

# Smilin' Mood Strap Dude

#44426

## Features:

- Stretches to fit most cell phone styles
- Changes color with the heat of your hands
- Conveniently holds ID cards, credit cards & cash

## Case Study:

A cell phone provider bought the Smilin' Mood Strap Dude as part of a launch for a new phone with an exceptional camera. Every sale included a free Strap Dude imprinted with the store name and the phrase "Smile for the camera!" Customers loved them and immediately began to transfer business cards and credit cards from their wallets and purses to secure them to the phone for easy access.

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