

CORPORATE COMMUNICATION

Keeping Dental Expertise Visible

INDUSTRY Dental instruments and equipment	APPLICATION Corporate Communication - Product Portfolio
PRODUCT Rubik's Pen Pot	DISTRIBUTION During meetings and trade shows
COUNTRY Israel	

THE CHALLENGE

Hu-Friedy supplies specialist instruments used by dental professionals. Its range covers tools for different clinical procedures, where product design, precision and professional confidence matter. For sales representatives meeting dentists and other dental professionals, the challenge was to make a broad technical portfolio memorable without turning every conversation into a detailed product catalogue. The company wanted to help its sales team showcase the quality and variety of its instruments while keeping its brand visible after meetings and trade shows.

THE SOLUTION

The campaign brought Hu-Friedy's dental instruments into an everyday desk object: a customised Rubik's Pen Pot. Its illustrated faces feature close-up images of dental instruments, alongside the Hu-Friedy identity and the line "How the best perform". Another face carries the contact details of a named representative, giving recipients a practical reference for follow-up. Given to clients and prospects during meetings and trade shows, the Pen Pot combined a visual reminder of the product range with a useful holder for pens and desk accessories.

WHY IT WORKED

The familiar Rubik's form attracts attention before recipients even study the artwork. Its distinctive, playful character encourages people to pick it up and turn it, bringing different instrument images into view. This creates more opportunities to notice the range than a conventional single-image giveaway. Just as importantly, the Pen Pot has a purpose after the event: sitting on a desk with stationery inside, it keeps Hu-Friedy's identity, instruments and representative's details readily visible. The association with the recognised Rubik's icon also makes the item stand out from ordinary promotional materials, without requiring recipients to engage with a technical presentation every time they see it.

THE RESULT

The customised Pen Pot became a practical reminder of Hu-Friedy's brand, instruments and sales contact, extending the value of meetings and trade shows. It helped Hu-Friedy's representatives to:

- Start conversations with a distinctive and recognisable object.
- Leave clients and prospects with a visual reminder of the breadth of dental instruments.
- Make follow-up easier by keeping a representative's contact details close at hand.
- Keep Hu-Friedy visible in the recipient's workspace after the initial conversation.



SHAPE

Rubik's Pen Pot