

Title:

Silicone Bracelets: Fad, Fashion, or Mainstay?

Word Count:

615

Summary:

The fashionable fad of silicone wristbands appears to be fading. But is it truly? Clark Swihan

Keywords:

silicone bracelets, silicone wristbands, laser-engraved bracelets, laser-engraved wristbands,

Article Body:

Awareness Bracelet Craze

Ever since Lance Armstrong started the silicone wristband craze with the release of his yellow,

Fashionable Fad

Although silicone wristbands have become incredibly popular, it is exceptionally difficult to

From Fad to Mainstay

Simple market analysis reveals to us a dichotomy in the silicone wristband industry. Retail s

The Bottom Line

The bottom line is that custom silicone wristbands can and will be used by all types of organi

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