

target markets

Consumer Staples

So many **great products** in store



KAPSTON®

16193 | KAPSTON® Willow
Recycled Backpack



koozie™

45448 | Koozie® britePix®
Can Cooler



souvenir®

P4A3A25 | Souvenir® Sticky
Note™ 4" x 3" Pad, 25 sheet



GoodValue.

45140C | Budget Mug - 11 oz.



BIC®

RS | BIC® Round
Stic® Pen



BIC®

ICLGEL | BIC®
Intensity®
Clic™ Gel Pen

case study

Client: A Department Store

Purpose: Improve Customer Satisfaction

Trying to find ways to improve customer satisfaction, a department store decided to hold an in-store survey. To entice customers to participate, the store gave away the #32461 SCX Design® Eco Quatro Light Cable to all who completed the survey. Unable to resist the appeal of the item due to its light-up logo and useful features, dozens of customers took the survey. In return, the store received plenty of valuable feedback.

SCX
.design®

32461 | SCX Design® Eco
Quatro Light Cable



who's buying

- Grocery Stores
- Department Stores
- Discount Retailers
- Big Box Stores
- Beverage Manufacturers
- Household Product Retailers

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