

Translucent Business Card Holders Differentiate the Brand and Help Green Team Cut Tradeshow Paper Use by 25 Percent for Virtual Access Control Provider, Salto Systems

- **Challenge:** Finding a green-friendly promotional product that says “We are a leading innovator in our space.”

The tradeshow is a prime setting for waste—think countless brochures and spec sheets; think undesirable trinkets that end up filed under “T” for trash. Yet that hasn’t stopped eco-friendly firms from exploring new ways to tap the power of the tradeshow while minimizing impact to the environment. Salto Systems is one such self-confessed green firm; the company provides innovative access-control technology through locks and swipe cards that exchange information during employee use, which keeps things simple for employees—who only want to open doors—while enabling the virtual management of thousands of doors and users at once. Today, Salto’s virtual access-control technology provides security for major hotels, universities, airports and other organizations in 60 countries.

The Salto team are tradeshow experts, attending numerous, worldwide events each year. In keeping with Salto’s green agenda and desire to be known as an innovator, Salto’s Marketing Manager Alexandra O’Brate thinks long and hard about the promotional products she uses. To balance the need to be innovative and green with her belief in the necessity of using promotional products at tradeshow, Alexandra strives to find unique products that rank high on the “that’s clever” meter, relate to Salto and its mission, nudge recipients toward greater eco-consciousness—and products people actually want to keep and use. Also high on her radar is a desire to market with innovative, paradigm-shifting promotional products unlike those used by Salto’s competitors: similar to how Salto Systems is innovating and changing the way in which access-control systems operate.

- **Solution:** Translucent business card holders stuffed with accordion brochures.

A search on the ePromos’ Web catalog led Alexandra to her latest product choice: the Translucent Business Card Holder, an eco-friendly, creative way to keep the Salto brand top-of-mind during and after a show. Made of TrenDlucent material, similar to polypropylene, the card holder is available in clear, frosty and various “fruity” translucent colors, including lemon, mango, blueberry and raspberry. Promotions Specialist Valerie Bogucharova walked Alexandra through the process, from placing the order to design through production and delivery.

- **Result:** “Cool” card holders differentiate the brand, cut tradeshow paper use by 25 percent.

Alexandra reports promotional and paper-saving success. On the paper-saving end, she inserted accordion, fold-out brochures into the business card holders; the front side featured an explanation of the Salto system, the back side installation details and a pointer to the Salto Web address. This smart move helped Alexandra cut the firm’s use of tradeshow paper 25 percent.

On the promotional end, booth visitors are invited to help themselves to the card holders and other promotional products after viewing a Salto presentation. Alexandra tells us that both she and gift recipients consider the cutting-edge card holders “cool.” Since the products succeeded in differentiating Salto, in giving voice to its green mindset and in marking the firm as an industry frontrunner, we have to agree with Alexandra: cool!



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