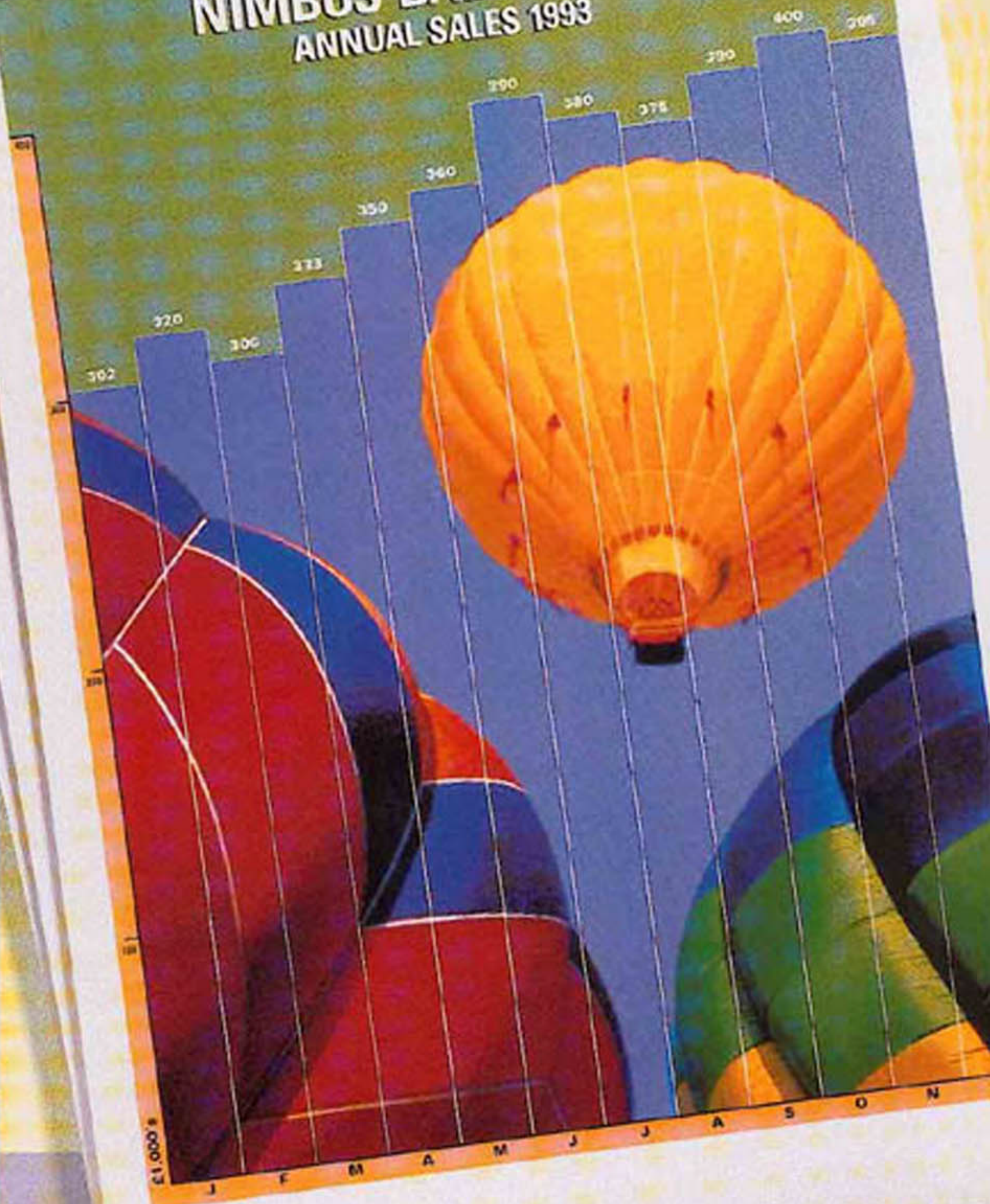




HEWLETT  
PACKARD

Promoting HP special paper  
and film. Everything you need  
to make your sales take off.

# NIMBUS BALLOON Co ANNUAL SALES 1993



Co-op advertising  
materials to  
help you sell  
Hewlett-Packard  
printer media.



