

Tagmaster/Dard Products Case Study

DP-730 Letter Slitter

The local post office shipping sales were down due to a commercial competitor. In hopes of regaining business from customers in the area, they created a direct mail campaign to advertise lower prices. Along with a colorful flyer they mailed each customer a DP-730 Letter Slitter imprinted with the post office emblem. The letter slitter was an economical advertising tool that caught the attention of the customer, repeating its message with each letter the customer opened. The campaign was well received, bringing many customers back to ship packages.