

# 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.

