



## Marketing-tools for the specialist regarding sustainability of Swiss products for the care of contact lenses

### Conception

Marketing-tools are provided to the contact lens specialist that gives evidence of the sustainability of contact lens care solutions manufactured in Switzerland.

It is important for us to simplify contact lens care and to keep prices for the end consumer low, however, without concession to properties and effectiveness of the products on offer.

- Contopharma is a Swiss medium-sized company that stands for "from the middle-class for the middle-class" and furthermore attaches great importance to autonomy.
- Our clientele includes ophthalmic opticians, optometrists and ophthalmologist, who with their know-how and potential as contact-lens specialist take on a leading role for the future.
- For ecological reasons Contopharma avoids fancy containers and packaging for our care solutions and products whenever possible. Bottles and labels of our products are being manufactured from a novel, environmental-friendly plastic and can be disposed of without creating incriminating gas.
- Sustainability, also regarding short transportation distance from manufacturing to distribution, is a major concern of Contopharma.

The different marketing-tools are particularly suitable in the contact lens fitting room and the sales area, as well as outside on the sidewalk in front of the company as eye-catcher.

By the versatile proposal the interest of the end consumer can be stimulated and thus a higher attention is target-orientated obtained.

### Marketing-Tools available

Choose your marketing-tool in consideration of your requirements as well as the location of your company; the items available are as follows:

- A-board in aluminium as eye-catcher as pictured, double sided, equipped with 1 poster in A1 format on each side (on a loan basis)\*\*

- Poster in A1 format to insert in existing A-boards as mentioned before
- Stands in different height with corresponding aluminium base, with variance of formats (as shown above in centre)
- Decoration for different display windows in variable sizes with corresponding product factices\*
- Stand in acrylic glass for sheet in A4 format\*
- Stand in acrylic glass for flyer, 1 case\*
- Stand in acrylic glass for flyer, 2 cases\*

\*Illustration shown above

We gladly are at your disposal for further information, just call us please.

In our web shop you will find more illustrations regarding the above mentioned marketing-tools.



\*\*A-board