



Warren Kindellan of Sudden Impact Promotional Products helps companies get a marketing edge over competitors with custom gifts and promotional items. — SUDDEN IMPACT/FOR THE VOICE

Attention getters for your business

Marketing whiz helps companies get noticed

DHIREN MAHIBAN
For the Voice

So you're a new business and you want to make an impact and at the same time make a name for your business? Meet local businessman and marketing guru, Warren Kindellan.

Kindellan, the founder of Sudden Impact Promotional Products, was thinking of getting himself a tattoo a year and a half ago when the idea came to him to put his brand on his body – just below his neck.

"I thought about getting a tattoo of my company and there was some opportunities that created a bit of a media event," recalls Kindellan, "I was the world's first president of a company to get their company logo tattooed on their body – as like a human billboard."

The Calgary native's genius idea landed him all over the media giving his company some valuable attention.

"It was just like, 'you know what, here's an opportunity' – if you're going to get a tattoo, with your company logo and reap some benefits – this is a prime example of guerilla marketing," said Kindellan.

Sudden Impact provides clients with branded apparel and promotional products, or as Kindellan says, "Basically anything with your logo on it."

The products that can be imprinted with a company logo range from the basic pen to toys, clothing, cloth shopping bags, travel mugs and drinkware sets, safety kits, environmentally friendly goods, umbrellas and much more.

One of the newest trends in promotional goods are electronic gadgets. In his company newsletter, Kindellan notes that technology seems to be everywhere, in our homes, our work places, our vehicles – everywhere.

In the promotional product industry, this has translated into brandable items such as USB flash drives, digital photo frames, wind-up flash lights, MP3 players, web cams, portable speakers and calculators.

These are all powerful promotional components for marketing, as they are contemporary practical and useful gifts.

A practical example of how this technology can be used are USBs. Not only can USBs be branded on the outside but can also be loaded full of company information, product information, specials and more.

These make great client give-aways because they communicate the company's message and also give someone a piece of technology

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that can be used daily.

"All these products are making a huge impact in our industry because they are cutting edge and useful," notes the newsletter article.

Some of the Kindellan's larger clients include members of the province's film industry. Sudden Impact had provided local studios with wrap-up gifts for several television and movie crews.

Some of the crews for which Sudden Impact has provided gift packages for include X-Files, Cold Squad, Seven Years in Tibet, DaVinci's Inquest, Dead Like Me, The New Addam's Family, Secret Agent Man, North Face and many more.

Sudden Impact isn't Kindellan's first venture into the business. Ten years ago the 45-year-old had a similar business, which he says was ahead of its time.

"Ten years ago this business [sector] hadn't developed as much as it has now – with the type of product solutions we can offer companies – in the last 10 years it has really changed," Kindellan said. "We're not really

doing business like we did in the past at all."

In order to stay afloat in a large industry, Kindellan says Sudden Impact remains closely involved in many associations within the industry.

Additionally, the company participates in as many community events as it can, attending everything from golf tournaments to trade shows.

"Really getting our product in people's faces is what makes us a little bit different," Kindellan said.

"I've been in advertising and marketing basically my whole life – so this seemed like a good opportunity 10 years ago to create a company that is aligned with how I like to represent the industry."

"It is a bit of an extension of my personality," he added.

Established in 1998, the company's objective is to turn around products within a two-week period and so far it's working out. The dynamic company has Kindellan and brand experts with marketing backgrounds to support their clients.

Operating out of Kindellan's acreage in Langley, has a list of more than 500 clients.

To find out more about Sudden Impact's services, visit the company website at www.suddenimpact.ca or call the team at 604-534-3909.

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