



Premium Souvenirs Ltd (APPSON 2014/009) is into garment manufacture and sourcing of affordable apparel and promotional merchandise with a wide range of in-house branding equipment targeted at educational institutions, companies and individuals. Enriched by its experience, we expanded the garment manufacturing and branding units in 2019 with the acquisition of specialised sewing and monogramming machines. The use of specialised sewing machines will reduce rework level by 95% while branding capacity will increase by 25%.

The machines procured with GEM/World Bank Grant secured in 2019 will enable us to sew and brand uniforms that can effectively compete with the imported ones.

### **Our Vision**

- To be a prominent garment manufacturer in terms of quality, service standards and ultimate customer satisfaction.

### **Our Mission**

- To grow our business by providing quality merchandise and services at great value when and where our customers need them and by building positive, lasting relationships with them

### **Our Brand Positioning Statement**

- Our brand will represent quality and value for money for our numerous price and quality conscious clients.
- The brand values are Uncompromising quality; Integrity; Innovative & Commitment while the **brand message** is Quality lies in the details

### **SERVICES**

#### **➤ GARMENT MANUFACTURE**

We produce uniforms, safety wear, corporate shirts, polo shirts, boiler suits for educational institutions, corporate organizations and individuals. We pride

ourselves and our reputation on providing the pinnacle of quality control on all our garments.



### ➤ CUSTOM SOURCING

We address the needs of companies seeking differentiating promotional products and apparel to stimulate sales and enhance visibility.



### **Cocacola Manicure Set**

Client Concept Brief : Created a product for the Annual Health Week

Brand Essence/Persona: Cleanliness especially for casuals, drivers, cleaners etc

Premium Souvenirs Idea/Solution: Handy durable plastic manicure set that can be used constantly.

Distinction: Very high

Practicality: Repeated use of the manicure set emphasize cleanliness

Relevancy: Can be used by all members of the family

### **Total Paper Weight**

Client Concept Brief : Create an end of the year gift that would communicate their brand and what their organisation was about.

Brand Essence/Persona: High end customers can be rewarded with a unique gift that will constantly remind them about Total Gaz

Premium Souvenirs Idea/Solution: Our creative came up with this paperweigh—a replica of Total cylinder for domestic gas

Distinction: Very high

Practicality: The aesthetic design lends itself to being kept in most offices

### **Seamans T/shirt**

Client Concept Brief : Produce a good quality tshirt

Brand Essence/Persona: Seamans is usually associated with Traditional festivals like Osun Osogbo

Premium Souvenirs Idea/Solution: To further enhance the brand identity

Distinction: Blue Round neck Tshirt with Ankara prints to compliment the payoff of the seamans royal brand ( the no 1 original prayer drink)

Distinction: Very high

Practicality: Repeated use of the t-shirt ensures the ongoing value of the t-shirt beyond the current festival

Relevancy: Can be worn by both young and old.

### **➤ IN HOUSE BRANDING**

We offer a superb embroidery and print service that really makes it fast and easy for our customers to order.



**Embroidery**



## ➤ MENTORSHIP

### PREMIUM SCHOOL VISITS

The aim of the field trip is to expose Children between the ages of 5 to 16 to T/ Shirt branding techniques as well as provide them with unique opportunities for Kina esthetic learning —learning by doing. To date, over 1000 children have participated in the program

### CUSTOMER TESTIMONIALS



Mrs. Oniyide  
Straight gate School, Magodo

“Your ability to empathize with the customer, always willing to find a level of compromise with the customer for a happy and satisfied customer is admirable. The director’s personal interaction with the customer is also prompt and commendable. Having worked with two of your personnel, they have been the epitome of courtesy and politeness. Keep it up!”




Bolaji T.O.  
Total Nigeria Plc


“We have and still enjoy Price competitiveness from you but please pay more attention to samples to ease quick delivery.”

**FEEDBACK FORM**

NAME: Fawolese Hosea  
SCHOOL: First Quiver School  
PHONE NUMBER: 09057057584  
E-mail: idowuabiodemi88@yahoo.com  
BIRTHDAY: March (28)

Please rate the quality of the training received today

 **HAPPY**

 **NOT HAPPY**

? **WHY** Well organized and educating

**CONTACT DETAILS**

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