

## CASE STUDY

# Safety Promotion



**END USER:** Walker Industries


**OBJECTIVE:** Provide a gift to wish employees a safe and happy holiday during a 2-week summer safety shutdown.

**THEME:** Don't Let your Summer Go Up in Flames!

**SOLUTION:** Each employees received a Test Tube of our World BBQ Rub along with the supporting Story Booklet that conveyed the message - Don't Let your Summer Go Up in Flames! Savour the Heat but Keep the Flames in the BBQ. Along with the eye catching visual we included content that provided tips on how to maintain your BBQ and BBQ safely, further reinforcing their safety initiatives. We were told it was their best summer safety handout to date!



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