



# Case History

## Products

Vienna™ Pen  
Item No.: 628

## Industry

Construction

## Application

### Corporate Anniversary

To commemorate its 10th anniversary a construction company held a special event and gave gift bags out to 300 guests. Inside each gift bag was a faux leather jotter and the Vienna™ metal pen engraved with the construction company's logo and phone number. The gifts made quite an impression and would be used every day by the recipient guaranteeing that the construction company would be top of mind. In the months following the event the company saw an increase in bid requests and won several large contracts.

