



Why focus on the Legal Services Market?

“Legal Services” usually means law firms, of which there are 170,000 in the US. The industry is highly fragmented—the 50 largest firms hold less than 15% of the market. Only about 2,000 law firms (a little over 1%) have annual revenue over \$10 million. So that means small firms do the majority of legal business out there, which is good because you probably have a number of small firms in your area.

Law firms tend to specialize, and some specialties are doing better than others in this economy. Firms that focus on bankruptcy law, civil litigation, and debt collection are doing well. In addition there are those specializing in mergers/acquisitions, real estate, and commercial transactions (such as joint ventures, corporate contracts, international trade, etc).



**PROVEN SELLERS
IN THE LEGAL SERVICES MARKET**

Paper Mate Breeze



Gel Pen: \$1.64(A) • Ball Pen: \$1.50(A) • 200 Units

Paper Mate InkJoy



Hybrid Ink Pen: \$0.66(A) • 300 Units

Sharpie
GEL HIGHLIGHTER



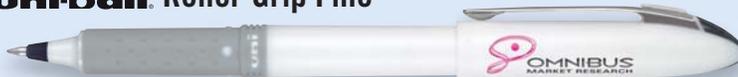
Gel Highlighter: \$1.92(A) • 200 Units

uni-ball 207™



Gel Pen: \$2.88(A) • 200 Units

uni-ball Roller Grip Fine



Roller Ball: \$2.44(A) • 200 Units

uni-ball Vision Elite™



Roller Ball: \$3.44(A) • 100 Units

uni-ball Deluxe™



Roller Ball: \$3.22(A) • 200 Units

**PROMOTIONAL IDEAS
FOR THE LEGAL SERVICES MARKET**

- **Conference Room Pens**—A necessary tool, and a great way to brand your firm.
- **Client Appreciation Gifts**—The most profitable clients deserve pampering, and the special attention may secure ongoing business.
- **New Client Gift**—A long-term client is the goal of every firm, and a quality logo'd pen is a perfect way to say “We want your business for life.”
- **As Part of an Identity Protection Program**—Identity theft is constantly in the news, and law firms can add value by informing & protecting their clients. The uni-ball 207 Gel Pen is an ideal solution to prevent check washing and document fraud, rampant forms of identity theft.
- **Employee Appreciation**—Recognize employees by handing out quality logo'd pens for birthdays, anniversaries, attendance awards, and in conjunction with bonuses or merit increases.
- **Partner Gifts**—Fine writing instruments are an ideal way to convey the importance of, and respect for, the Partners who bring in the business.