

INDUSTRY: EDUCATION

School Spirit



Gemline®

- AWARE™ Recycled Cotton Zippered Pouch -102035-101
- Sharpie® Fine Point - 100853-001



Case History

Challenge: To generate excitement for an upcoming college women's basketball season, a major university hosted a pre-game autograph session with the team. The first 2,000 fans received an item to be signed—something useful, memorable, and worth keeping as a lasting memento of the experience.

Solution: We didn't just recommend the autograph item—we completed the experience with the perfect pen, too. The Aware Recycled Cotton Zippered Pouch offered plenty of space for player signatures and served as a practical, everyday item for fans. To ensure a crisp, lasting autograph, we paired it with the Sharpie Fine Point marker.