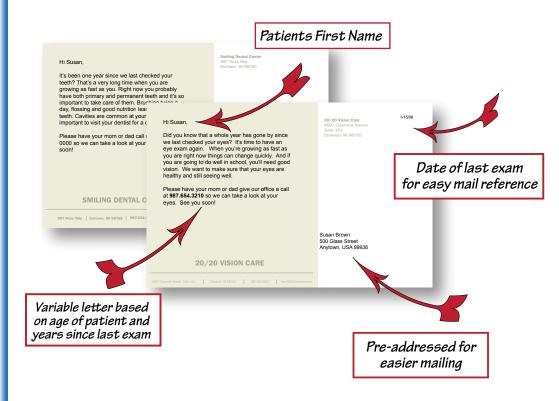




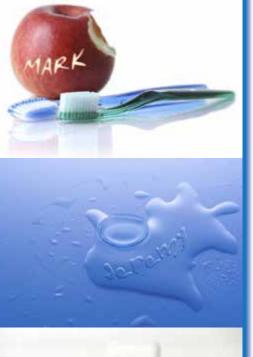
Dental & Optometry

Is your doctor using a stock recall card or standardized letter to send to their patients? Our recall card program can help them improve response rates by using unique personalized variable data.



Our award winning recall program incorporates a highly personalized graphic on one side and a versioned message which is based on the age of the patient and how long it has been since their last visit. Since the message is based on the age of the patient, relevant information is given in the recall card. And the graphics which are used are more relevant to the age of the patient, creating a better response.

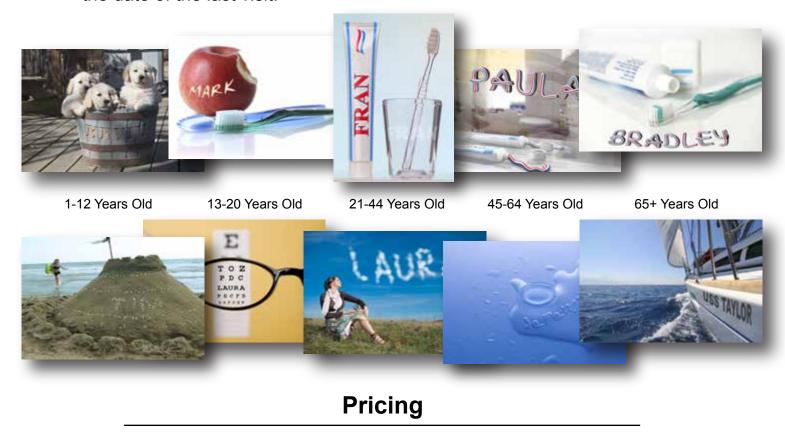
This simple card is printed 4/2 on 100# gloss cover and UV coated on one side. The cards can be printed and shipped to the doctor to mail, or Printco can provide the mail service. The patients last visit date can be printed on the card for easy mailing reference.



BRADI

Standard Package includes:

- ✓ 5 personalized pictures shown below for specific age groups.
- ✓ Backprint featuring 20 letters which are specific to the age of the patient and the date of the last visit.



<250 250 500 1000 \$187.50/Lot \$.65/ea \$.60/ea \$.50/ea

Set up Fee - \$35.00. First order only

Deluxe Package includes:

- ✓ Any personalized image for our library. Visit www.emotional-expressions.com and click on the link 'See Some of Our Personalized Examples'.
- ✓ Your choice of age groups.
- Custom wording for each letter.

Pricing

<250 250 500 1000 \$212.50/Lot \$.75/ea \$.70/ea \$.55/ea

Set up Fee - \$105.00. First order only. Change Fee - \$12.50 ea