

ASP FACTS

PRODUCT: Executive Case



ADVANTAGE:

The covered metal clip of the Executive Case is aggressive, secure and shaped to fit a dress belt. The laminated body of the carrier incorporates elastic side wall construction. This compact case is easily attached when needed. It cushions and protects Tungsten® lights on the belt or when they are not in use.

SPECIFICATION:

- Laminated construction
- Elastic side walls
- Covered metal belt clip

PERFORMANCE:

Clip-on Executive Cases for one or two cell Tungsten lights provide protection and ready access. The cases allow lights to be carried lens up or lens down with or without their belt clip attached.

SALES STRATEGY:

Demonstrate the aggressive hold of the belt clip. Show how Tungsten lights can be carried in the Executive Case in a variety of positions.