

## Now, from EACS the Integrated Gift Tag, that gives you more!

Did you know The Gift Index last year recorded a staggering 140% growth in the mail order gift market? Not all that surprising though when you think about the busy lives we all lead with many extended families often living hundreds of miles apart.

The boom, choice and growing confidence in purchasing on the internet in addition to shopping by post, must surely have seen this convenient gift buying trend rise again this Christmas.

And not just that, an increasing number of internet and mail order retailers are now offering a gift wrapping/message service, and more and more of their customers are choosing to use this service, which makes the retailers happy as purchasers are willing to spend on average an extra £3.95 per order, so it's also a great additional revenue stream! The recipient is happy too when they receive a nicely wrapped gift package and not the usual brown mail order box or bag - more often than not with an obscure code in big black numerals!

To meet the challenge of these thousands of gift-wrapped parcels EACS, living up to their strap line of "in-sync with business" has come up with the Integrated Gift Tag.

Developed in-house by the EACS team and aimed at easing the headaches for Internet and mail order businesses that offer a gift wrapping/message service, these personalised Gift Tags can be printed out with the Despatch Note and Address label in one pass. Thus saving the time and legibility problems in having to hand write tags. The advantage to the retailer is also the reduction in the chance of mismatching and subsequent customer service problems.

As for the quality of the EACS Integrated Gift Tag, in the eyes of the recipient, it stands comparison to many a High Street card shop purchase. With the further advantage that it can be printed full colour on the front and reverse, as well as being further enhanced with the addition of foil for a really prestigious look to fully meet the most stringent retailers branding/image requirements. There you have it, a truly innovative product that can be produced fully bespoke to meet the customers' requirements.

Already leading Lingerie, Chocolate and Fragrance retailers have seen the benefits of using this new unique product and it must surely only be a matter of time before the Integrated Gift Tag becomes the first choice for any internet or mail order retailer who provides a gift wrapping service.

Available exclusively from EACS to authorised resellers this unique patent pending product offers a great new opportunity in the integrated forms market.

*(UK Patent Application No. 0621221.1 and 0712083.5)*

**Call EACS on 01502 565 200 or visit [www.eacsltd.co.uk](http://www.eacsltd.co.uk)**