



GETTING THE ATTENTION OF SURGEONS.

How do you stop a orthopedic surgeon in his tracks long enough to consider your sales proposition? Zimmer, Inc., the world leader in joint replacement products needed to do just that with its new line of Ultra High Weight Molecular Polyethylene bearing surfaces. We created this nifty 3D New Product Introduction that incorporated an imprinted magnifying glass to encourage orthopedic surgeons to, "Take A Closer Look." Under the tray insert lies a spiral bound sales manual that explains the advantages of the new product - in medical vernacular. The NPI kits were highly targeted and hand delivered by Zimmer sales associates directly to the surgeon. Studies show that 3D packaging far out performs traditional flat mailers.

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.

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