

# Case History

## Products

Javalina® Metallic Stylus Pen  
Item No.: 331

## Industry

Technology

## Application

### Grand Opening

A national cell phone company was planning the opening of several new stores. They needed a low cost, high tech item to hand out to their customers and selected the Javalina® Metallic Stylus pen. They had each pen imprinted with their logo, website and the local store's address. The stores gave the pens away to new customers and used them for signing their new cellphone contracts. The employees used the stylus portion of the pen to demonstrate the smart phone's features. The customers liked the dual function pens and asked for more samples that could pass on to friends and family members. This broadened the reach of their marketing plan and enabled them to reach even more potential customers.

