

Carestream NDT

INDUSTREX Eco-Friendly Chemicals Distributor Marketing Toolkit



INDUSTREX DX Developer
INDUSTREX FX Fixer

Carestream NDT and you.
We're better together.



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ABOUT THIS DOCUMENT

Carestream NDT is committed to providing distributors the marketing support and tools they need to increase sales. With this Marketing Toolkit, you'll find all of the personalized elements you need to effectively promote our new Eco-Friendly Chemicals, INDUSTREX DX Developer and INDUSTREX FX Fixer, including logos, photography, a brochure PDF, e-blast campaigns, social media and website content. We want to help you energize your INDUSTREX Film Chemicals sales this year. And we're committed to providing new products and tools you need for maximum success.

Carestream Eco-Friendly Chemicals Take Human and Environmental Protection to the Next Level

Working hard in tough conditions, NDT personnel test a wide variety of materials in order to find defects that could compromise human health and environmental safety. Along with them, Carestream NDT is always striving to keep the world a safer place through our outstanding commitment to product innovation. Because of this, we have developed and added new environmentally-friendly INDUSTREX DX Developer and INDUSTREX FX Fixer processor chemicals to our line of INDUSTREX products that are specially formulated to deliver optimal results with all Carestream NDT film products.

Helping You Meet Your Customer Challenges Together

Carestream approaches the NDT market using a consultative, solutions-based approach derived from listening to your customers' challenges and helping them increase productivity and profitability with the right combination of products.

We are committed to building supportive and interactive relationships with you and your end-users, using valuable insights to create better products and services.

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LOGOS AND IMAGES



Using consistent, high-quality graphics and photography in your marketing materials reinforces your customers' perceptions about you and the products you sell.

We're supplying you with logos and images for use across all marketing materials. Images are supplied in high resolution for print, and in low resolution for use on the Web. **We have 100's of images and marketing materials specific to NDT, contact us for any special requests.**

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WEBSITE CONTENT



Your website is often the first place end users will go to see if you have the products they need. Make sure it's looking good and offers the most comprehensive purchasing decision information.

A Word document is supplied with this kit that includes product details you can incorporate into your website.

We've also included product promotion artwork and layered Photoshop files for creating custom headers or artwork for adding an Eco-Chemicals product page or category on your site.

✔ Use the promotional images and content supplied to update your website.



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BROCHURE



When we work together to promote products, you stand to gain more sales. Be sure to use these materials to create more awareness among your customers.

The brochure PDF provided should be added to your website as a download. You can also order printed sales aids through your sales representative.

✓ Post the PDF file provided on your website.



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E-BLAST TEMPLATE & CONTENT



Sending a series of e-blasts to your customers in a predetermined time-frame will help to keep your company top-of-mind when they need products.

As part of the Carestream NDT 2020 advertising schedule, we're deploying a series of e-blasts to NDT professionals that have opted-in to receive our messages.

We're providing you with the assets used in our e-blasts to use with your name and contact information.



E-blasts are easy! There are a number of on-line services that you can create and populate e-blasts using a simple graphical interface! Or hire an agency!

Carestream NDT

NEW ECO-FRIENDLY INDUSTREX DX DEVELOPER AND FX FIXER CHEMICALS!

REACH A HIGHER STANDARD TO PROTECT PEOPLE AND THE ENVIRONMENT.

Carestream NDT is always striving to keep the world a safer place through our outstanding commitment to product innovation. Because of this, we have developed and added new environmentally-friendly developer and fixer processor chemicals to our line of INDUSTREX products that are specially formulated to deliver optimal results with all Carestream NDT film products.

[Learn More!](#)

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HOW A TYPICAL E-BLAST WORKS



Create a landing page on your website linked from the e-blast and encourage them to provide their info for a representative to contact them for a demo.



Send an e-blast teasing this crucial new improvement in DR technology **and include a link on it to the website landing page.**



- Act on the results:**
- Contact the leads that submitted forms.
 - Write a tailored personal follow-up email within 3 days to the people that opened the e-mail but did not go to the landing page.

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LANDING PAGE TEMPLATE & CONTENT



Carestream NDT is actively promoting the new Eco-Chemicals through e-blast campaigns with this landing page.

You can use this example landing page for content to create your own branded landing page by using the website header artwork supplied in this toolkit.

Carestream NON DESTRUCTIVE TESTING

New Eco-Friendly Processing Chemicals
INDUSTREX DX Developer and INDUSTREX FX Fixer

Introducing INDUSTREX DX Developer and FX Fixer: A Higher Standard to Protect People and the Environment.

