

## **Manners Are Dead But New Business Resurrects Them This Holiday Season**

### **New Jersey Woman Uses Technology to Makes Gratitude Easy**

Ridgewood, NJ November 30, 2012: According to [this infographic](#), 76% of Americans believe that we have gotten ruder as a society. However, former real estate executive and consultant Robin Wittich is determined to bring “thank you” back to business this holiday season with the launch of her new venture, The Thank Tank.

Says Wittich, “Lack of time and money have given business people excuses for not expressing gratitude to their clients and customers. The Thank Tank ([www.thethanktank.com](http://www.thethanktank.com)) uses technology, creativity, and good old fashioned customer service to ‘make gratitude easy’ this holiday season and year-round.”

The Thank Tank enables business owners to easily customize and ship a wide variety of unique and traditional gifts to their customers. They simply fill out a form on The Thank Tank site, telling the company a few things about their clients, their budget, and the reasons for thanks, and Wittich takes care of the rest. The Thank Tank can ship gifts all at once or throughout the year, when clients supply names and addresses. Each gift arrives looking as if it was personally selected and wrapped by the gift-giver.

Thankers can choose from an “off-the-shelf” selection of creatively-packed cookies (made from Wittich’s own recipe and branded “robins cookies”), or they can work with Wittich to personalize themed gifts and packaging.

“We can offer everything from a dozen cookies in a gift box, up to a fully-loaded tailgating kit, complete with a portable grill, blanket (with a company’s logo), and Giants tickets,” says Wittich. “Gratitude has never been this fun, this personalized, or this simple! I’m determined to make gratitude easy!”

#### **About The Thank Tank**

The Thank Tank makes gratitude easy by providing fast turnkey delivery of beautifully packaged gifts with personalized notes. The company differs from other gift companies with its focus on customized gifting and its delivery of customized selection and service. The robins cookies brand is unique to The Thank Tank and the fresh variety of homestyle cookies are made from Robin Wittich’s own recipe. Cookies may be delivered in simple boxes or in customized keepsake containers. [www.thethanktank.com](http://www.thethanktank.com)