

RINGR CASE STUDY

WITH



We were VERY happy with this product! Becky and her team at Robyn were able to source this for us at a desirable price point and deliver 200 upfront for an immediate need once the order was placed. Since we've been gifting this in the marketplace, we have had several of our customers ask how they could purchase this item for their business and people come looking for us at trade shows to get their hands on one of these. When ordering, I didn't even consider what the packaging would look like and I was thrilled when I saw the final product! So easy to distribute to our reps and for them to distribute to their customers"

Eric Granata
Robyn Promotions

OVERVIEW

Based in Oklahoma City but working for companies around the country, ROBYN has been in the promo industry for more than 25 years. From creative development to product sourcing, research, production, inventory, kitting, eCommerce and distribution, ROBYN has worked within a wide range of industries to create and manage their branded products.

STRATEGY

The fabric and decor giant, Fabricut, distributes swag to the public in many ways, and was looking for an item that could double as customer gifts and trade show giveaways. The VP of sales at Fabricut saw the Ringr and said "we have to have this". They planned to distribute the Ringrs to outside and residential sales reps, and at major market events they attended. Practical and perfect, this Ringr provides a small but effective way to increase brand awareness while also offering a tech-savvy tool for our customers.