

Year-End Employee Gift Mugs Help Leading New England Rehab Provider Motivate Personnel, Cut Costs and Go Green

■ Challenge: Find a green way to express appreciation to employees.

Rehabilitation Hospital of the Cape and Islands (RHCI) provides medical, nursing and therapy services throughout southeastern Massachusetts. This 60-bed, not-for-profit specialty hospital operates from a home campus and three satellite outpatient facilities; it is the only comprehensive, hospital-level rehabilitation provider in Cape Cod.

Taking to heart the wisdom that an appreciated employee is a happy, productive employee, the RHCI team has been administering an annual holiday gift program for years. Through the program, the team provides branded, promotional gifts to say “thank you for a job well done” to staff, doctors, nurses and therapists. And because this year’s gift program would coincide with the launch of the hospital’s new “Go Green” initiative, the team set out to find a gift supporting that theme.

■ Solution: 14-ounce, dishwasher and microwave-safe mug with travel lid.

One product idea quickly came to light while the team discussed practical ways to become more eco-friendly: using branded, washable mugs to stop the endless consumption of paper cups. Not only do disposable cups burden already overflowing landfills; they also burden already stretched budgets by continually needing to be restocked.

With eco-savings and long-term cost efficiencies in mind, the RHCI team turned to ePromos Promotions Specialist Nicole Shebloski for help in finding a mug. Nicole soon led them to their choice: the acrylic / plastic Courier Mug by VisionUSA®. This attractive 14-ounce mug holds extra capacity for fewer trips to the drinking fountain, and is designed for comfort to encourage daily use. The Courier Mug, also shatter-resistant and BPA-free, is microwave and top-rack dishwasher safe as well. The team also selected the optional [drink-through or slide-snap] lid for added value and to provide staff with the flexibility to use their mugs on the go.

■ Result: Mugs bring unexpected employee savings, serve as partner gifts.

The team reports impressive results. Employees agreed with the need to save money and reduce waste by eliminating paper cups; they were also delighted with the quality of the mugs, which were imprinted with RHCI’s logo, website and new message: “Go Green!” Even better, the team also arranged for employees to receive a \$.10 discount on cafeteria beverage purchases if they filled up in their new mugs—a further incentive designed to help staff save money as well. The team also gave the mugs as partner gifts during a corporate partner summit in Boston; partners enjoyed the mugs, especially the value-add travel lid. Another unexpected result, another successful promotion!



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