

## *Leading Investment Firms Utilize Sheaffer Writing Instruments to Commemorate Merger*

<b>PRODUCT:</b>	<b>Sheaffer® Legacy®2 Roller Ball</b>
<b>CUSTOMER:</b>	<b>Financial Services and Investment Company</b>
<b>OBJECTIVE:</b>	<b>Commemorate the merger and act as a gift</b>
<b>CASE HISTORY CATEGORY:</b>	<b>Merger/Acquisition</b>

**OVERVIEW:** Two nationwide leading financial investment firms announced that they were merging at the beginning of the year and changing names. To celebrate the event, the financial companies turned to a local distributor for help. The distributor met with leaders from each company to learn about each company's characteristics. After determining that each company had a longstanding history of world-class quality, service and tradition, the distributor suggested using a high end Sheaffer Writing Instrument to sign the agreement and commemorate the merger. To promote the new company name, the distributor suggested a Prelude Roller Ball with a custom diestruck emblem of the new logo on the clip.

**DISTRIBUTION:** At the signing of the merger, the president of each company was presented with a personalized Sheaffer Legacy2 Roller Ball to sign the document. In addition, members of the boards of directors were given a leather portfolio and a personalized Sheaffer Prelude Roller Ball with a diestruck emblem on the clip.

**OUTCOME:** The event was a tremendous success with the principals of each company receiving a gift to remember the event.

