

# Construction Companies

## Case History

**Type of Organization:** Construction Company  
**Goal of Promotion:** Grand Opening and Thank You  
**Product Features:** L1015  
**Case History:** An up-and-coming excavating company wanted a way to thank their top suppliers for a major project and to invite them to its grand opening. They chose our new Slate Serving Plate with Wisconsin Cheese and Sausage to send directly to each supplier contact. Not only did they generate goodwill and strengthen their relationships with their suppliers, the grand opening was a great success.



**Type of Organization:** Electrical Equipment Supplier  
**Goal of Promotion:** Holiday Gifts  
**Product Features:** TR2420 and SN567  
**Case History:** This 2-tier holiday gift program allowed the electrical equipment company to choose one gift for their employees (the Pick-up Truck) and one gift for their top clients (the gift tower). They supplied their distributor with both a direct-ship mailing list and holiday cards to be inserted into each gift at no charge. After the gifts were received, they received more "Thank You" cards than they did holiday cards!



**Type of Organization:** Construction Company  
**Goal of Promotion:** Job Fair  
**Product Features:** CL1302  
**Case History:** A large construction company attended a job fair at a local technical college. They brought our brownies and put bricks on the label with their company name and contact information, and included the message, "Join us in building the next masterpiece".



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