

Tagmaster/Dard Products Case Study

DP-278 House Bandz

After several years of planning and building the model town homes erected in an up and coming area were ready for display and sales. The homes were highly anticipated by many couples and young families looking to buy in that neighborhood. Within the first few months of showing eighty percent of the units had been sold. At the time of signing the new homeowners were given a welcome kit by their sales representative. The kit included a quart of builder's paint for touch-ups, a coupon book for stores and restaurants in the surrounding area and a DP-278 House Bandz container. The Bandz container was imprinted with the town home community's name and the words "Home Sweet Home". The clients were grateful for the paint and coupons, but most were more impressed with the novel custom bandz-commenting on the cleverness of the item. The kits added to the superb customer service and the builders experienced an exceptionally large referral rate in the sales of the remaining units.