

COLLATERAL

Electronic collateral for a digital age

Cut your printing and postage costs by transitioning to electronic collateral on your web site. Reduce operating cost by reducing shipping and handling of marketing material.

For Example:

A typical annual full line product catalog mailing to a 10,000 name prospect list could cost \$18,000 for printing and another \$3,500 for postage. This doesn't include the cost for envelopes, mail house processing or creative design and production labor involved in developing the mailing. The cost also does not take into consideration the issue of new or discontinued products.

What costs are involved in launching new products or dealing with frustrated customers whose collateral is out-of-date?

Transitioning to electronic collateral would save your company much more than \$21,500 per year.

Digital Collateral

Along with your online catalog, you could feature a library of downloadable PDF files showcasing:

- corporate information
- individual product data sheets
- installation guides
- technical documentation
- RMA forms
- Other materials useful to your customers.

In today's changing environment everything needs to be available 24/7 and up-to-date.

- Product Catalogs
- Manuals & Guides
- Brochures
- Data Sheets
- Product Price Sheets and much more

Put an end to High-Printing and shipping costs.

Digital brochures are not designed to replace your existing collateral. They are designed to eliminate expenses associated with sending collateral.

A reduction in shipping and handling translates into an increase in profits.

Benefits of electronic collateral:

- Keep everything up-to-date.
- Available 24/7 online and worldwide.
- Easily sorted and organized.
- Quick editing removing or adding new content.
- Support staff freed up from processing requests.
- Less mail or fax transactions of information.
- Customers appreciate instant access to information.
- Valuable marketing information can be gained online.