



SALES AND SERVICES LEAFLETS

Company Profile:

Hadley Healthcare Ltd – A computer systems company selling solutions to retail Pharmacies

Problem Solving Profile:

Hadley Healthcare keeps it's name in front of thousands of prospects by designing, printing and mailing out a flow of attractive and informative leaflets about the range of products and services that Hadley offers.

Solution to Problem:

➤ *Design:* One of our best designers, Julie Thomas, had worked on Hadley's account for some years and built a strong understanding of the company's ethos and brand. Julie was able to create a string of promotional leaflets, many of them mailers, that hit to the heart of the problems that pharmacies face and how Hadley provided the solutions.

➤ These documents were of eye catching design, were often of unusual sizes and incorporated a section that invited an easy response.

➤ Jasprint printed the leaflets and organised the mailing-out where required.



Benefits are:

- A skilled designer achieves that extra impact that organisations need to overshadow their opposition
- Jasprint handled all the work from creative design through printing to mailing out
- Mailing out services included fulfilment and the winning of PPI postage discounts
- Fast turn-round within 7 days for ex-brochure designs.