Case History

**Products**
Javalina® Classic Pen
*Item No.: 322*

**Industry**
Financial

**Application**
**Direct Mail**
A local bank wanted to increase awareness of its low mortgage rates and decided to do a direct mailing to its target audience within the surrounding area. They selected the Javalina® Classic Pen and had it imprinted with their logo and packaged it with a brochure about their low rates. The pens were also given out at the local branch and during mortgage closings. Within a few months the bank saw an increase in new business and approved loan application.