

PROMO TODAY™

Tips for Selecting Quality USBs

No doubt – not all USB memory is created equal. When purchasing USB drives, there are some key factors you must know to protect yourself and your customer.



Today's market is saturated with USB drives. Distributors should be conscious of the quality of flash drives that they are purchasing; it's what's inside that counts. The promotional products industry is rife with "Black Flash," the lowest tier of USB drives. The quality of Black Flash, which uses recycled memory with extremely high failure rates, is so low that commercial technology companies like SanDisk, Apple and Samsung would not dare to carry it. The problem is, many people in the promotional products industry simply don't know which features to look for in high quality USBs, giving many flash Suppliers an outlet for dumping Black Flash.

Black Flash results in drives with extremely slow performance of read/write speeds, or the time it takes to read data from the source and write it to the flash drive. High failure rates, data corruption and a low number of read/write intervals are also common using Black Flash, resulting in poor reliability and often the complete loss of data stored on the drive.

In 2002, All-In-One® introduced USB drives to the promotional product marketplace. At prices rivaling bargain-basement pricing, All-In-One® builds USB drives with Tier-1 memory along with high-quality controllers to produce blazing fast read/write speeds and unparalleled performance. Quality is honest at All-In-One®, so we offer a limited Lifetime warranty for every drive we build.

When selecting your USB, keep in mind the quality tiers available. Tier-1 drives are extremely reliable, with premium flash memory containing little to no glitches. 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. All-In-One® provides exclusively Tier-1 flash media in all its USB drives and has the highest drive capacity in the industry.

Due to our continued expansion and increased buying-power, All-In-One®, is now able to offer Tier-1 USB drives at an all-time low price. This has created an unbelievable marketing opportunity for distributors. For example, if you ordered 8GB drives in February through May of 2018, you may now offer your client twice the capacity, 16GB, for less than the cost of their original order or reorder 8GB drives at a fraction of the original price. It is now cheaper than ever to buy high capacity, Tier-1 USB Drives. Why take the risk of data loss, unhappy customers, and increased recovery costs? Make The Write Choice® and sleep easy knowing your client's information is safe and secure.