

Tagmaster/Dard Products Case Study

DP-588 Tapelur

To celebrate the grand opening of a new small business consulting firm, the owners sent a business introduction gift to several of their most promising clients. In hopes of emphasizing their commitment to improving their clients' future business success, they sent each one a DP-588 Tapelur with the Consultant Firm name and the tagline "We know how to keep your business together" imprinted on it. The handy desk accessory-which keeps papers together both with stapler and tape dispenser in one-served as a clever tool to convey their message. Many clients called to thank them for the useful gift, several of whom asked where they could get more for their own employees.