



COUNSELOR

A collection of unique products picked to pique your creativity.

Dave Vagnoni



Sweet Smell

Chocolate chips, anyone? How about vanilla dream, lemon zest or strawberry fields? Nope, you're not at a bakery – that pleasant smell is coming from ... a pen. This product is available in several scents and is made with 50% plant-based renewable plastic. Think coffee shops, ice cream parlors and florists. Available from All-In-One (**asi/34256**); (800) 843-7367; karen@allinonline.com



Super Scraper

Meteorologists proclaimed it the Storm of the Century. Mariners nicknamed it The White Hurricane. Kids called it a really fun time. Whatever your term, the March blizzard of 1993 made for an interesting week. Be prepared for late-winter storms with this ultra-modern ice scraper. Using bottom blades and tenderizing teeth, the scraper won't scratch glass. For a twist, consider pitching to cruise lines or travel bureaus. Available from Innovation Factory (**asi/62667**); (313) 268-5907; mike@mhspecialties.com

Swap It Out

According to the International Telecommunication Union, there are more than four billion cell phones in use in the world today. Using this product, each phone can present a unique marketing opportunity. Snap the solid, textured plastic piece into place and the back of nearly any phone becomes a custom ad. A clever idea for media companies, sports teams or even a mom-and-pop shop. Available from SnapJacket (**asi/88017**); (888) 690-7627; info@thesnapjacket.com



Measure Up

In a brilliant marketing stroke, Justus Roe & Sons manufactured a 600-foot-long tape measure and presented it to baseball star Mickey Mantle in 1965. Legend holds the Yankees' slugger once hit a 656-foot homerun. Continue the marketing magic by pitching this durable, custom-logged tape measure to your clients. Fused rubber molded sides can stand up to everyday use. Consider contractors and home-improvement stores. Available from JC Marketing Advantedge (**asi/62979**); (888) 248-2063; jcpres@jcedge.com