

## Smart Card



Ophthalmologists recommend choosing sunglasses that reduce glare, don't distort colors and filter out 99% of ultraviolet rays. How can you know which glasses are best? Here's how. This detector card shows both the intensity of UV rays and the amount of protection sunglasses provide. Great for cause marketing campaigns. Available from BudgetCard Inc. (**asi/42393**); (800) 451-8600; [patriciadugan@budgetcard.com](mailto:patriciadugan@budgetcard.com)



## Catch The Beat

Tired of the corporate dress code? Show your casual style by celebrating National Wear Your Pajamas To Work Day on April 16. (But if you get fired, don't blame us.) Then, get your office party started with this mini flip drum, which creates a beat with each twist of the wrist. Great for nightclub promotions. Would also make a creative business card for a music teacher. Available from Chulani Promotional Products Inc. (**asi/45100**); (973) 279-6666; [order@chulani.com](mailto:order@chulani.com)

## Plant The Seeds

Nutritionists say sunflower seeds are an excellent source of healthy fats, fiber and vitamin E. They also taste really good when they're covered in chocolate. These protein-rich seeds feature a candy shell and come in assorted colors and blends. Pitch to sports clubs and schools. Also a great thank-you gift. Available from Maggie Lyon Chocolatiers Inc. (**asi/68459**); (800) 969-3500; [sales@sweetinnovations.com](mailto:sales@sweetinnovations.com)



## Your Name In Lights

Surveys show it can cost more than \$3,000 a month to advertise on a highway billboard. Give your clients a creative alternative by pitching these billboard-style name tags. The programmable product can display a logo or scrolling message with bright LEDs. Batteries are included. Great for retailers and restaurants. Available from Litewaves (**asi/67730**); (866) 548-3928; [josh@sullivan@litewaves.biz](mailto:josh@sullivan@litewaves.biz)

