

# The Project

1,240 sets of denim coasters for client appreciation gifts



Maid Brigade is a cleaning company that wanted to gift each of its clients with a set of four denim coasters from the Transformed Shop. The project included two production runs—900 sets for Christmas and 340 sets for Valentine's Day.



***“Loyal, repeat clients are the core of most businesses. Treating them to a gift of appreciation reinforces the relationship and strengthens the bond, especially when the gift reflects (non-monetary) values of the business. The handmade coasters we bought were the vehicle for the expression of our values. The transformative work of New Life Mission and the story behind the product is very moving and helped our clients feel like their patronage with us also serves a greater good.”***



~ Peter Glavas | Maid Brigade President & CEO

## Details & Photos



**600 pairs of jeans** were collected for the project. Jeans were disassembled, cut into 5" x 5" squares, sewed together, turned, ironed and top-stitched. Sets of four were tied together with raffia and placed in individual boxes with tissue paper. An information tag from the Transformed Shop was included and featured the name of the woman in the program who made the set.

*"Our marketing team worked well with the Transformed Shop personnel to enable us to carry our logo and our custom message fully integral to the product that was delivered. What was delivered to my offices from the Transformed Shop was thus 100% ready for distribution to our clients – no repackaging, no ancillary notes required. Given a reasonable lead time, the Transformed Shop gave us exactly what we wanted."*

—Peter Glavas



Maid Brigade requested a custom sticker for each run with a message to the client, as well as the company logo. The Transformed Shop designed the sticker, arranged for printing and affixed the labels to the tops of the boxes.



*"Our clients thanked our employees who distributed the gifts and some took time to call or e-mail the company as well. Many just appreciated being appreciated. Others commented explicitly about feeling good about doing business with such a community minded, generous company. We can't say statistically how much the gift increased client retention, but knowing that only a small percentage of positively affected people take time to comment, the feedback we received bodes well for the business implications of our gifting and that is on top of our employees' joy in getting to support a ministry that we so believe in."*

—Peter Glavas