

Tagmaster/Dard Products Case Study

DP-127 Pen with Envelope Opener

Competing with several high powered package delivery services, a local post office was in search of an inexpensive but memorable memento they could give to community businesses to encourage their patronage for package delivery. They sent out a mass-mailing enclosed with the DP-127 Pen with Envelope Opener with the post office name and the words “Leading the way to successful deliveries” inscribed. Impressed by both the handy tool and the initiative, many local businesses opted to use the post office for their package delivery over other services. The post office experienced significantly higher package delivery traffic for several months after the campaign.