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# HP Printer Media. Sample Direct Mail Letter.

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*Printed below is a sample of the type of letter you can send out to generate sales of HP special paper and transparency film. Alongside of the letter, there are some additional suggestions for you to consider.*

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## DEALER LOGO

Prospect's Name  
Job title  
Company  
Address  
Date

Dear [Name of Prospect]:

If you use an HP inkjet or HP LaserJet printer, you already know that one of the many benefits it offers is the power to communicate your ideas with impact. The sharp resolution, smooth tones and vibrant colours an HP printer can produce are especially valuable when you want to make a lasting impression with a proposal or presentation.

On those important occasions when you only have one chance to make a first impression, rely on HP special paper and transparency film to deliver your message as professionally as possible.

Even if your HP printer was designed to give you excellent results with plain paper, using HP paper and film ensures that your text will look as crisp, and your colours as brilliant as they can possibly be. So your charts, graphs, scanned-in illustrations and photographs, backgrounds and company logos are printed with an extra dimension of quality that shows on every page.

### Part of HP's Complete Printing Solution.

HP paper and film are specifically designed to work together with HP printers, printer drivers, and HP toner and inkjet cartridges. So instead of paper jams, melting transparency film and misprints, you get optimal performance and productivity.

Special coatings on HP paper and film ensure precise toner and ink placement from HP cartridges. These coatings bond quickly to HP inks to give brighter and more vibrant colours, sharper definition, superior area fill, reduced drying time and less fading. They also guard against bleeding and paper curl.

*[Note: Dealers, if you have a special offer or promotional event, refer to it here.]*

Please refer to the enclosed flyer for more details about specific HP paper and transparency film products, as well as printer compatibility information. To find out more about how HP paper and film can help you get the most out of your HP printers, please complete and return the enclosed reply card.

Yours sincerely,

Reseller Manager or Sales Representative

*P.S. [If you have special offers or promotional events, refer to them again here]*

- Don't overlook the vast range of prospects for HP media products – virtually every company and public or private institution with any HP LaserJet or inkjet printer. See the compatibility information in the direct mail flyer for the complete list of compatible printers.
- You will get your best response from a direct mail package that includes a cover letter, an additional direct mail piece and a response card. Examples of each are included in this kit.
- Print the letter on your company letterhead and have it signed by yourself or the sales representative who will be following up the lead. If possible, use colour within the letter, for example, in your letterhead, artwork or signature to demonstrate the appeal of colour.
- Consider incorporating a special, limited-time offer, such as free HP media print samples or free sample packs. You could also organise a special evening promotion and send out colourful invitations printed on HP media.



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# HP Printer Media. Ad Kit.

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*Use the materials on this page to either: 1) clip out and build your own ads; or 2) use as a guide to develop your own advertising materials.*

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## **Suggested headlines:**

- 1. To get the most out of your HP printer, put HP film and paper into it.**
- 2. When your work has to speak for itself, say it on HP special paper and film.**
- 3. Show your true colours with HP special paper and film.**

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## **Suggested visuals:**

*Photography of print samples and/or product boxes (see photo sheet).*

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## **Key copy points:**

- HP special paper and transparency film deliver the best output quality you can get from your HP inkjet and HP LaserJet printer. While your HP printer may be designed to give you excellent results with plain paper, HP special paper and film will help you make a greater impact in important presentations and documents. Use it when you want the best colour clarity, vibrancy, contrast, and accuracy or superior text quality.
  - HP paper and film are engineered to work together with HP printers, printer drivers, and HP toner and inkjet cartridges as part of HP's "Complete Printing Solution."
  - Special coatings on HP paper and transparency film result in the most precise toner and ink placement from HP print cartridges. With inkjet printing, these coatings quickly bond to patented HP inks. The result is brighter, more vibrant colours, superior area fill, no bleeding or paper curl, reduced drying time and fading.
  - HP compatibility ensures optimal printer performance and productivity. Because HP paper and film are designed for your HP printer, you avoid such problems as paper jams, melting transparency film and misprints.
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