



## **SALES KITS DRIVE REVENUE.**

Zimmer, Inc., a world-leader in orthopedics, developed a line of new products targeted to revision hip arthroplasty. Traditionally, new product information was sent piece-meal to the sales forces, who had to devise their own in-field delivery system. This NPI was so important for the success of the product line that special communication tools were required. We designed and sourced this custom polypropylene collateral box that contained divider tabs for surgical techniques, sales brochures, X-Ray templates and technical white papers. CD/Roms contained videos of live surgeries to demonstrate the unique features of the new product line. The new product launch tools were so successful that all future new product introductions incorporated a sales toolbox.

*So, next time you're looking for a creative promotion to support your marketing or brand strategy, give us a call. We have the creative horsepower and innovative products that are sure to meet your needs.*

**Creative Marketing Services, Inc.**

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