

PROMOTIONS THAT WILL STOP TRAFFIC®

PRODUCT FEATURE

# Non-Profits



Quality, innovative and CPSIA compliant products that build your brand...and save lives!



## Case History

### Objective:

A non-profit association wanted to effectively convey its message about preventing head injuries while using a reflective safety product to do so.

### Strategy:

The promotional product professional suggested the Zip-Tag™ be used because the material uses 40,000 prisms per square inch creating a brilliant reflection enhancing the safety and visibility of the wearer and parents would appreciate the concern shown by the association. To top it off, the item could be mailed in a standard envelope.

### Results:

The association was pleased with the results of the promotion on two fronts...

The incidence of head injuries decreased and donations increased. They now use reflective safety products for all promotions.



Zip-Tag™ (item # RF338)

The Zip-Tag™ includes a large rectangular Zipper Pull on the top section and a pair of square Shoe Lace-Tags™ along its base.

Great for children and young adults!

AS LOW AS \$1.49 (C)