

# Human Resource Executive

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## RECOGNITION & REWARDS

### Got a Theme?

Theme-styled gifts seem to be in vogue. Giftybox ([www.giftybox.com](http://www.giftybox.com)) offers a variety of gift boxes or experiences that focus on specific themes, from outdoor adventure to chocolate tasting, says Jerome Chasques, co-founder of the company based in New York.

With the outdoor adventure Giftybox, for instance, employees can choose from parasailing, bungee jumping, rock climbing, scuba diving, whale watching or a helicopter champagne tour. The accompanying guidebook explains each activity, what it includes, the location's description, fun facts, contact information and more.

Since the company caters to a diverse group of clients, it frequently introduces new concepts. When one employer wanted a refined gift, for example, Giftybox came up with the concept of a tailored shirt. The person

could choose the fabric he wanted, colors, pattern and cut.

Themed gift baskets are also popular at Polycomp, a customized retirement-plan and benefit-administration company based in Roseville, Calif. Twice a year, each of its three offices auction between 10 and 15 baskets to its 110 employees, says Pamela Constantino, the company's president and COO.

The baskets are placed in a training room next to a sign-up sheet. Themes range from gardening to bubble bath. Employees who have earned points or Polybucks by introducing money-saving ideas write their names on the sheet and enter the number of points they want to bid. At the end of the day, the person bidding the highest number of points wins the basket, which could range in value from \$15 to \$300.

The event "really contributes to our morale," says Constantino.