

CHALLENGER QUILLOW

CASE STUDY



INDUSTRY: Safety and training

END USER: Employees, vendors, instructors, family

OBJECTIVE: The company wanted a useful gift that would be suitable to present to both men and women in all age groups for various occasions.

ITEMS: Challenger Quillow: The Challenger Quillow is a 2-in-1 lambswool blanket and pillow. Practical and easy to fold, this product doubles as a throw pillow or a soft lambswool blanket. Micro fur on one side reversed with super-soft faux lambswool on the other, the throw pillow unfolds into a warm, soft lambswool blanket.

RESULT: The gift was presented to employees, vendors, instructors and family members of all age groups, both male and female. The gift was presented as holiday gifts, birthday gifts and get-well-soon gifts, so the product had to be suitable for any occasion and loved by everyone.

RESPONSE: The company was thrilled with the product, the quality, and how their red and white logo stood out against the black background. The item was loved by everyone who received it — a wonderful and practical gift.