

ROUTE 422 HOLIDAY GIFTS AND SERVICES GUIDE

Taste of Fall basket



Business Gifts – Sparking Connections that Count

By Suzanne D. Wisnik,
Gifts With a Twist 4U

As our world has become increasingly electronic, business marketing has as well.

I began my working career in 1980 and have seen the many wonderful changes that the digital world has brought us. At the same time, and now more than ever, we all still crave, need and value personal connection and interactions.

Businesses rely on electronic forms of marketing. **However, for business to thrive and grow, personal interaction must play a role and is key to any successful marketing plan.** Calls, mail and business gifts are vital to building relationships — and to standing apart from the crowd.

A gift shows your client that you value their business and them. The recipient will naturally think more highly of you, as you took the time to send a thoughtful gift.

Gift baskets are ideal for: a thank you, congratulations,



Wine-filled cornucopia

welcoming a new client, showing a prospect you go the extra mile, a deal closed, birthdays, anniversaries, a new home and holidays. The uses are endless. So how can Gifts with A Twist 4U help you promote and expand your business? We're glad you asked!

With unique baskets created locally with care, using only artisan ingredients. Choose from one of our many gifts or let us curate a basket tailored for your business that includes your branded items — a signature basket for your firm.

Please visit our full website for selections and our Fall Catalogue. We make it easy for you to spark connections that count.

For additional information, please call 610.220.5237 or visit our website <https://giftswithatwist4u.com/>.

Follow us on Facebook:

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View Our Fall Catalogue:

<https://giftswithatwist4u.com/fall-2021-lookbook/>

Corporate gift baskets for all business occasions

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While you're at it, order gifts for family and friends, too.

www.giftswithatwist4u.com

gwat4u@outlook.com 610-220-5237



Boost Your Bottom Line with Holiday Lighting

It's no secret that the holidays are a crucial time for businesses to increase sales, brand awareness and foot traffic. It can often be hard to stand out in a sea of red tag sales, doorbusters, jingles and more. Professionally installed holiday lighting is proven to make your business boost sales and bring attention to your brand.

The restaurant chain Golden Corral conducted a split-test among all their locations during the holiday season. Some had holiday lights professionally installed and some did not. They concluded that the locations with lights had more new customers and made more money! The increased revenues even continued after the lights came down. It goes to show that holiday lights are a solid commercial investment.

Holiday decorations and lighting are proven to make employees and customers happier. A study published by the *Journal of Environmental Psychology* has found that holiday lights cause dopamine spikes, a feel-good hormone. It creates a neurological



shift that produces happiness. A festive work environment improves employee morale and aids to a productive workforce. Customers are likely to stay longer and spend more money if the environment makes them happy.

No matter what industry or sector your business falls in, professional holiday lighting will benefit your business. Dynamic Celebration Lighting provide worry-free and all-inclusive lighting services for residential and commercial properties. Installation, maintenance, take down and storage are all included. Visit DynamicCelebrationLighting.com or call 484.939.9627 for a free quote today!

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Removal and Storage: We'll take down the lights and store them in our warehouse until next year.



Don't wait! Request a quote today!

DynamicCelebrationLighting.com
(484) 939-9627

Maribeth Gardella, Meg's Quilted Memories

The seed for Meg's Quilted Memories was planted while Maribeth was raising her family. "My kids were so small and looked so cute in their little jeans and tees. As they grew and their clothes size grew with them, I kept those little tees and pajamas tucked away because I knew I wanted to make a quilt to give to them when they were older. My heart remembers when."



and using them on pillows and quilts."

"We really take what you have and work closely with you to create a quilt," Maribeth said. "Our tag line is 'Stitching Together Your Life Story.' That's what our clothes represent. They evoke memories

of childhood, vacations you went on, concerts you attended, Broadway shows you may have seen. We hold onto the shirts because they remind us of good times," she explains.

We all have shirts stuffed into closets and drawers or sitting in totes and boxes in our basements. Now's the time to pull them out and upcycle them. Since 2012, Meg's Quilted Memories has been bringing new life to your shirts. With thousands of quilts created, we know we can make something unique and special for you.

You can reach Maribeth at Meg's Quilted Memories via email: meg@megsquiltedmemories.com or 810.250.1825, and please visit: www.megsquiltedmemories.com.

Meg's Quilted Memories creates beautiful and customized quilts from your or your loved one's clothing. Just about anything can be used on a quilt — t-shirts, jeans, sweatshirts, flannels, button-down shirts, pajamas, robes, etc. Recently, Meg's Quilted Memories has been doing quilts and pillows with men's ties. Maribeth explains, "Covid-19 has really changed the landscape of men's fashion. With more Zoom meetings and less face-to-face meetings, suits and ties are less important. Many executives have these beautiful ties and they're not being used. But they love their ties and they're not ready to give them up. So, we've been re-thinking the tie

Order Now for Christmas!

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ROUTE 422 HOLIDAY GIFT GUIDE

Reppert's Candy

Reppert's Candy, operating out of a 12,000 square foot facility in Oley Township, now offers more than 65 varieties of candy and approximately 200 different style chocolate molds. Holding true to the "family business," model, owner Keith Schell truly views his employees as an extension of their family. With more than 22 employees averaging 15 years with the company, "employees come first" is a philosophy Reppert's Candy has stood by for many years. This mentality is one of the reasons Reppert's Candy has built a long-standing tradition of being one of the finest chocolate manufacturers around.

