 colours offered:  
Black/Grey with Blue interior  
Black/Brown with Orange interior

**Size:** 16" x 10" x 4"



Rear View



**SHB-1BL**



Both sides shown

SF-1

2 permanent medallion locations

TGB-1

Position A Permanent

Position B Permanent

SF-1

Stainless Steel Flask

TGB-1

Whiskey Rocks with Tin

WS-1

Wine Stopper

> **Features:**

- Unique indented nest located on either side
- 5 oz flask secures personalized medallions
- Stainless Steel Grade approved for consumer use

**Size:** 5<sup>3/4</sup>" x 2<sup>3/4</sup>"

> **Features:**

- Tin Gift Box with 9 Chilling Rocks
- Rocks are refreezable to use again
- Use Gift Tin as a desk piece after the event
- 2 nests on opposite side of the Tin Gift Box
- Great piece for golf tournaments

**Size:** 3<sup>1/2</sup>" x 3<sup>1/2</sup>" x 3<sup>3/4</sup>"

> **Features:**

- Made from solid metal with a black silicone stopper
- Medallions are permanent on both sides of the wine stopper
- Presented in an elegant gift box

**Size:** 4" x 3<sup>3/4</sup>"



**CN-1** Classic Notebook

**> Features:**

- Made of beautiful faux leather
- Notepad comes in a rich buttercream colour and is refillable
- Both medallions are permanent with one nest on each side of the closure strap
- Strap closure is magnetic and includes Pen/Stylus
- Presented in an elegant gift box

**Size:** 9" x 5 3/4"

**LJB-1** Leather Journal

**> Features:**

- Fits a standard BLUELINE notebook
- Business card holder and pen loop
- Soft deluxe leather highlighted by white accent stitch
- Does not include pen
- One nest on outside cover, second nest on the inside cover

**Size:** 10" x 8"

**CP-1** Classic Padfolio

**> Features:**

- Made of beautiful faux leather
- 8.5" x 11" refillable notepad
- Trademark medallions are located on either side of the magnetic closure
- Includes Pen/Stylus
- Presented in an elegant gift box

**Size:** 11 3/4" x 9 1/2"



Position A  
Permanent



Position B  
Permanent



Presented in a Gift Box

Nests on both sides

PCC-1



2 Permanent Medallions



Position B  
Permanent

Position A  
Permanent

W-1

Both sides shown



**PCC-1** Playing Card Holder

> **Features:**

- Combines High Grade PU Leather and Heavy Gauge Denier Nylon
- Includes two casino grade poker decks
- Magnetic closure
- Medallion nests sit side by side on the front
- Great product for co-branding

**Size:** 6 1/4" x 4 1/4"

**PF-1** Picture Frame

> **Features:**

- Designed to hold a 6" x 4" picture
- Hinged black felt easel back
- Heavyweight frame with tempered glass
- Aluminum and black acrylic accents
- Trademark medallion nests appear beside each other on the front of the frame
- Packaged in gift box with transparent cover

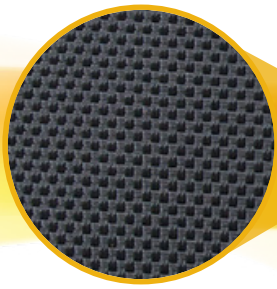
**Size:** 8" x 7 1/2"

**W-1** Men's Wallet

> **Features:**

- High Grade PU Leather
- Nests on opposite side of the wallet
- Perfect to store credit cards, business cards and cash

**Size:** 4 1/8" x 2 7/8"



Heavy denier nylon for superior durability



Position B Permanent

Genuine leather carrying handle & hook strap

Both sides shown



Position A Permanent

Plenty of room for all of your travel necessities

PW-1

Magnetic closure



Position A Permanent

TB-1



One side shown

Position B Permanent



**PW-1** Passport Wallet

**> Features:**

- High Grade PU Leather and Heavy Gauge Denier Nylon
- Inside pockets for passport and Nexus Card
- One nest on each side of the wallet

**Size:** 9 3/8" x 4 7/8"

**TB-1** Toiletry Bag

**> Features:**

- Made from Premium Ballistic Nylon with leather trim
- Leather trim carrying handle and hook strap
- One large compartment and 3 zippered sub compartments
- Plenty of room for all your travel necessities

**Size:** Approx 22" x 11" (when rolled out to hang on a hook)

Iron Wire Handles

Heavy denier nylon for superior durability



UDB-1



Position B Permanent



Brushed Nickel Hardware Close Up



Position A Permanent



DB-1



**UDB-1** Duffel Bag

> **Features:**

- Made from Soft High Gauge Nylon
- Two heavy duty iron wire handles for strength, durability and style
- Crossover shoulder strap
- Expandable inside compartment with soft durable lining
- Qualifies as carry-on bag for air travel
- One medallion nest on each side of the bag

**Size:** 17" x 10" x 14"

**DB-1** Executive Weekender Duffel Bag

> **Features:**

- Unique executive style, look and size, makes this a prestigious gift!
- Heavy Gauge Denier Nylon bag with Leather accents and handles
- Large weekender bag qualifies as carry-on bag for air travel
- Many pockets including shoe pocket inside bag compartment
- One nest on each side of the bag

**Size:** 19 1/2" x 18 3/4" x 5 3/4"



Position A Permanent

Both sides shown Medallions are Permanent



Permanent medallion locations on each side



Permanent medallion locations on each side



Heavy denier nylon and leather bag tag for superior durability

SB-1L

SB-1



Fashion patterned durable nylon exterior

Two shoe pockets

**SB-1L** Women's Suit Bag

**> Features:**

- Quilted nylon pattern matches Women's Duffel Bag and Women's Travel Wallet
- Nicely finished with soft rose coloured lining
- One nest on each side of the bag

