

# Case History



## Products

Consuelo™ Pen  
Item No.: 567

## Industry

Senior Living Industry

## Application

### Open House

A senior living facility opened its doors to the public to showcase their newly renovated facility. The open house allowed the public, potential residents, family members and friends to visit the community. The staff passed out notebooks and pens before the presentation so that the visitors could take notes. The Consuelo™ pen was selected because it has a jumbo barrel and a rubber grip that is more comfortable for senior citizens to hold. Each time the pen was used the facility's logo and contact information was visible keeping them top of mind. The event was very successful and resulted in several articles in local newspapers and a waiting list of new residents.

