

Brighton Adjustable Tote

CASE STUDY

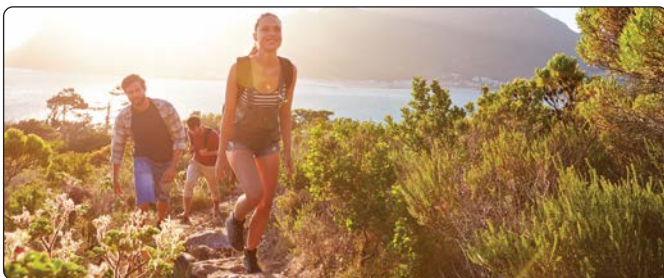
Item #: 1857

Vertical Market: Retail

Product Use: Gift with Purchase

Promotion:

As a part of a new store opening, a large outdoor retailer used the Brighton Adjustable Tote as a gift with qualifying purchase. The sturdy nature and modern appeal of the tote matched the company's branding as well as their customers' active lifestyle. Customers particularly loved the separate bottom compartment, perfect for storing shoes, towels, etc. The retailer chose to decorate that compartment with their company tagline, taking full advantage of both decoration locations for this promotion.



1855
Black



1856
Navy
Blue



1857
Deep
Forest
Green

Materials:

600D Polyester,
210D Dobby

Dimensions:

16"L 15.25"H 7.5"W

Minimum Qty: 25