

## Silicone Wristbands As An Advertising Tool

You can't walk down a street these days without seeing one of those silicone wristbands with some kind of writing on them. You may be wondering how in the heck they even got started at being an advertising tool. It's not as odd as it may sound.

### How Did It Start?

There are many ideas how these wristbands came about. Many people will remember when they were used to bring money in for charities. This is probably one of the first times they were really seen as a tool for advertising. A lot of companies not use the fun colors and easy printing options to get the word out about their business.

### Why Businesses Use Them

There are several businesses that use silicone wristbands for advertising, but some people don't quite understand why it would help them to do this. The easiest answer is that businesses know that they are easy to pass from person to person and that does help get the word out to potential customers. Some businesses may also choose to throw them out to people when they are advertising through a parade or other social way.

These silicone wristbands can be customized with the colors that they are and how the message can be seen on the band. Some will have the name of the business embedded into the silicone itself, others may print to the silicone so that it can be seen easier. This is the choice of the company and can make a difference in the amount that they are paying for their wristbands.

When you are looking at silicone wristbands for your business, keep in mind what you want to get out of them and what it is that you are looking to spend. Sometimes the lower priced solutions are going to be the best for the business. The fact that a lot of people are wearing these bands can't hurt your business and may even attract new ones to you.

### About the Author

George Pettit is a journalist and marketing specialist from New Caledonia. He is often writing about promotions, marketing, promotional products such as rubber bracelets, lanyards, [silicone wristbands](#), key chains and similar.

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