



Private Label Guide

Creating custom, private label hearing aid batteries & retail displays for your practice has never been easier.



For more info call: 1 (800)468-2782 ext. 203

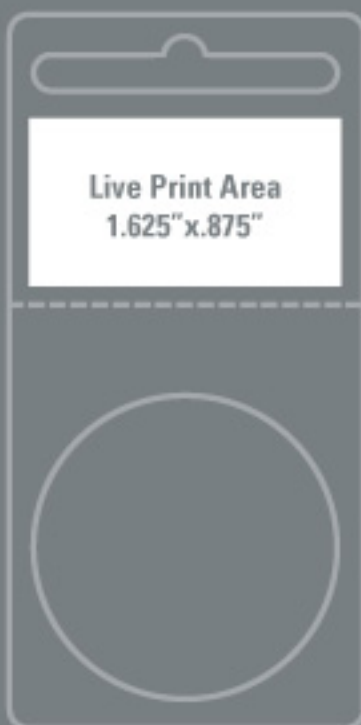
power one customer service available Mon.- Fri. 9:00 AM- 5:30 PM EST

Introducing the power one Private Label Program.

Now you can extend your "brand" by offering premium quality power one hearing aid batteries featuring the name of your practice right on the package. Private label batteries from power one offer a great way to boost revenues, provide the finest batteries available and send customers home with a lasting message from your office. Use the name of your practice, logo, locations, phone number, or any other short message, and have it appear on the package.

This complete marketing program includes a premium, Lucite retail display customized for your practice. Choose from 12 different package designs and three different retail display designs.

Simply choose a design for your package and display, choose a color from our four available ink colors, send us your text and/or logo art, and we'll do the rest. The entire process is done by email, so it's fast and easy!



Package shown is actual size.

For best results, the recommended minimum type size is 12 points. Logo size .5 to .75 inches in height.

Send us a sketch and we can make it work for you... usually without too much modification.

Step 1.

For your personalized battery packages, choose one design you like from the 12 examples shown on the chart. Provide the requested information. You may choose one of the four logo styles, no logo, or supply your own logo*. Type and logo must print the same color. For retail display choose from the 4 available designs.

Step 2.

Choose one ink color (for both package and display) from the 4 color choices shown on the chart.

Step 3.

Using the attached order form, send us the text and/or logo you wish to use. You can use the name of your practice, phone number(s), address, slogan, etc. We will size the information for you. You may include a line art logo with your order form*.

*Logo must be a Photoshop (.eps) or Adobe Illustrator (.ai) file. Sorry, we can not use images embedded in Word files, Powerpoint files, .pdf files, etc.

Step 4.

We will set up the artwork to the best of our ability and send you a color proof of your design for your approval. Simply send us your approval or indicate your edits by email. We will send a new proof (if required) after making the necessary changes.

We will make every effort to accommodate your wishes regarding text, logos, etc., but we reserve the right to alter the design in any way that improves the final result. We recommend that all type is 1/8" high (12pt) or larger.

Printing will not begin until we receive written (email) approval of the package and display design.

GUIDELINES



Colors & logo

You can choose one of the following four colors for your text and logo. Battery cards and retail display are printed in one color only; cards and display must print the same color. Logos available in four styles.

PMS Black

PMS 287 Blue

PMS 1797 Red

PMS 356 Green



Power one Private Label Retail Display

The power one retail display is a premium 6-post, Plexiglass unit that is personalized for your practice. Follow the simple instructions and you will benefit from a handsome, and convenient counter display for marketing your private label batteries.



Live Print Area
7.125"x2" (less radius corners)

Step 1.

For your personalized display choose one design you like from the 3 examples shown. You may choose any of the available font styles, one of the four logo styles, no logo, or supply your own logo*. Type and logo must print the same color.

Step 2.

Choose one ink color (for both package and display) from the color chart.

Step 3.

Using the attached order form, send us the text and/or logo you wish to use. You can use the name of your practice, phone number(s), address, slogan, etc. We will size the information for you. You may include a line art logo with your order form*.



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