



# Case History

## Products

Vienna™ Pen  
Item No.: 628

MaxGlide Stick®  
Item No.: 335

## Industry

Beverage

## Application

### Brand Awareness

A beverage company wanted to thank its distributors for an exceptional sales year. The company selected the Vienna™ metal pen and had each engraved with their logo, the executive's name and the distribution city. They also selected the MaxGlide Stick® and had them imprinted with their logo and the distributor's contact information. The distributors gave the pens out to their customers to raise brand awareness and increase sales. The program was very successful and the distributors appreciated the extra visibility.



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