



# Case History

## Products

Javalina® Metallic Stylus Pen  
Item No.: 331

## Industry

Trade Shows & Meetings

## Application

### Product launch

A sports drink distributor was introducing a new protein powder product to the market and chose an annual convention for the launch. The distributor wanted to gain brand exposure and educate their target audience about the new product. The distributor wanted items that were high tech, economical, and functional for everyday use and the Javalina® Metallic Stylus Pen was the perfect solution. The stylus was imprinted with their logo and slogan along with the distributor's website and phone number. It was then clipped to single serving packets of the protein powder given out to booth visitors. The employees were equipped with iPads so that they could take orders during the show and they used the stylus to reinforce their brand message. Record foot traffic was generated in the booth and everyone liked the dual function of the pen.



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