

Reproducing new product sales



Initial product orders exceeded the clients goals and pets everywhere are benefiting from this advance in veterinary care.

Have You Heard?
Exciting things are happening again, and again, and again, and again at Heska's booth #1425.

Hop on by, experience a hands-on demo and take home a little something for your time.

HESKA
www.heska.com

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If they're not reproducible, you might as well pull CBC results out of your... **...hat.**

The New HESKA® CBC-Diff™ Veterinary Hematology System —results that reproduce, again and again and again.

The new HESKA® CBC-Diff™ System reflects your commitment to quality care. Our advanced technology includes accurate, reproducible results test after test. Other systems can give inaccurate results that may not reproduce. Don't let your patients "pull the facts."

FACT: Studies prove you can trust the HESKA® CBC-Diff™ System's 3-part differential results with cytoplasm and recommendations. And, despite complex, unbalanced cases, accurate 3-part diff results require no separation of a blood smear on a slide.

FACT: Key email alerts also remind you the accurate results the HESKA® CBC-Diff™ System delivers with True20™ Sampling, the ability to test with only 20 µL minimum blood draw. Some other systems require as much as 2-3 mL to properly fill an EDTA tube.

FACT: With the HESKA® CBC-Diff™ System, your cost per CBC is about \$2.00. Most other systems cost over \$4.00 per CBC. This means the HESKA® CBC-Diff™ System provides a higher return on your investment.

FACT: Our cyanide-free, environmentally friendly reagents are easy to dispose—some other reagents pose environmental risks and disposal problems.

FACT: Heska's automated support program includes a commitment to nationwide technical support 24 hours a day, seven days a week and a two-year warranty. Heska stands behind the HESKA® CBC-Diff™ System—and all our products—100%.

FACT: The HESKA® CBC-Diff™ System is the fastest in-clinic veterinary hematology system. You get results in less than a minute—others can take over 30 minutes.

NEW, advanced technology makes the HESKA® CBC-Diff™ System the clear choice.

For more information, contact one of Heska's authorized distributors, or call Heska directly at 1-800-GO HESKA (1-800-664-3752).

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CBC-Diff™ and True20™ are trademarks and HESKA is a registered trademark of Heska Corporation.

Exciting things are happening again, and again, and again, and again at Heska!

Introducing **The New HESKA® CBC-Diff™ Veterinary Hematology System.**

HESKA

The New HESKA® CBC-Diff™ Veterinary Hematology System —results as reproducible as rabbits.

Studies prove the HESKA® CBC-Diff™ system is more accurate and reproducible than other in-clinic hematology systems.*

Get accurate results with the True20™ sampling feature, requiring only a 20 µL minimum blood draw.

At just three tests per day, the cost per CBC is about \$2.00. Most other systems cost over \$4.00 per CBC.

Cyanide free, environmentally friendly reagents are easy to dispose.

Fast results are available in less than a minute.

Heska's support program includes a commitment to nationwide, 24/7 technical support and a two-year warranty.

For more information, contact one of Heska's authorized distributors, or call Heska directly at 1-800-GO HESKA (1-800-664-3752).

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Company | Heska Corporation

The Goal

Heska Corporation sought to launch a new hematology system to the veterinary market. Conditions were less than perfect: The in-clinic diagnostic market was crowded and the launch had to take place within 45 days of notifying us.

The Execution

We designed a multi-faceted, integrated program and launched it at a national tradeshow. First, a series of oversized teaser postcards was sent to veterinarians inviting them to the Heska booth. At the conference, a press event and product unveiling were complemented by a comprehensive product brochure, booth giveaways and a live, roaming Heska product mascot (the Bunny). Spread print ads and press releases also enhanced the campaign.

The Results

Initial product orders exceeded the client's goals and pets everywhere are benefiting from this advance in veterinary care. Heska continues to describe this campaign as the "best product launch in the company's history."