

## Reusable Aluminum Water Bottles Boost an EcoBoutique's Revenue and Help to Extend the Brand for Central Florida Yoga Studio, Jeweled Lotus Yoga

- **Challenge:** Finding affordable, aluminum water bottles to brand and resell in a boutique.

Selling branded merchandise not only extends brand reach; it can also provide an ongoing, lucrative revenue stream. Consider the number of t-shirts, hats, gizmos, gadgets and doodads that carry marquee brands: think Coca Cola, Tiger Woods, Hanna Montana; think Star Trek, NFL, Nike. But your firm need not be a household name to sell branded merchandise. Jeweled Lotus Yoga in Central Florida, a bamboo-floored yoga studio offering weekly classes, special workshops and community events, sells branded merchandise to its 300+ customers through the EcoBoutique, an on-site store carrying only environmentally and socially responsible products including natural body care products, organic apparel and everything desired or required to begin and maintain a yoga practice.

The eco-conscious Jeweled Lotus team takes great pride in their green yoga boutique and studio, so it is no surprise that they noticed large numbers of customers carrying disposable, plastic water bottles or paper cups from the studio's water cooler. The idea knocked: why not offer Jeweled Lotus-branded aluminum water bottles through the boutique to both increase revenue and build the brand? Opening the door to that idea led to even more: why not use branded water bottles during events? Why not give them as contest prizes? And how about using them as sales incentives: buy so-much worth of product from the boutique, get a free water bottle? The team was hooked.

- **Solution:** Team learns of 21-ounce aluminum sports bottle priced-just-right via ePromos sales newsletter.

After a few Internet searches, however, they realized that customers wouldn't want to pay \$12 for a branded bottle, which is what Jeweled Lotus would have to charge to realize a return on the bottles they found. One Web search led the team to ePromos' online catalog. And although they weren't quite ready to buy at the time, they were impressed enough by our product breadth and promo know-how to subscribe to our weekly sales newsletter. As soon as the reusable water bottles they wanted went on sale, the team connected with ePromos Promotions Specialist Omer Cohen and placed their order.

They selected the 21-ounce Aluminum Sports Bottle: reusable, with a black-hinged cap and deluxe push-pull spout, and with the look of metal but without the weight. This bottle not only resists bacteria build-up and absorbing odors and tastes; it would also fit well with the teams' other eco-friendly inventory and was priced right so the team could offer the branded bottles to customers at an affordable price.

- **Result:** Aluminum water bottles win sales, brand awareness and team kudos.

The team reports promotional success! They tell us that their new water bottles, with a look and feel that says "quality," are working to increase brand awareness and boutique sales. Case in point: peek into almost any yoga class—those for beginners, those for the injured, those for advanced practitioners and those for kids—and you'll likely see several customers with Jeweled Lotus water bottles. To increase brand reach even more, the team is also planning to adopt the bottles for several other uses, including using them at events and as contest prizes.



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