

Insurance Company Gives Awards and Recognition with the BIC Grip3 Pen

PRODUCT:	BIC® Grip3
CUSTOMER:	Insurance Company
OBJECTIVE:	Recognize employees for perfect attendance
CASE HISTORY CATEGORY:	Awards

OVERVIEW: An insurance company used the Grip3 pen as a tangible token of gratitude to recognize employees who achieved perfect attendance. The pen, decorated with a photofast emblem on the clip, was personalized with the employee's name on the barrel. The Grip3 served as a unique and affordable gift that appropriately commemorated employee achievement.

DISTRIBUTION: Management distributed the Grip3 to deserving employees for perfect attendance at the company's annual awards dinner.

OUTCOME: Recognizing employees for perfect attendance resulted in an annual increase in the number of consecutive-year and first-time honorees. Most employees who received the Grip3 keep the pen on their desks and use it proudly.