**Size:** 39 1/8" x 23" OPEN

**SB-1** Men's Nylon Suit Bag

**> Features:**

- Heavy Gauge Denier Nylon with leather handles
- Two shoe pockets on outside
- One nest on each side of the bag

**Size:** 41 3/4" x 23 1/8" OPEN



INSIDE OPEN VIEW



DB-1L

Position A  
Permanent

Fashion patterned  
durable nylon exterior

Great for storing valuables

Position B  
Permanent



TW-1L

**DB-1L** Women's Duffel Bag

> **Features:**

- Matching cosmetic bag included in main compartment
- Quilted pattern nylon bag matches Women's Suit Bag and Women's Travel Wallet
- Leather accents and handles
- Nicely finished with soft rose coloured lining
- One nest on each side of the bag

**Size:** 18 <sup>3/4</sup>" x 9 <sup>1/2</sup>" x 11"

**TW-1L** Women's Travel Wallet

> **Features:**

- Quilted pattern nylon wallet matches Women's Duffel Bag and Women's Suit Bag
- Two compartments
- Great for storing valuables such as jewelry, money and credit cards
- One nest on each side of the wallet

**Size:** 7 <sup>1/4</sup>" x 4 <sup>1/4</sup>"

Both sides shown  
Medallions are  
Permanent

New!

Position B  
Shoulder Strap  
Permanent



Position A  
Permanent

UBP-1



Position A  
Permanent



Durable Zipper Pulls  
and  
Quick Release Harness

Position B  
Shoulder Strap  
Permanent



EB-1

Executive Backpack

> Features:

- Heavy Gauge Denier Nylon
- Heavy Duty Iron Handle for strength, durability and style
- Three main compartments for superior organization, plus three secondary compartments
- Heavily padded laptop and tablet compartment
- Heavily padded adjustable straps and padded back for comfort
- One medallion nest on main compartment and another on one shoulder strap

Size: 19 x 14 x 7 1/2"

UBP-1

Urban Backpack

> Features:

- Heavy gauge ripstop nylon with reflective stripes on straps for safety
- Large interior compartment includes separator compartment and zipped valuables pocket
- Three smaller zip compartments on the front of the backpack for quick storage
- Multiple pick-up handles make this backpack easy to carry during any activity
- Upper side release buckle compression straps and inside-out compression straps secure bulky loads
- Heavily padded adjustable straps and padded back for comfort
- One medallion nest on the front of the main compartment and another on the right shoulder strap





## > Medallions

Our metal medallions are designed to fit into our patent pending nests (2 on each item). The medallions are uniquely shaped and about the size and thickness of a dollar coin. They have two sides, each having the same engraved message with one side hand painted in up to seven colors.

### > Stock Medallions

Our in-stock prefabricated medallion program offers a variety of messages and designs.



### > Stock Medallions Zodiac

What's YOUR sign?



### > Stock Medallions Years of Service

Celebrate a time honored achievement with a *Years of Service Medallion*. Any number of years can be created upon request.



### > Initials/Numbers Medallions

676 possible two letter combinations in the English language, and we carry them all! We also offer lucky numbers for team sports.



### > Custom Medallions

Our custom medallions are the perfect choice to add your own message or logo medallion to make your gift more personal and unique.



**“recipient’s initials  
676 combinations”**

## The Initials Company Creates Instant Personalized Gifts!

The Initials Company (InitialsCo) expanding portfolio of expertly crafted PERSONALIZED gifts include everything from divot repair tools and leather journals to mid to high-end backpacks and travel bags. The key differentiator is that every gift is PERSONALIZED with the recipient’s initials. The message is incredibly impactful – **You care!**

**“we’ll ship within  
24-48 hours”**

## How’s it done?

**InitialsCo** inventories beautifully crafted pewter medallions with every combination of initials in the English language (all 676 combinations) from AA to ZZ. We also warehouse the same quality medallions with your corporate logo, team logo, charity event logo and so on. InitialsCo can then PERSONALIZE any number and/or combination of items required and ship within 2 business days. It’s that EASY!

## Commitment

An upfront mold fee is the only investment required. InitialsCo will then produce and inventory a minimum of 200 custom medallions (eg corporate logo). Clients can then order unique, quality, timeless pieces that are customized with the applicable logo, PERSONALIZED with each recipient’s initials. Shipped within 24-48 hours of placing the order.

## Benefits include and are not limited to:

- No Investment in Inventory! Select and pay for the items as you need them
- Minimum Opening order is 50 items (any combination of product). After opening order , minimum order is 1 item
- 24-48 hours to ship – InitialsCo will ship custom and PERSONALIZED items within 48-hours of receiving your order (or sooner)
- No set-up charge for **Personalization!**
- Last minute changes are always possible. Whether it’s the quantity or the personalization of an order
- Custom Medallions – Such as Corporate Logos, Team Logos, Event Logos include up to 4 colours at no charge. We can offer up to 7 colours for a small fee, check with customer service for pricing
- Co-branding is possible and easily done with two custom medallions
- Last minute urgent requests are easily executed! Call customer service
- Premium look and feel – Deliver quality pieces that your guests consider keepsakes

**The Initials Company delivers superlatively crafted, time sensitive gifts that are extremely personal for every occasion**

