



Power Charge Battery Treatment works with the electrolytes in deep cycle batteries making it possible for them to take a full charge faster and maintain the charge longer. Our challenge was to get golf professionals at large country clubs to try Power Charge in the deep cycle batteries used in their electric golf carts. ■ Many other lesser treatment products had made the golf pros skeptical of any such claim. We created this self mailer with the small film strip to cut through the skepticism and make our claim credible. This campaign generated a 28% response rate and has the distinction of earning us our first Gold Echo Award from the Direct Marketing Association.

Power Charge Cart Rental Profits

