



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.



HUB promotional group company

ASI 61968 SAGE 69396 UPIC HUBPEN PPPC 20110206

HUB PEN[®] *enjoy writing*