

Shmooz'R: CUSTOMIZATION & PERSONALIZATION

■ Personalization, Customization & Identity “TALKING POINTS” Stimulate Conversation

By now you know we personalize each Shmooz'R to the individual characteristics and experiences of each wearer. Shmooz'Rs are obviously way more than just saying somebody's name. They're about giving wearers IDENTITY AND PERSONALITY. In fact, it's about time (and kind of ironic) that name tags get more *personal* than they've ever been. Shmooz'Rs, therefore, reify and animate the conventional name tag. That concept is in many ways both profound and astounding inasmuch as it's never been done before.

Everyone nowadays want their products customized because they want to feel special and “because they can.” Anthony Flynn, author of *Custom Nation*, says that “Millenials, generally defined as people born between 1978 and 2000, have come to expect customization in everything we do and buy.”ⁱ

■ Customization is Trendy & Sophisticated

Your reunion receives the same 1st Class customization. We're not being flip or condescending when we say we understand that your school is unique. In fact, we don't know of a single large university or small college that isn't vastly different from all the others with respect to traditions, customs, resources, student diversity, physical location, etc. That's why we strive to be totally flexible to meeting your particular needs. Tell us what you want (like adding a unique scan code to Shmooz'R or recognizing donor contribution levels), and we'll get it for you. That's how we like to do business. We don't want Adam Everyman's Shmooz'Rs to look just like Adam Everyperson's - or like anyone else's.

The final point we'll make about customization is that now there's a certain glamor and trendiness to the larger-than-life Olympic-size badge. These oversize badges look like backstage passes emblazoned with all sorts of individualistic, conversation-arousing messaging. It's kind of like one-of-a-kindness has reached a new level of expression. We all want to feel special and different.

■ Shmooz'R is the Least Expensive, 100%- Customized Product on the Market

There's not much more we can add to this statement. Simply order a new Shmooz'R when your life experiences change.

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