



# car dealership

**P** PREVAGUARD™ products have an added layer of defense to protect the products against harmful microbes like bacteria, mold and mildew.

PrevaGuard™\* products contain an EPA registered antimicrobial agent that is molded directly into the structure of the product to guard it against stains, odors and deterioration for the item's entire useful lifetime.

## Case Study

**Client:** Car Dealership

**Purpose:** Sign and drive campaign

A car dealership mailed their customers a BIC® PrevaGuard™ Clic Stic® Pen (#CSANTI) and informative insert card promoting their sign and test drive event taking place. The pens were imprinted with the sign and drive hash tag, PrevaGuard™ and dealership logo. The informative insert card explained the cleaning and sanitization protocols for all their cars, the benefits of the PrevaGuard™ pen and asked customers to bring in that pen to sign for a free test drive.



AS SEEN IN RETAIL STORES



CSANTI | BIC® PrevaGuard™ Clic Stic® Pen  
As Low As: \$.67(A) | Min. 300

## Popular PrevaGuard™ products:



41168 | Koozie® PrevaGuard™  
britePix™ Can Cooler  
As Low As: \$1.03(C) | Min. 200



RSANTI | BIC® PrevaGuard™  
Round Stic® Pen  
As Low As: \$.52(A) | Min. 500



MPAB1A | BIC® PrevaGuard™  
Mouse Pad (7-1/2" x 8-1/2")  
As Low As: \$2.99(B) | Min. 100

**\*\* Use promo code 884 to order these products at low prices for a limited time.**

**Need FREE Specs or Virtuals? Email artwork to your Sales Rep today!**

Fast U.S. production turnaround times, with special large order pricing and capacity available now!

Individual cello-wrap available for RSANTI or CSANTI for \$0.05(G) per pen.

More PrevaGuard™ items

**Coming Soon!**

Check [bicgraphic.com](http://bicgraphic.com) for more details.

16151 PrevaGuard™ Grocery Tote  
16152 PrevaGuard™ Pouch  
16153 PrevaGuard™ Drawstring Backpack

56024 PrevaGuard™ Ion Stylus Pen  
56028 PrevaGuard™ Dart Pen PrevaGuard™  
Notebook with Ion Stylus

\* These products do not protect users or others from disease causing bacteria, viruses or germs.



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