



News release

Dated: 10th of August 2007

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Sweet Temptations launch new and exclusive range of ethical Advents

Leading provider of promotional confectionery Sweet Temptations are pleased to announce the launch of a new and exclusive range of ethical Advents for the 2007 Christmas season.

Personalised Advents form a significant part of Christmas promotional activity and Sweet Temptations has worked tirelessly to produce a range of Advents that will be the ethical choice for businesses this year. Concentrating entirely on offering only Advents that will meet the growing need for corporate social responsibility the company will launch their ethical Advents at the National Incentive Show in September.

Speaking of the new development Colin Levene, managing director of Sweet Temptations comments:

“It is hugely satisfying to us to be able to offer a tried and tested promotional product that will allow companies to act in a corporately responsible manner.

This is the culmination of six months hard work and we have gone to great lengths to ensure that each element of our Advents meet ethical and eco-friendly criteria without passing on any additional costs to our customers.”

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The new Advents will be manufactured in the UK using eco-friendly 100% recyclable cardboard packaging from sustainable raw materials and illustrated and finished using only vegetable based inks and varnish.

The tray inlays will be made from biodegradable PLA cornstarch to further enhance the products eco-friendly status and from an ethical point of view will contain only Fairtrade certified chocolate sourced from producers registered with the Fairtrade Foundation.

Each Advent will carry the FAIRTRADE Mark and Sweet Temptations will be the first promotional confectionery company to do so. This ensures that for each Advent produced the producers of the cocoa and sugar receive not only a Fairtrade price but also a Fairtrade premium to use in social projects such as providing computers for schools or medical equipment for healthcare clinics.

Available as landscape and portrait formats in traditional and desktop sizes, they will be available to clients requiring full branding or as an 'off-the-shelf' option from a range of 10 pre-designed generic desktop versions that can be supplied to incorporate a client logo.

Sweet Temptations will be unveiling their new range of ethical Advents at this year's National Incentive Show in Birmingham at stand E41.

Sweet Temptations, the ethical choice for businesses this Christmas.

Ends...

Distributed on behalf of Sweet Temptations by Blank Canvas.
For more information please call Julian Goad on 020 8692 0770.