

## **Tagmaster/Dard Products Case Study**

### **DP-402 Shoe Shine Kit**

A well known men's department store was introducing their new line of men's dress shoes. In the past the store had only offered clothing, so the addition of the shoe line was highly anticipated and well advertised. When the shoe department opened customers were happy to receive a complimentary DP-402 Shoe Shine Kit marked with the store emblem. The travel-friendly kit was the perfect give-away to promote the new line and inspire repeat business. The shoe department is now a permanent fixture of the department store.