

Meetings and Conventions Magazine

March 2004 Issue

Jonathan Vatner, Associate editor for Meetings and Conventions magazine wrote an article for the Short Cuts section called "Basket Cases, Thinking out of the box for corporate gifts."

"Give something with artistic flair, Oviedo, Fla.-based Originality Inc. (www.originalityinc.com) puts playful, fun gifts into containers such as paint cans, sacks or plastic boxes. "We take a theme or message and bring it a step beyond," says Melinda Tomasello, principal/designer for Originality. For example, in the "Refreshingly Florida" package, kiwi chocolates and Florida -bottled spring water come in a beach bucket."

September 2003

One of Originality's custom gifts was featured as a "Fabulous Spa Gift" for M&C's special spa section. The article was entitled *One-Of-A-Kind* and it was written by Jonathan Vatner. In the article, he wrote:

"Originality Inc. custom designs corporate gifts. The company has created packages with tea-based eye soothers, bath sizzlers, a mini-massager, glycerin soaps and spa gift certificates."

