



Case History

Products

MaxGlide Stick® Pen
Item No.: 335

Industry

Trade Shows & Meetings

Application

Brand Marketing

A fairly new used car company wanted to increase brand awareness. The purchased the MaxGlide Stick® pen to be handed out to booth visitors during a local trade show. Each pen was imprinted with their company logo and website. As employees gave out the pens they asked people to visit their website for a chance to win a free car detailing kit. They saw a 20% increase in website hits after the show.



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