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.