

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

### **DP-336 Mini Stapler**

A large university book store was anticipating the arrival of students for a new semester. Aware that the week before classes began would be an extremely busy time - they knew that students would have to wait in long lines to purchase their books and supplies. The students were sure to become agitated by the extended wait so the university decided to have a giveaway to be distributed at the register to rejuvenate good spirits. They gave out a DP-336 Mini Stapler in their school colors with the university emblem imprinted on it. The students were pleasantly surprised by the gesture and found the mini staplers to be the perfect tool for a dorm room desk with limited space. The book store received far less complaints to customer service about the long lines than the semester before.