

# 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.

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 impedance technology delivers accurate, reproducible results that are not an expense. Don't let people about "Bunny" into the facts.

**FACT:** Studies prove you can trust the HESKA® CBC-Diff™ System's 3-part differential results with accuracy and reproducibility.\*

And, unlike competitive, cyanide-based, azide-stabilized systems, HESKA® CBC-Diff™ results require no exposure of a blood smear to a slide.

**FACT:** Every small animal adds benefit from the accurate results the HESKA® CBC-Diff™ System achieves with True20™ sampling, the ability to test with only a 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, you can get CBC at home for just \$2.00 per dog, or about \$1.00 from 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—removes other reagents pose environmental risks and disposal problems.

**FACT:** Heska's unmatched 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 to 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 1-800-664-3752, (303) 464-3752.

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

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

**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 (1-800-464-3752).

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**Company | Heska Corporation**

**Challenge**

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.

**Solution**

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.

**Results**

Initial product orders exceeded the client's goals. Heska continues to describe this campaign as the "best product launch in the company's history."



**Advancing your position.**  
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