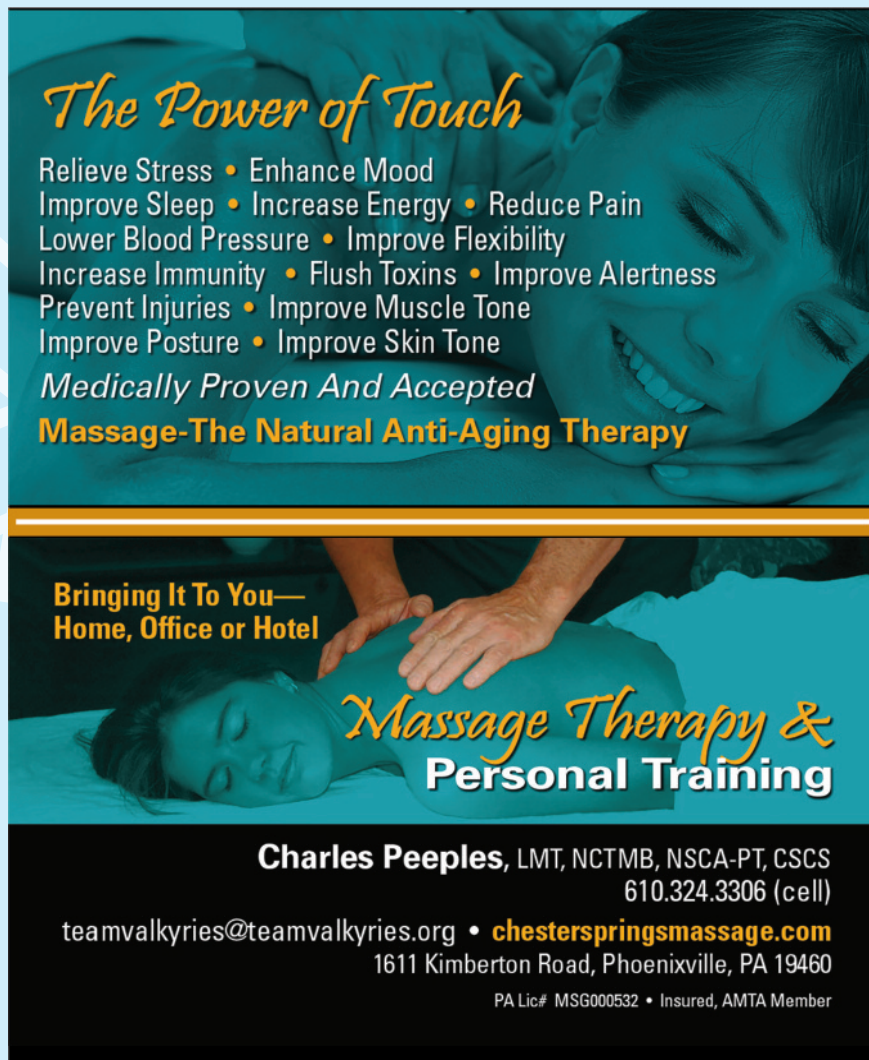
Have one those "hard to please" people on your gift list? A box of assorted chocolates is a perfect gift that is sure to please anyone! Valentine's Day and Reppert's Candy are a perfect match! As you walk through the doors of their retail store, you will be pleasantly overwhelmed by the sweet aroma of chocolate. As you walk further into the store, the enormous variety of chocolate candies, Valentine's treats, not to mention the beautifully detailed packaging, will certainly overwhelm all of your senses.

Reppert's Candy retail store transition from Autumn to Christmas began at Thanksgiving and lasts through the new year. Chocolate tree ornaments and custom packaged party favors are just a few examples of the hundreds of seasonal treats you will find at Reppert's retail store.

Reppert's also offers custom chocolates for your wedding favors and gifts for the wedding party, bride or even the groom. Reppert's can offer custom molds, custom packaging and plenty of options. Call them so they can learn how to make your special day even sweeter. You can reach them at 610.689.9200 or email: info@reppertscandy.com.

Reppert's Candy is located at 2708 W. Philadelphia Ave., Oley, PA 19547. For additional information, please visit: www.reppertscandy.com.

Other Retailers with Reppert's Candy include: Coventry Parlor at Laurel Locks, Inc.; Pottstown Memorial Medical Center; Professional Pharmacy Pottstown; S.Clyde Weaver; Dutch Valley Food Distributors; and Patsy's Potpourri of Gifts, 30 E. Philadelphia Ave, Boyertown.



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Holiday Success Starts with a Plan



SOCIAL MEDIA TIPS

By Theresa Mintzer

I know that most of you aren't ready to think about the holidays. Guess what? Now is the perfect time to start making a plan. We have no idea what this holiday season will look like, but it is a safe bet that people will be making many online purchases.

Here are the things you should be doing now to set up for your success later.

1 Confirm that all your information is up to date and consistent across social media.

2 Try to build brand awareness through your social media. Use different social media sites like Instagram, Reels Stories, and ads.

3 Take advantage of back-to-school and Fall to grow your audience.

4 Post regularly. If you can, start posting videos. You can retarget your viewers with ads at the holidays. If a video is doing well consider boosting it. You can retarget that audience later.

5 If you have a Facebook Pixel on your website confirm that it is working. If you don't have one, now is the time to install one. You want to be able to target website visitors with ads later.

6 Did you have a mobile holiday shopping process last year? What worked? What didn't? Is the experience user friendly?

Now is the time to advertise your business. Ads will become more expensive as we get closer to the holidays.

If you need extra help, I offer Social Media and Facebook Ad Coaching to help businesses create a plan that works. Head on over to my website at www.Mintzer-Solutions.com for more information and to schedule an appointment.