

Tagmaster/Dard Products Case Study

DP-622 Pen Cup, LCD Digital Alarm Clock and Thermometer

A large electronics conglomerate planned to open new offices in several national locations. Looking to welcome their new employees in an up-to-the-minute fashion, they provided each person with a high tech welcome basket. The basket included a mini electronic massager, an ergonomic computer mouse, and the DP-622 Pen Cup LCD Digital Alarm Clock and Thermometer with the company logo. Many employees commented on the usefulness and intrigue of the package, and the pen cup can still be found on most desks throughout the different offices.