

TEK EXPLORER



INDUSTRY: Real estate

END USER: Home buyers

OBJECTIVE: This realty company wanted an item to present as a thank you to new home buyers.

ITEMS: The Tek Explorer picnic blanket in gray and charcoal: The ideal blanket for quintessential summer fun. This picnic blanket is rugged and versatile, with a water-resistant, PVC-coated exterior in strong and durable rip stop, and a soft Kanata fleece interior. Complete with a rubber carry handle so it's perfectly practical and easy to transport.

RESULT: The client wanted an appropriate gift to present as a thank you to new homebuyers — something that would be useful for the customer. The company had used this blanket previously and, despite seeing other options, decided upon the same blanket based on its quality and appearance. The realty company chose this stylish picnic blanket to present as part of a luxurious gift package, which also included a safety flashlight, a 4-bottle wine tote and a couple of bottles of local Okanagan wine.

RESPONSE: The customer was thrilled with the product, a useful gift that worked as a wonderful contribution to the quality gift package and the perfect way to thank home buyers.