

Tagmaster/Dard Products Case Study

DP-950 Silver Pull-Apart Key Tag

When preparing for an annual car show a well known maker was looking for an inexpensive, yet stylish item to use as a mass giveaway. The maker wanted an item that customers were sure to utilize, not just leave on a desktop somewhere to forget about. They ordered 25,000 DP-950 Silver Pull-Apart Key Tags and had their name imprinted in large red letters. Every patron that came to their display received a key tag, many of whom immediately attached it to their key ring. When walking the floor, several of the executives noticed their competitors more expensive giveaways left behind and trampled by the large crowd.