

GOOD NEWS

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Is Now the Time to Create a Custom Product?

Galison – experienced manufacturer - shares the secrets of creating a uniquely branded product for any company



For over 25 years Galison has been designing and manufacturing fine stationery and children's products with an emphasis on high quality products at low cost. Custom design, which started out as a favor for a few good clients, has become a major focus of the company to the extent that it has become its own division: *Galison Private Label*.

Gerald Galison, president, said that “in these uncertain financial times companies are looking for affordable ways to stand out in the crowd. A unique, well-designed product that accurately reflects a company's brand is one of the best ways to impress any client.” When consulting with the Galison design team, clients are offered options that are attractive, affordable and truly useful, ensuring that these custom creations will promote the company's message long after they are distributed.

Director of Custom Projects, James Mulcahy noted that “creating a custom product can be intimidating at first, but if you know the right questions to ask, the process is much easier.” Minimum quantity, time frame from concept to completion, and source of the art work are just some of the issues Mulcahy suggests discussing with any prospective manufacturer.

Galison has a long list of custom clients in high-profile industries including publishing and fashion. “Since many of our products are regularly seen on the pages of consumer magazines, it is natural that these clients would approach us to create their custom products,” stated Publicity Director, Brenda Bell.

For more tips and information on Custom Products contact us anytime!

Can we offer you a few sources for your article on custom products?