

NOVAPLUS® Standard Procedure Trays

Grow your savings. Buy smart.

You + Savings

- Minimize waste – lower operating room costs
- Unmatched value through market best pricing
- Flexibility to customize without increased cost
- Top-selling trays offered by awarded suppliers

MARKET
BEST
PRICING

FIRM
PRICING
3 YEARS

CUSTOMIZE
PACK
CONTENTS



NOVAPLUS®
BETTER PRICES. BIGGER POSSIBILITIES.

The NOVAPLUS® difference

The detailed product messaging will flow into this part of the email page. Per the client's direction, this copy should clearly define the value proposition to the audience and compel them to choose NOVAPLUS® Standard Procedure Trays over buying from anyone else.

This text will also supply enough detail about the product(s) that readers will be able to make real determinations about the advantages of buying from Novation. Copy could be represented in a series of bullet points or in short, concise paragraphs. Either will keep the text from turning into a large, gray mass that seems formidable to read.

As well, any charts, graphs, or additional photos will be featured in the sidebar to the left. This segmentation layout approach will help compartmentalize the information and help steer the viewer to main points, aid in quick scanning of the page, and draw the reader in—encouraging them to want to know more.

It's a good thing I am not the copy writer. Even the tagline that accompanies the product title is a little trite. But, I have never claimed to possess that skill. My contribution is proffered in the form of eye candy, visual wrapping as it were. If this formatting is acceptable to the client, then we will carry it forward into the other two email pages....and for future product launches. The design can be altered in small, yet tangible ways to make the next series look and feel like they belong to the new NOVAPLUS® image, yet maintain enough differentiation to be noted by the audience that this is a new communication.

The sign-off line will be a powerful reiteration of the text shown above. Once again, it will be clean and concise...but packed with the value offer. If the viewer reads only this line and the various call out text elements, they will understand who is making this offer and why they should act upon it.

ABOUT YOUR SUBSCRIPTION

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