

Featured in ASI's *Counselor Magazine*, February 2016



**ALL-IN-ONE® (ASI/34256)**

## Tips for a Quality USB Selection

*No doubt – not all USB memory is created equal. When distributors purchase USBs there are some key factors they must know to protect themselves.*

Do you know how to distinguish a quality USB from a poorly made one? Too much "promo flash" is being flooded into the market using recycled memory. Recycled memory produces extremely slow performance of read/write speeds. Read/write speeds are the time it takes to read data from the source and write it to the flash drive. Promo flash contains inexpensive drive components that create slow data transfer times and poor reliability. High failure rates, data corruption and a low number of read/write intervals are common using "promo flash" and will often result in complete loss of the data stored on the drive.

**Why take the risk of lost data, unhappy customers and increased recovery costs? With the right choice, you can sleep easy knowing your client's information is safe and secure.**

All-In-One® introduced USB drives to the promotional product marketplace back in late 2002. It builds USB drives with Tier-1 memory along with high-quality controllers to produce blazing read/write speeds and unparalleled performance, at prices rivaling bargain-basement pricing. Quality is so reliable that All-In-One® offers a two-year limited warranty for every drive it builds.

When selecting your USB, keep in mind the quality tiers available. Tier 1 drives contain few to zero glitches and are often backed by lifetime warranties. An easy way to spot a Tier 1 USB drive is a name or serial number on each memory chip from the manufacturer. Tier 1 drives are built from the highest quality memory chips and are recognized as the most dependable form of USB flash drives on the market.

Tier 2 memory chips are still dependable, but may not have the same quality and warranty as Tier 1. They will often last as long as a Tier 1 drive, but can produce a higher error rate during the duplication process, resulting in inconsistent finished prod-

uct. It's difficult to distinguish between these two levels, but it's not uncommon to find Tier 2 media without any manufacturer information or serial numbers.

Tier 3 are the fringe cuts from the original silicon wafer. They have a higher failure rate, limited life spans and zero warranty. Tier 3 USB drives are often purchased by third-party vendors and sold at a reduced rate. Chances are that "low, low price" you found online is actually a Tier 3 product. Is that the type of quality you want to represent your client's business?

Why take the risk of lost data, unhappy customers and increased recovery costs? With the right choice, you can sleep easy knowing your client's information is safe and secure. All-In-One® exclusively provides Tier 1 flash media in all of its USB drives. Each product produced at All-In-One® is individually crafted, hand decorated and inspected for precise imprint and logo accuracy. As the leader in custom USB drives, All-In-One® makes it very simple to place an order. Simply send a logo/photo. All-In-One® will create a virtual proof for you to show your client and approve. Then All-In-One® produces your custom drive.

All-In-One® also offers PVC-molded custom shapes to fulfill your customer's exact needs. The process uses custom PVC molding capability to create a very high level of detail and craftsmanship, with endless possibilities for shape and design. Its customized PVC can be molded into any Pantone Matching System color combination to create the exact look and feel any client desires.

One impressive case study is the Three Bears custom flash drive project, created for the new We Bare Bears television show on the Cartoon Network. The Three Bears custom flash drive project was so successful that the distributor's client began packaging them into a limited edition of the retail game Jenga. Naturally, this created a demand for higher quantities and more frequent orders of the Three Bears drives. This project involved All-In-One's expert graphics team setting up the artwork and collaborating with the skilled factory team to create the Three Bear characters, including the Grizzly, Panda and Polar bears. Featuring smoothly rounded organic shapes stacked upon one another, a hidden USB was located within the stacked bears to add to the WOW factor. The distinctive facial details of the custom PVC drives added an undeniable fun factor to the project. The critical production runs of the Three Bears custom flash drive project became so successful it surpassed the client's expectations and was showcased at the 2015 Comic-Con!