



12-Cup Electric Race Car Helmet Coffee Maker

Full custom wrapped race helmet housing an 8-12 cup carafe with 5-panel custom box.

Order: 3000 pieces

Production Time: 6-8 Weeks

** Successful promotion resulting in a repeat order for NGK Canada and NAPA Auto Parts.





CUSTOM 4' REMOTE CONTROL HELICOPTER

Worked with the NAPA Engine Council which included 13 aftermarket companies to launch their products to the NAPA Auto Care technicians. A custom box was designed to house the helicopter.

Order: 2500 pieces

Production Time: 6-8 Weeks

The order resulted in a kit program shipping to 52 NAPA Distribution Centers.





CUSTOM LUCITE ANIMATED SIGN

Brainstorm with NAPA Echlin to launch the new NAPA Engine Systems logo “KEEP YOUR ENGINE NAPA HAPPY”. The result was an animated sign with a red “sad engine” transitioning to the green “happy engine”. The order resulted in a kit program including USB pen cup, 2 dozen custom pens, countertop wrist rest and a coupon book.

Order: 2500 pieces

Production Time: 6-8 Weeks



CUSTOM ACRYLIC NGK SKULL ANIMATED SIGN

Ran a co-op program for NGK to be sent to all NAPA Auto Parts service centers – with every purchase of \$1500 worth of spark plugs, the store owner received an animated skull sign. The program ran a total of 6 weeks resulting in 1500 signs sold.

Order: 1500 pieces

Production Time: 6-8 Weeks



CUSTOM 12" ROUND NEON CLOCK
CUSTOM ACRYLIC NGK SKULL ANIMATED SIGN

Ran an ongoing go-op program for NGK to be sent to all NAPA Auto Parts service centers – with every purchase of \$1000 worth of spark plugs, the store owner received an NGK/NTK NAPA neon clock. The program ran a total of 6 months resulting in 10,000 clocks sold.

Order: 10,000 pieces

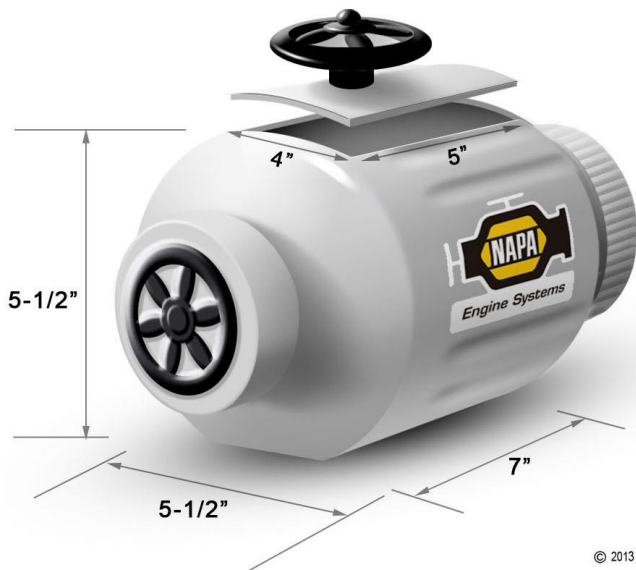
Production Time: 6-8 Weeks



GASKET BASKET PROMOTION
WITH CUSTOM GASKET BOTTLE OPENER



Napa Engine Cookie Jar -1



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OTHER UNIQUE IDEAS



3MM SENTRA

