



# 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 the 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.

