

Tagmaster/Dard Products Case Study

DP-518 Smart Clip

After a long week of teacher orientation, the school district administrators distributed a bag of materials to each educator before the new school year began. In the bag were several informational materials including an employee directory, handbook and school year calendar. In addition to the literature the administrators provided each teacher with a DP-518 Smart Clip to encourage a successful school year. The clip was adorned with the district name and number along with the phrase “Connecting Kids and Knowledge”. The multi-functional clip was an inspired token for the teachers who could hang it on their blackboards to keep papers and write reminders to themselves and their students. One teacher used the clip to hold each day’s homework, marking the due date on the erase board and making each student responsible for grabbing that night’s assignment. The Smart Clip was a hit among the faculty who highly appreciated the goodwill gesture.