

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

### **DP-211 Wireless USB Mouse with Calculator**

After many successful years of business, a mid-sized accounting firm changed over to a computer-based system from their long-standing paper-based platform. Many of the older associates who were less familiar with the high-tech method were hesitant about the switch. To help encourage employees, the firm owners purchased a DP-211 Wireless USB Mouse with Calculator to each of them with the company title and the words “Counting on each other” imprinted on it. The thoughtful gift helped to lift their spirits, and the dual functionality of the product made the transition from paper to computer easier on the less experienced users. The mice, which can be seen on every desk in the company, continue to remind the employees that they can always rely on their company team members-making every new challenge a manageable task.