Case History

Products
Elvado™ Pen
Item No.: 675

Industry
Automotive

Application
Direct Mail
A local car dealership was introducing its new models and wanted a unique way to promote to its target audience. They decided to do a direct mailing that included a brochure and a metal pen with their logo and contact information engraved on it. The Elvado™ Pen was chosen because its sleek lines and European styling perfectly matched the modern car styles. The promotion was a success and the dealership saw an increase in foot traffic and sales.