Microfiber Towel Case Study

A well known auto and motorcycle attorney group purchased 1000 microfiber towels for a motorcycle ride in. They wanted to relay their message to not drink and drive.

They upgraded their towel using a 4 inch square print block. This allowed adequate space to relay their Drive Smart Drive Sober message, email and phone number.

Motorcycle enthusiasts take great pride in their bikes. This includes cleaning with great detail. That is why the microfiber towel was an important part of this promotion. The message will be seen every time their bikes are cleaned and polished as a reminder that the attorney’s office cares about them and are available if needed.