



CASE HISTORIES

Pocket Slider

A major manufacturer of food products needed to promote a new line of their low-carb foods. Although they were doing a series of in-store tasting programs, the company wanted to reinforce the brand. We provided a customized **Calculating Carbs Pocket Slider** to match up with the specialized line of foods. This informational "take-away" was distributed at their tasting and sampling events.

Childhood obesity is rapidly becoming a national healthcare crisis. When a regional Children's Hospital wanted to educate kids and their families about the benefits of healthy eating we suggested the **Fast Food Pocket Slider**. Learning about fats and calories – sugar content and sodium in their favorite fast food items proved to be fun and educational as well.

Football season couldn't come soon enough for customers of a major retail auto parts manufacturer. The firm shipped out 200,000 units of the **Football Facts & Stats Pocket Slider** with each order to their customers.

Insurance companies have done numerous studies showing that healthy people spend significantly less money on medical care. When a national insurance firm decided to promote healthy living to its customers they chose a variety of **Pocket Slider** titles --- **Controlling Your Blood Pressure, Healthy Heart, Stress Management, Controlling Your Cholesterol**. These became an active part of an on-going health education program for their family of clients.

Keeping employees healthy and happy are vitally important to all businesses – especially a major healthcare organization with more than 10,000 dedicated staffers. Over the course of a year 12 different **Pocket Sliders** on such topics as **Stress Management** and **Exercise** were presented at employee events each month. Soon all employees were able to focus on living a well-balanced lifestyle.

Identity theft is a growing concern for us all. A national bank chain included 150,000 **Identity Theft Pocket Sliders** with their monthly statement mailing. The message was clear to the customers - the bank understands and cares that ID theft is a big issue and your information is safe and secure with us!

ATM Registers

A national bank chain gave our as part of its "new customer" program. Each new account holder was given an ATM Debit Card Register with their brand new ATM cards.

The **ATM Register** was also successfully used to promote the grand opening of four separate branches to guests and customers.

Med-Tracker

Keeping track of daily medications isn't only important – it can be a lifesaver! A regional healthcare provider welcomed more than 100,000 new clients who enrolled in their insurance program with a **Med-Tracker**.

A local hospital customized the **Med-Tracker** with their name, address and phone number along with other vital information. These were provided to the nursing staff who used them as going home presents for patients who were being discharged from the hospital.



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Pocket Doctor

When a major pharmaceutical company launched a new drug they wanted something that would serve to remind patients to “help us help you.” They used our **Calculating Carbs Pocket Doctor** to help with the roll-out of their new drug.

Post-ups/Sliders and Coloring Books

Fire prevention and safety is an important part of educating the public. Local and regional Fire Stations used a combination of **Emergency Guide Post Ups**, **Fire & Home Safety Pocket Sliders** and **Flash the Fire Safety Dog Coloring Books** as part of their community awareness and involvement program. To date more than 10,000 pieces of each product have been distributed to children and adults.

Key Points

A statewide branch of the Visiting Nurses Association gave their patients more than quality nursing care. They gave them Blood **Pressure Key Point** and **Medication Record Keeper Key Points** as a “leave behind” following each patient visit. More than 25,000 of each title were given to grateful patients.

Pot Holders

It’s not a catcher’s mitt but a Pot Holder! When a local restaurant teamed up with a minor league baseball team they gave away more than 5,000 **Pot Holders** as part of a special theme-night at the ballpark.

Seniors

Keeping seniors safe and healthy is a vital part of a large Senior Living Facility. When they instituted a patient awareness campaign they included our **Senior’s Health & Safety Pocket Slider**, the **Med-Tracker** and **Post-Ups** aimed at seniors.

Calendars

Joining the cause of Breast Cancer Awareness was the goal of an upscale department store. They ordered more than 20,000 **Women’s Health Calendars** filled with vitally important health and disease prevention information. They sold the calendars and donating all funds to breast cancer research.