



Our Designer Process

The Gift Designers Inc.

www.thegiftdesigners.com

Step One – Helping You Decide

We know it's not always easy to define exactly what you need in the perfect gift that is why we spend the time upfront to better understand your needs like:

- What is the main message (Thank you, I'm sorry, Congratulations)
- Custom or standard pre designed gift
- Who is/are the recipient (s)?
- Is/Are the recipient (s) higher end or down to earth?
- Does size matter?
- Is each gift the same, or is each one different
- Do you need us to deliver?

Step Two – Make our Recommendations

We pride ourselves on staying on top of what people like to receive as gifts. Remember we have been doing this since 2002. We are happy to provide you with multiple options and can even meet with you to look at various samples.

Looking for some really customized solutions? No problem, the Gift Designers utilizes resident experts in areas such as wines, cooking utensils, promotional items and more to ensure that your recipient loves your special touch. Needless to say we make sure that it will look fantastic with everything else in the basket as well.

Step Three – Design the Perfect Gift

Every gift basket created by the Gift Designers is made to order and the reason our baskets are such a hit is a combination of 3 key elements:

Contents – We choose a lot of our standard contents on what we know people will enjoy. This means the products in the basket must pass 3 criteria. They must look great, taste great and be abundant enough that they don't feel you have scrimped on them in anyway. We know how to combine various products to create themes, be pleasing to the eye and yet remain functional in a basket!

The Basket – At the heart of every gift we hand design is the container we choose to put it in. At the Gift Designers we aren't looking for the cheapest baskets out there, we are

looking for a unique variety of containers that come in various sizes, various shapes, various materials (tin, wood, sea grass, and wicker) and at various prices. Then we look at how important the role is for the basket for your particular use. Picking the right container is part of the magic of the Gift Designer Basket

The Packaging – At the end of the day, presentation is EVERYTHING. It's this initial WOW factor that you need the recipient to experience to truly appreciate one of our baskets. So how do we create this WOW. We only use the best in the final packaging.

- More durable cellophane than industry standards that is left uncut to give the piece more impact.
- Hand tied fabric bows instead of scotch tape to seal the contents and provide that personal touch
- Our signature Gift Designer card so that they KNOW you have invested in a Gift Designer basket along with your custom message so they know you REALLY mean it.

Step Four – Deliver it Safely

We're sure you don't want that chocolate all melted, the fruit over ripe or the wine partially frozen when it arrives on your recipient's doorstep. We definitely don't want the contents to show up a disaster. That's why when we are delivering we make sure to take note of weather conditions and how they will affect the basket. We also make sure the basket arrives on time or ahead of time. If the contents are perishable or require extra instructions we even include that too!