New Product Launch – Reagent Line Extension



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	Karaoke Party Picate pon Constance Televila on Muy 21% from 7.00-11:00 pm at the Patiody Head
17	(Olevsk Bahros) Cocktaih + Danner + Entertainment + Dancing + Prites
This year's customer appreciation party will begin and end on a positive note. organorteknika	ADMIT O Rest Rey at 6 False
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Campaign Included:

- Promotional giveaways
 - BacT/Buddies
 - Key chain with product descriptions and photos
- Multiple customer mailings with status updates and ordering information etc
- Direct Mail invitation to launch celebration
 - Flat version for most customers
 - 3D version for select target customers
- Tradeshow booth attire (shirts, ties, scarves)
- Product sales brochure
- Product launch book for sales representatives

Acknowledgement: Campaign was created by Louise and Jo Ann while they were employees of Organon Teknika