

Tagmaster/Dard Products Case Study

DP-334 Tuff Tag

A small auto business owner was looking for an inexpensive way to promote repeat business. Because of conflicting schedules many customers left their cars at the night drop or early bird drop, slipping a key into the slot for mechanics to use. The auto shop owner purchased DP-334 Tuff Tags with the shop name, address, phone number and hours imprinted on it and attached a tag to each key before returning it to the customer at pick up. Most customers left the new addition on their key, and many mentioned upon return that they had referred to the tag for the shop's information.