The variety of giveaways is endless!

Many companies issue giveaway items from time to time, these are always a semi useful item given in the hope that it will be seen and used regularly because it ALWAYS has the Company name clearly displayed.

In more recent times companies made test models to gauge sales potential; these would be reviewed by trial and error, questionnaire and panel discussion before any final tooling was produced. The following example of the Stanley Tools "Roller Ratchet" screwdriver shows a product that remained from early concept to final product true in function but a complete change in design by the time of product release. During the testing phase a small quantity was produced and market tested, the radical moulded pistol grip design was considered too advanced at the time and a conventional extruded straight handle was customer preferred.

From Concept design to final product

The objective always was to promote BRAND IMAGE if this was understood by the public it mattered little what product it was, sales would follow and the factory would remain profitable. Have you noticed that it is the Brand name of many old tool companies that continues to this day, it is not the tool, they change constantly?

Today's tool salesman is quite different, often only visiting wholesalers or checking stock on the major Hardware chain store shelves, seldom speaking with an end user of the company product! The call centre is now a way of life and the sale is made only over the phone or internet. The end user must be proficient in reading the instructions on the packaging, for this has now become today's salesperson.

References

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