

Tagmaster/Dard Products Case Study

DP-618 Manicure Set with Scissors

After twenty years of unrivaled success, a local spa owner decided to open a second location two towns away. He offered several grand opening specials including a discounted massage and a manicure/pedicure combo at a reduced rate. In addition to low-priced services there were free refreshments and parting gifts for the first 250 customers. The gifts included coupons for future use and the DP-618 Manicure Set adorned with the spa logo. The spa enjoyed hundreds of repeat customers, many of which commented to their nail technicians that they had used the manicure sets to maintain their nails between visits. The second location has been open for two years with great success.