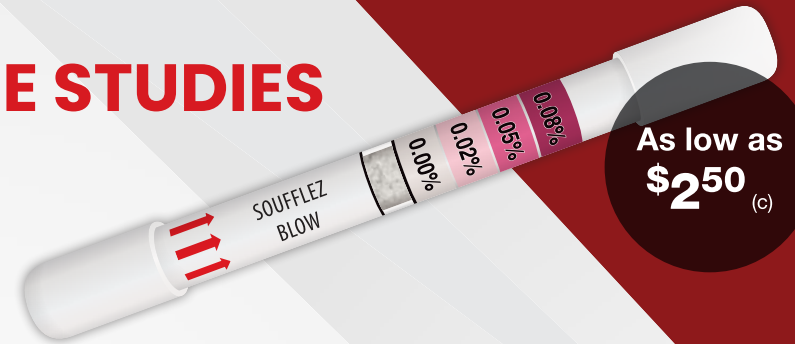


SINGLE USE BREATHALYZERS – CASE STUDIES

Success stories

Single use breathalyzers have been used in many promotional campaigns. We did over 3,000 different models so far. Here are some ideas for your customers.



A. CAR DEALERS AND MANUFACTURERS

1. Who is purchasing it?

Car dealerships, e.g. BMW.

2. How did the dealership distribute the breathalyzers?

- As give-aways during vehicle test-drives.
- 5 units placed in the glove compartment with every car purchase.
- As rewards for customers who choose to have their car serviced at the dealership instead of the local mechanic shop. Example: *"Do your Oil Change or Tire Rotation at our dealership and get a free breathalyzer."*
- As Promotional Incentives in advertising: *"Visit our dealership to get a free breathalyzer!"*



B. EVENTS

1. Who is purchasing it?

All those companies that organize events where alcohol is served, such as Christmas events, wine and cheese parties, gala dinners, corporate meetings, etc.

2. How was it distributed and its benefits?

- As give-aways placed beside each guest plate to raise awareness early in the event.
- People can test themselves before going home.
- A good way to convince a friend to take alternative transportation instead of driving.
- A good way to cover liability to organizer in case of an accident involving guests and alcohol consumption.



C. GOLF TOURNAMENTS

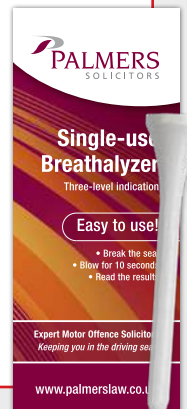
(called the **Alco Tee**, a tee for the first hole and a breathalyzer for the... 19th hole)

1. Who is purchasing it?

All golf tournament organizers.

2. How was it distributed and its benefits?

- Given away at the beginning of the day or with each guest plate.
- Customized message and logo provides a branding opportunity.
- A good way to cover liability to organizer in case of an accident involving guests and alcohol consumption.
- Surely more original than golf balls!



D. UNIVERSITIES AND COLLEGES

1. Who is purchasing it?

Student associations and schools.

2. How was it distributed and its benefits?

- At the beginning of school year as part of the welcome / orientation package.
- Given-away at each party.
- We want to ensure no accident happens involving students.
- Ethical and responsible that sends a positive message.



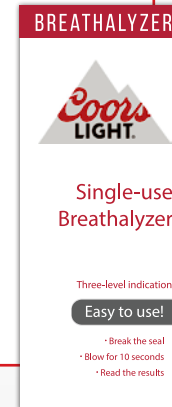
E. WINE, BEER AND FOOD INDUSTRY

1. Who is purchasing it?

Wineries and beer companies, e.g. Coors, and over 30 different wine companies.

2. How was it distributed?

- Complementary with the purchase of wine and beer.
- Wine companies place the breathalyzer around the bottle's neck as an added value.
- Sends the right message: "Consume responsibly".
- More innovative than glasses or car openers!
- Beer companies have doubled their sales with this promotion.



F. INSURANCE COMPANIES

1. Who is purchasing it?

Insurance companies, e.g. Prudential.

2. How was it distributed?

- At social events as a sponsorship opportunity.
- Complimentary with insurance renewal.
- Complementary with acquiring business insurance.
- Provides a responsible message and branding opportunity.



DON'T FORGET...

- The single use breathalyzers are certified and listed with the FDA (Food and drug administration) proving its accuracy.
- MADD Canada endorsed for over 4 years now.
- Easy to use and no need for calibration.

www.DUIprevention.org 866.657.5658

Think Twice
BETTER YOU KNOW, BEFORE YOU GO