Carestream NDT is always striving to keep the world a safer place through our commitment to product innovation. We have developed and added new environmentally-friendly developer and fixer processor chemicals to our line of INDUSTREX products that are specially formulated to deliver optimal results with all Carestream NDT film products.

Fully compliant with REACH, our new hydroquinone-free developer and borate-free fixer produce excellent results while minimizing the impact on the user and environment.

- Optimized for use with Carestream NDT film processors to deliver outstanding performance.
- Suitable for use with all NDT film processing systems.
- Odor-free processing chemicals, pleasant to use without an undesired odor.
- Both chemicals can be used for manual or automatic processing.
- Highly concentrated solution in two 5 Liter containers makes 40 Liters of solution, minimizing packaging waste.
- Developer works with Ascorbic Acid (Vitamin C) instead of Hydroquinone.
- Less Cleaning effort for silver deposits.
- The polyethylene containers and cardboard packaging are both fully recyclable.
- Shelf life of 24 months, the same as regular INDUSTREX chemicals.
- Processed film life expectancy is unaffected, to ensure secure archiving.

Yes, I want to know more about the new INDUSTREX Eco-Friendly Chemicals and would like to receive future information from Carestream via email.

First Name

Last Name

Business Email

Company

Title

Phone Number

Country

State/Region

City

Zip/Postal Code

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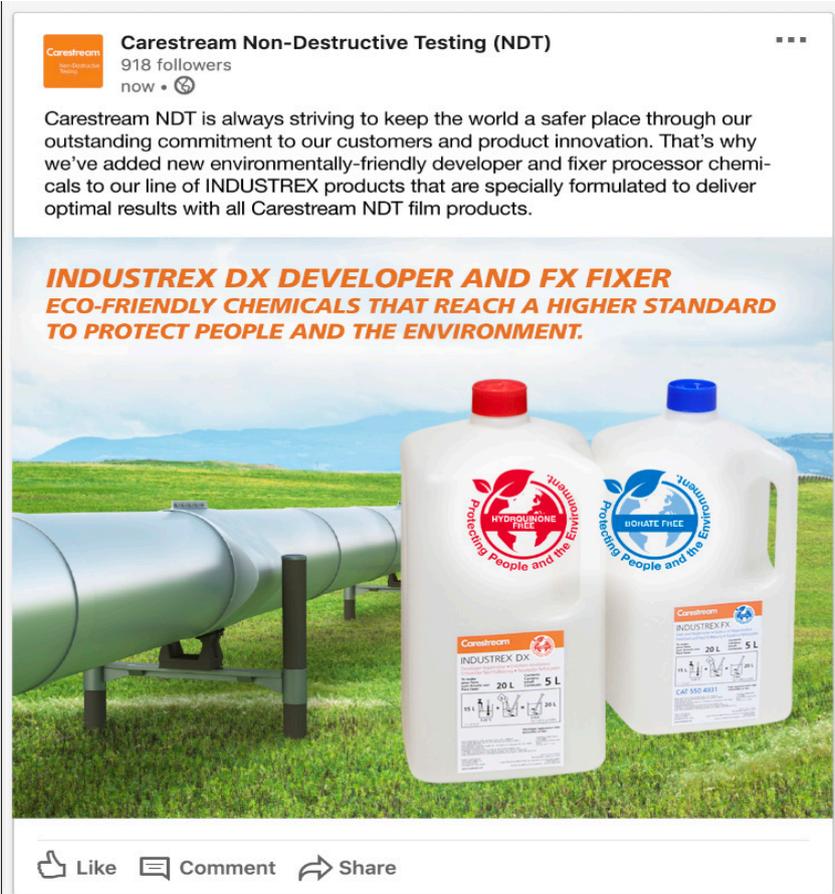
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SOCIAL MEDIA SUPPORT



Most of your target audience is using social media to find industry-related news and education. Be proactive and find buyers where they prefer to hang out, rather than hoping they somehow find you.

Today it's essential to integrate social media into your marketing activities. We've created a social media post and artwork for you to use in your LinkedIn, Facebook, Instagram accounts.



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At Carestream NDT we've worked closely with our distributors and end users for valuable insight on product improvements. We're committed to building supportive relationships with our distributors and customers to foster a prosperous future for all.

At Carestream NDT, we don't just make products, we listen to your needs with a solutions-based approach to meet your challenges. You can always count on us for the right combination of digital or film products to increase your productivity and profitability.

We offer real value, because we value our relationships with you.

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If you have any questions on how you can improve your Carestream NDT product marketing or special requests for marketing assistance please contact us. Our goal is to provide you with all of the tools and support necessary for improved sales and success.

CONTACT INFORMATION:

Insert NDT Regional Sales Manager