

## 42900, 80-42900 & 42905, 80-42905 Blingyards

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**NEW!**



Break Away Clasp

80-42905  
 Blingyard With Retractable  
 Badge Holder

80-42900  
 Blingyard With Medallion



### ◀ Target Markets ▶

- Schools/Universities
- Cosmetic Companies
- Awareness Programs
- Tradeshows
- Retail Stores

### ◀ Selling Ideas ▶

- A nation-wide Breast Cancer Awareness Campaign, hosting walks and events in communities across the region, ordered the pink Blingyards with Medallions for their staff to wear to display their ID cards. The sparkly Blingyards made it easy for the crowd to identify the staff among all the other attendees at the event. The organization also considered purchasing more to sell at other fundraising events.
- The Blingyards with Retractable Badge Holders were sold in a university bookstore. The badge holders were imprinted with the college's logo and the students used them to hold their student ID cards and/or dorm keys. Having their cards and keys on a retractable badge holder was a time saver for the students when renting books at the library or gaining access to labs or their dorms.
- Representatives for a cosmetic company wear their ID cards on Blingyards with Medallions while canvassing for door to door sales. The flashy blingyards immediately spark up conversations, breaking the ice for the sales reps to introduce new products and push for a sale.