

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

### **DP-77 Hi Tech Pen**

A weekend long medical convention was recently held at a popular hotel in the city. Doctors spent many hours listening to speakers and taking notes on new practices and procedures. With few brakes between lectures the note taking was sure to be a tedious endeavor. In an attempt to make the participants as comfortable as possible, the organizers provided each person with a bottle of water, a fresh note pad, and a DP-77 Hi Tech Pen with the convention name and date imprinted on it. Several participants made a point to thank the convention organizers for their thoughtfulness in providing the comfort grip pen, adding that it had made the task of note-taking much more bearable.