



## PRODUCT FEATURE

# Insurance

*Quality, innovative and dependable products...*  
Featuring a duo of must-have products for every insurance professional...



### Proof of Insurance Holder (1601)

Be prepared with the vital information when needed! Great client gift for insurance agents. Prepare your clients with a better way to contact you if the need should arise! Clear pockets for crisp referencing of your information.

- Size: 5-1/4" x 3-5/8"

AS LOW AS \$1.08 (C)



### Tirelite™ Sets (716)

Light up your bike, motorcycle or stroller with Tirelite™ self-sticking tire reflectors. Tirelites™ have an aggressive adhesive to adhere well to a tire. (8 reflectors per set) May all have the same ad copy or different copy on each individual reflector.

- Size: 4-1/4" x 2-3/4"

AS LOW AS \$ .91 (C)

## Case History:

### Proof of Insurance Holder (1601) Tirelite™ Sets (716)

#### Objective:

An insurance agency wanted an affordable thank you gift to give to new clients.

#### Strategy:

The agency was looking for the right tool(s) in order to increase not only policy sales but also to increase the number of automobile/truck/recreational vehicle underwritings. They needed to compete with those agencies who advertise heavily on television.

The agency decided upon a proof of insurance holder which would hold and display the current insurance card which was screen printed with their logo and tagline.

One week later, their clients received another mailing.

In order to move "top of mind" in the consumer's head, they included a complete set of logo'd Tirelite™ reflectors sets with complete "how to apply" instructions and information stressing pedestrian/stroller; bicycle; and motorcycle safety and how the agency truly "cares" about the safety of its clients. In fact, they care so much, they are providing the set of Tirelite™ reflectors, which have the highest reflectivity in the industry, at no charge.

#### Results:

The agency was pleased with the results of this "two-touch" marketing concept and generated new policies from their current clients to also insure their autos/truck/RV vehicles. In addition, branding was greater established and consumer sentiment for the agency is at an all time high.