



Using the Milagon Direct Mail and Email Kit

Background

We've prepared two one-page flyers that you can customize to market directly to your customers, either through direct mail or email. There are customized flyers for the Matting and Chairs.



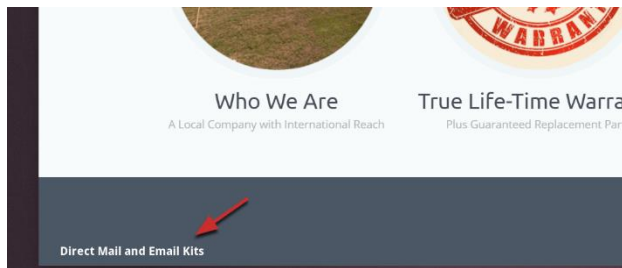
Matting



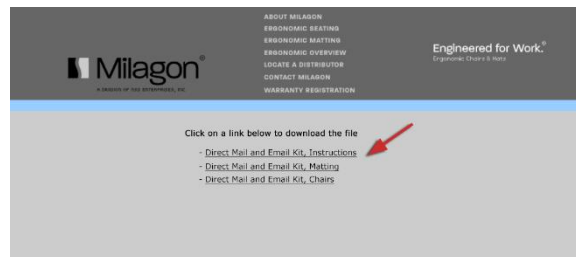
Chairs

Step 1. Download the Flyers from Milagon.com

You can download the editable Microsoft Word documents from the download page at Milagon.com.



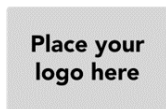
Scroll to the bottom of Milagon.com and click the "Direct Mail and Email Kits" link.



Click on the links to download the Word Documents.



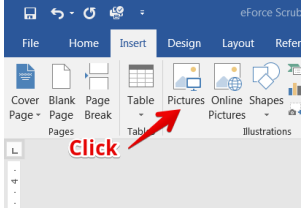



Step 2. Customize Your Flyers

Each flyer has a placeholder for your logo and your contact information. Update those areas and the flyer is ready to use.

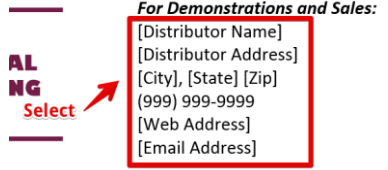





For Demonstrations and Sales:
[Distributor Name]
[Distributor Address]
[City], [State] [Zip]
(999) 999-9999
[Web Address]
[Email Address]

Step 2a. Insert your logo

Step	Task	Illustration
1	Click on the placeholder logo image.	<p>Milagon mats are covered by an extraordinary 10-year warranty that will let you buy with confidence.</p>  <p>For Dem [Distribu [Distribu [City], [S (999) 99 [Web Ad [Email A</p>
2	Press “Delete” to delete the placeholder logo image.	<p>Milagon mats are covered by an extraordinary 10-year warranty that will let you buy with confidence.</p>  <p>For Di [Distri [Distri [City], (999) [Web [Emai</p>
3	Click on the “Insert” menu and click on “Pictures”.	 <p>Click</p>
4	Locate your logo on your computer and insert it into the Word document.	 <p>Click 1</p> <p>Click 2</p> <p>For Demonstrations and Watch a video</p>
5	Depending on the size of your logo, you might have to resize the image. Click on the image and use the handles to resize the logo.	 <p>For Dem [Distrib [Distrib [C...], [I (999) 9 [Web A [Email</p> <p>Resize Logo</p> <p>Milagon 3115 Frenchmens Road, To</p>
6	Once you’ve resized the logo, the document should be one page and look something like this.	<p>Milagon mats are covered by an extraordinary 10-year warranty that will let you buy with confidence.</p>  <p>For Dem [Distri [Distri [City], [I (999) 9 [Web [Emai</p>

Step 2b. Update your contact information

Step	Task	Illustration
1	Select the placeholder text in the contact information area.	 <p>For Demonstrations and Sales: [Distributor Name] [Distributor Address] [City], [State] [Zip] (999) 999-9999 [Web Address] [Email Address]</p>
2	Press “Delete” to clear the placeholder text.	 <p>For Demonstrations and Sales:</p> <p>Frenchmens Road, Toledo OH 43607 www.milagon.com</p>
3	Enter your own contact information. If you need more space, you can move the border on the right to make the area larger.	 <p>For Demonstrations and Sales: My Material Handling Supply 1234 Washington Street Wichita, KS 67052 (321) 555-1212 www.mymathandingsupply.com info@mymathandingsupply.com</p> <p>Frenchmens Road, Toledo OH 43607 www.milagon.com</p>
4	When complete, the document should be one page and will look something like this.	 <p>Milagon mats are covered by an extraordinary 10-year warranty that will let you buy with confidence.</p> <p>MY MATERIAL HANDLING SUPPLY</p> <p>For Demonstrations and Sales: My Material Handling Supply 1234 Washington Street Wichita, KS 67052 (321) 555-1212 www.mymathandingsupply.com info@mymathandingsupply.com</p> <p>Milagon 3115 Frenchmens Road, Toledo OH 43607 www.milagon.com</p>

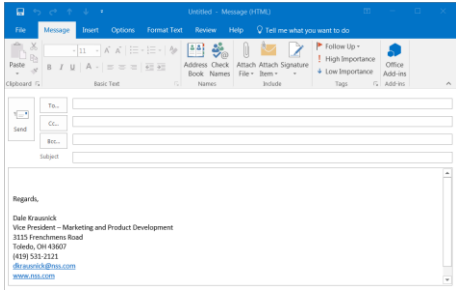


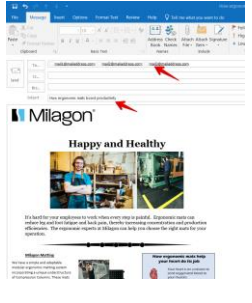
Step 3. Distribute the Flyer (Print or Email)

Each flyer is formatted for both printing and email.

Email Instructions

For emailing, simply copy and paste the flyer into your email message.

Follow these steps:

Step	Task	Illustration
1	Step 1. Create a new message	
2	Step 2. Open the flyer and select all (Ctrl-A). Copy the flyer to your clipboard (Ctrl-C).	
3	Step 3. Paste the flyer into the email message (Ctrl-V).	
4	Step 4. Enter your email addresses and subject line. Add a subject line that will excite the reader's curiosity. Suggestion: <ul style="list-style-type: none"> • How ergonomic mats boost productivity • How ergonomic chairs boost productivity 	
5	Click "send".	