



QUARTER ZIP COLOR BLOCKED HEATHERED FLEECE

WOMEN'S 5014 & MEN'S 9014

CASE STUDY

MARKET: Insurance

PRODUCT USE: Gift

OPPORTUNITY: A large Insurance company in NY was looking for an employee gift for 2000 employees as a part of their Annuity Elite Program. The customer had identified a few styles from other brands but was concerned about the quality, so they came to Charles River to see if the company had similar designs.

SOLUTION: The insurance company was originally looking for a full zip fleece option, however when seeing all the options to choose from within the entire Charles River sweater fleece collection, they decided on the Color Block Sweater Fleece in Charcoal/Grey for Men (1500) and Light Grey/Navy for Women (500). They put both logos as well as Annual Elite on the item, to make it a special piece for the recipients. The response to the gift was great and the customer believes they'll get a lot of impressions because their employees we're excited to continue to wear them.