

ROAD TO SUBLIMATION SUCCESS:

# Profiting FROM Weddings

By David Gross

*“If you think you can do a thing or think you can't do a thing, you're right.”*

— Henry Ford



David Gross is the president of Condé Systems, Inc. For more than 25 years he has developed and built the Mobile, Alabama based company into the premier source for printers, substrates, and consumables serving the graphic art, photography, prepress, and desktop publishing industries.

While traditional wedding gifts and accessories will never go out of style, dye-sublimation broadens the options available to those planning the details of the big day. With full-color design possibilities and its unique twists on conventional wedding products, dye-sub has the potential to change the way most folks think about weddings.

From save-the-date cards to ceremony accessories, to honeymoon gift ideas, dye-sub offers a large selection of personalized gift ideas for the bride, groom, and wedding party while also delivering awesome profit opportunities for digital decorators. Let's cover just a few ideas to get you started.

## SAVE-THE-DATE CARDS

Save-the-date cards are an excellent example of an item that can be produced in a unique and creative way. Help your customer make the big announcement with a completely personalized refrigerator magnet or drink coaster.



ALL IMAGES COURTESY DAVID GROSS

## WEDDING INVITATIONS

For those extra special guests including the parents, why not suggest that your customer send the invitation on a piece of elegant metal? Add a separate matching background to create a stacked aluminum keepsake that can be displayed on a desk or wall.





### GROOMSMEN/BRIDESMAIDS PROPOSALS

Once handled in person, during a phone call, or in a handwritten note, creatively asking friends and family members to be a part of the special day has morphed into a unique gift-giving opportunity. Bridesmaid proposal gift ideas include cuff bracelets and ceramic mugs while groomsman proposal ideas include phone stands and beer steins.

### GROOMSMEN/BRIDESMAIDS FAVORS

Help your customer thank the bridal party for being a part of the special day with unique gifts that they will cherish and use. Personalized makeup/travel bags or slippers are excellent gift ideas for the ladies while a bottle opener or tapered water bottle are good suggestions for men.

### BRIDAL SHOWER GIFTS

Whether it's a thoughtful gift specifically for the bride-to-be or a personalized gift for the happy couple, dye-sub offers a tremendous variety of gift ideas including cutting boards, throw pillows, and floor mats.

### BACHELOR/BACHELORETTE PARTY

Every bachelor/bachelorette party needs a novelty gift item to commemorate the special occasion. Personalized "Bride Tribe" shirts and/or arm sleeves are excellent gift ideas for the ladies while custom socks and beverage insulators make fun gifts for the men.







### FLOWER GIRL/RING BEARER FAVORS

Suggest your buyer says thanks to the youngest members of the bridal party with a fun, personalized puzzle or ceramic coin bank.

### WEDDING GUEST FAVORS

Help the wedding guests feel special and make the event memorable with personalized wedding favors including beverage huggers, bookmarks, and novelty tokens.



### WEDDING GIFTS/KEEPSAKES FOR THE BRIDE AND GROOM

Offer a wide variety of wedding gifts and accessories that will bring joy to the happy couple for years to come. Personalized wedding gift ideas include shout boxes, pinchbooks, bath towels, garden flags, garden stakes, serving trays, and wood tile boxes. Using engagement and/or wedding photos, consider producing beautiful stacked metal prints, Christmas ornaments, curved acrylic, and glass photo panels. From practical to fun, there are just too many to list!







### HONEYMOON GIFTS

Why not send the new couple off with something unique? How about a personalized "Just Married" door hanger or custom luggage tags for their honeymoon trip?

### SALES AND MARKETING

How do you get the word out that you produce exciting personalized wedding gifts? In addition to photographing all the products you make and posting them to your Facebook and Instagram pages, I suggest mailing or dropping off samples of your work at reception venues, with wedding planners, photographers, and bridal shops. Make sure they know that you can personalize all of the products with full-color text, photos, and background patterns and that you can provide quick turnaround.



A&E

**OVER 20 YEARS**  
OF BRINGING YOU PREMIUM  
*Crystal Awards & Gifts*



GIFTS

AWARDS

VASES

ART GLASS

**PRISM**  
*crystal by* **TOPMOST**  
**WORLD**

☎ 800-528-8388

✉ sales@topmost.com

🖱 www.topmost.com