

Tagmaster/Dard Products Case Study

DP-405 Giant Paper Clip

A long time family owned company was concerned with the disorganization of their mid-sized office. Many of the staff members complained that office conditions were not up to par and customers were becoming frustrated with the slow service they received. In an effort to fix the problem they closed the office to remodel - adding new and improved filing systems to better the workplace form. Upon the employees return they held a staff lunch meeting to discuss the new filing initiatives and to boost the low morale. Each employee was given a DP-405 Giant Paper Clip with the company name and the phrase "Let's get organized!" written on it. The employees greatly appreciated the gesture and were inspired by the token to help run a more structured business.