Case Histories

Product
– Night Light Switch
  Item No: L234NL

Industry
– College Freshman

Application
– Orientation Gift

– A bank in a college town provided the L234NL to all incoming freshman at their orientation session. The ad read: Switch your banking to... It is a great item for students to use by their bunk beds in their dorm rooms. It gets the message across to the students they can move their banking to the bank while in school and beyond, as they are a national chain with banks in many locations.

Industry
– Agriculture

Application
– Attendee Gift

– An REA (Rural Electric Coop Association) was holding their annual meeting. They wanted a gift to give out to their members who attended the meeting. They chose the L234NL Night Light Switch with a tagline “lighting up your world”, along with their logo. The attendees appreciated the gift and could come up with numerous places they would use the lights: garage, closet, shed, pantry and as a night light in their child’s room.