



Custom Printed Products



Important Dates

Custom Printed Post-it® Notes provide billing reminders

Challenge

A public utility company launched a new online payment service but soon saw an increase in late payments. They realized that customers needed reminders of important billing and closure dates.

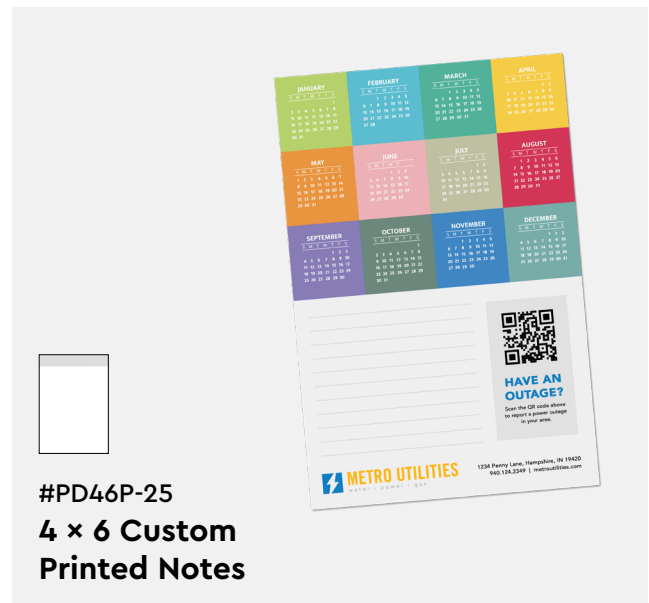
Solution

The company created Custom Printed Post-it® Notes that served as a useful promotional item and an effective communication device, all in one. The notes were printed in 25-sheet pads that provided a full-year calendar with payment due dates highlighted in color, along with the company's contact information. A QR code was added that could be used by customers in case of a power outage.

Results

The reminder notes provided by the utility company resulted in an increase in timely bill

payments by their customers. Highly visible and repositionable, the notes also gave customers a convenient communication tool for use in the home office or on the refrigerator door.



#PD46P-25
4 x 6 Custom Printed Notes

