



PRODUCT FEATURE

# Financial

*Quality, innovative and dependable products...*  
 Featuring a single must-have product for every financial professional...



## Case History: Slap-Wrap® Combo (707)



Slap-Wrap®  
 Size: 7"x1-3/8"  
 Imprint Area: 5"x3/4"

2 Lace-Tags™  
 Size: 1-3/8"x1/2"  
 Imprint Area:  
 3/16"x1/2"

Zipper Pull  
 Size: 1-3/8"x1-3/8"  
 Imprint Area:  
 3/4"x3/4"



### Slap-Wrap® Combo (707) (Patent Pending)

Enhance personal safety when outdoors in the evening hours! A Slap-Wrap® Combo includes a spring action wrist reflector, zipper pull and a pair of Lace-Tags™ that is appealing to children, teens, adults and seniors. The same or different imprints may appear on each part of the Slap-Wrap® Combo.

- Size: 1-3/8" x 9-1/2"

**AS LOW AS \$1.97 (C)**

### Objective:

A regional bank was looking for the right promotional product to utilize in promoting their sponsorship of an upcoming 5K race in the community that would promote their business long after the race had ended.

### Strategy:

Since the race was always a major event in the community, the bank decided to provide all contestants the Slap-Wrap Combo which featured an slap action band, zipper pull and a pair of lace tags. They discovered the Slap-Wrap Combo actually provided "three" products rather than one and immediately began to distribute the Slap-Wrap Combos to everyone who registered months before the race as well as all current customers of the bank.

### Results:

Soon enough, the bank employees noticed that joggers, cyclists and runners across town were wearing the safety reflectors provided by the bank while they were preparing for the big race.

Months after the race, the employees were still noticing the safety reflector Slap-Wrap Combos being worn all around town by joggers, runners and cyclists...All of which continued to promote the banks brand and community goodwill.