



# 3M PROMOTIONAL MARKETS

## Enhancing the trade show experience

3M Promotional Markets is the exclusive printer of the one and only Post-it® Note. Representing such an iconic brand, they needed a more eye-catching, cost-effective way to showcase products at trade shows.

The Pouch House transformed 3M Promotional Markets' merchandising strategy with a variety of stand-up and lay-flat pouches. Flexible packaging printed in vivid color created a more professional appearance while The Pouch House's digital technology minimized the final cost.

CASE STUDY



“Thanks to The Pouch House’s *insights and guidance*, we have elevated our product presentations to a *professional standard* that distinguishes us from our competitors.

**ALISA NICKEL**  
Marketing Director, 3M Promotional Markets



PRODUCT INSIGHTS | MATERIAL SELECTION | PRINTING | POUCH CONVERSION