



BISM Beverage

OPPORTUNITIES FOR THE BLIND

Custom Label Bottled Water

OUR MISSION

The Mission Of Blind Industries & Services Of Maryland is to provide quality services, training, and stable employment opportunities to blind adults while maintaining our core values of Honesty, Integrity, Trust, Teamwork, Independence, Open Communication, Belief in the Capabilities of Blind People, Personal and Professional Growth, Pride in Accomplishment, Dignity and Self-Esteem.

Pallet Program

Imagine a product you know will appeal to everyone, a product that can be used year-round to promote your business. Custom label bottled water is that perfect product. It is a cost-effective, refreshing way to let customers know who you are.

We will design a full color custom label for you, affix it to our high-quality water bottle, and fill it with your choice of great tasting natural spring water or ultra-purified water.



WHY CUSTOM LABEL BOTTLED WATER?

- 1. DON'T SUFFER FROM LIMITED EXPOSURE:** By putting your brand on a profitable item that EVERYONE needs you are investing in a proven marketing tool. Whether it's on an office desk, in someone's hand, or in a recycle bin, you will maximize your company's visibility.
- 2. HIGHER MARGINS = INCREASED PROFITS:** Consumers know what a case of generic bottled water retails for. With your customized bottle, only you know your cost, allowing for a higher profit margin.
- 3. PROMOTIONAL COUPONS:** Assure repeat business with a coupon on every label.
- 4. MARKET VIA DONATIONS:** Keep your business visible by donating your bottled water to sporting events, schools, festivals, and other functions.
- 5. LABELS WITH SPONSORS:** Help reduce your water costs with outside sponsors on your label.
- 6. SCHOOL PRIDE:** Promote your school in the community.

PLEASE RECYCLE 

BISM BEVERAGE
Blind Industries and Services of Maryland
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888.928.3767 • www.bism.org



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1.888.928.3767

REQUIREMENTS AND SET-UP INFORMATION



24/.5 liter

\$

Quantity



24/20 oz.

\$

Quantity

- 1. PRICES, SIZES, AND QUANTITIES:** Orders must be a minimum of one pallet in full pallet quantities.
- 2. DELIVERY REQUIREMENTS:** Full pallet drop shipped to location, no inside or scheduled delivery. (M-F 8am to 5pm). Rejected shipments will result in a \$100 re-delivery fee.
- 3. LABEL SET-UP FEE:** One-time set-up charge of \$75 00. Set-up fee includes first proof and two revisions. Additional revisions will incur additional cost.
- 4. STANDARD LEAD TIME:** 4 weeks for first order, 15 business days after distributor places order.
- 5. GETTING STARTED:** Email the following label information to buck@bism.org :
 - High resolution logo, PDF or JPG
 - Artwork, PDF or JPG
 - Bottle size
 - Coupon info
 - Phone number
 - Shipping Address
 - Website
 - Distributor & salesperson
- 6. PLACE ORDER THROUGH DISTRIBUTOR:** After faxing your signed label approval, please place order with your distributor / salesperson.

Please note:

- Sport Cap - add 50¢ per case (20oz only).
- Bottled water is a food item and must be stored properly in a cool, dry area. Keep from freezing.
- Pallet measures 40 inches x 48 inches x 5 feet tall