

TAT International

New Products, Old-Fashioned Service

by Jenifer Hunt



TAT International is a leading provider of inexpensive, painless, non-permanent body art. The Alto, Mich.-based manufacturer is best known for its temporary airbrush tattoo (TAT) systems and its commitment to salons' success with its MVP Money Net™ program. The company's new collection of 3D Body Art kits and Glitter Tattoo kits further taps the teenage market and are as easy to sell as they are to apply.

New Body Art Kits

TAT International has a proven track record of partnering with salons to increase ancillary sales. Its new Glitter Tattoo kits and 3D Body Art kits add excitement to its product lineup, which includes temporary airbrush tattoos. Glitter tattoos are easy to self-apply, and the kits contain everything needed for application including instructions, glitter, glue, self-adhesive stencils and brushes.

“Young girls are quite inventive with their Glitter Tattoo kits,” says Kirk Knapp, owner of TAT International. “There is more glitter and glue in the kit than needed, which allows them to create their own designs—and they do.”

The company's 3D Body Art kits contain everything required to create body art including glue, self-adhesive stencils, brushes and special glitter. The kits make it easy to create and apply temporary body designs including names, school logos, etc. Body art lasts more than one week and up to two weeks depending on how and where it is applied on the skin.

“The 3D Body Art kits also are very popular with teens and pre-teens; some of whom have body art parties,” Knapp says.

The teenagers and pre-teens are the major consumers of temporary body art—a fact not lost on salon owners who know teens also are an important market for the indoor tanning industry.

“Teenagers are the future of tanning and the principle market for glitter tattoo kits,” he says.

Having health-looking skin and expressing individuality is “in” with this age group and salons that offer glitter tattoo kits to tanners can increase revenue while attracting new customers.

Unlike airbrush tattoos, 3D Body Art kits and Glitter Tattoo kits are intended for home application and, therefore, do not require application training for salon staff.

MVP Money Net™ program

“The MVP Money Net directs those looking for our products to participating salons,” Knapp says. “By helping customers locate salons that provide our products, we can help introduce them to salons’ other products and services.”

Knapp developed the program to help customers benefit from its extensive online marketing and advertising campaigns through customer referrals. To ensure maximum online exposure and Web site traffic, the company invests heavily with major search engines to be linked with words and phrases relevant to temporary tattoos. Therefore, it’s no surprise that its Web site, www.tatstore.com consistently tops relevant online search results.

“A salon can spend tens of thousands of dollars and man hours trying to duplicate what we do through the MVP Money Net program,” he says. “Each business receives the full benefits of our advertising according to their location. It is the smartest, and possibly the most affordable way for salons to advertise.”

Always on the cutting edge of marketing and technology, the company recently launched a forum on its Web site for MVP Money Net customers. Knapp hopes the new feature will foster an online community and further communication and profit-sharing ideas.

“We want our forum to offer timely, accurate, profitable information for our customers,” he says.

Customer Service 24/7

In addition to providing exciting products and creating innovative marketing programs, the company believes in offering customer service 24 hours a day, 7 days a week.

“We have extended hours because our customers are our partners,” Knapp says. “Their losses and gains are our losses and gains, and we want to help them whenever they need assistance.”

TAT International customers can receive daily technical or operational support as late as 10 p.m. EST. Furthermore, Knapp provides his personal contact information and encourages customers to call for any reason they deem important, 24/7, 365 days of the year.