

PLUSH ROBE

CASE STUDY



INDUSTRY: NWPMA

END USER: Board members

OBJECTIVE: The NWPMA, or Northwest Promotional Marketing Association, is an industry association for Washington, Oregon and Idaho that puts on industry trade shows, education and training sessions, and lots more. Events are planned by the NWPMA board, who get together to coordinate how to offer benefits to their members.

ITEMS: Our Plush Robes are soft, lightweight and luxurious. Perfect for men and women, these robes provide warmth and comfort, making them an ideal gift that everyone will love.

RESULT: Board members participate in a weekend retreat to organize all of the plans, in which they donate their own time to coordinate everything. This year, Kanata sent board members our Plush Lounge Robe, a practical product that can be used on the retreat and when board members return home.

RESPONSE: The robes were very well received and contributed to having a little fun during a busy weekend. With so many fantastic pictures taken, the robes featured in a marketing piece by the organization, "Expose yourself to NWPMA," which aims to attract new members and volunteers. Our Plush Robes are a fantastic gift idea for any association with a board — thank members with a practical, useful, luxurious robe!