



## Can you feel it?

The *Braille Strap* by Promex that was distinguished in the category **Communicative Products** provides blind people and the visually impaired with a tangible practical tool for everyday life. The flexible silicon strap is inscribed with tangible Braille and wrapped around food tins enabling them to be identified. The both simple yet expedient solution can also be adapted to allow the haptic identification of drinks, bars of chocolate and many other products of daily use.

Whether implemented as an onpack, give-away or mailing booster – the reusable information medium helps promoting companies contribute towards simplifying the everyday routine of blind people and thus gain a tangible competitive advantage. In the customer loyalty sector, *Braille straps* that carry a personal greeting or message particularly convey a sense of high esteem. In combination with a stylish promotional product, the measure is guaranteed to achieve a high reach and enhance the promoting company's popularity.

The standard *Braille strap* is 13 mm wide and can be freely designed in terms of volume, text and colours. For minimum order quantities of 300 pieces pantone shades and up to 45 characters – in Braille and in plain text – are possible.

**Promex GmbH**  
[www.brailleband.de](http://www.brailleband.de)

