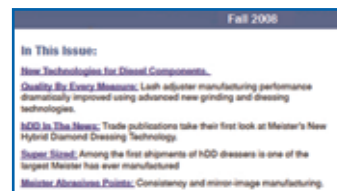


#### Situation

Whether as part of an ongoing sales promotion and public relations program or as a stand alone quarterly or semi-annual project, an e-newsletter can be your best and most cost effective communications tool. That's especially true given today's economic conditions, lagging sales and major cuts in marketing budgets. Newsletters provide a powerful, concentrated approach to continually seeking out and collecting compelling new sales and marketing information.

Content originally developed for the newsletter has many additional uses: dissemination to targeted prospects; news posts on your web site; landing page content for e-marketing campaigns; and obtaining press releases/article opportunities with trade publications .



#### Project

e-Newsletters  
(Individually or as part of an ongoing program)

#### Elements

One-time masthead design  
Information gathering  
Content copy and graphics  
Design implementation  
Conversion to e-mail PDF format

#### Approach

To many, the idea of a newsletter seems a daunting task. Not to us. And "Quality Times" an e-newsletter created for our client Meister Abrasive Products, USA is a perfect example. As a company seeking to establish a strong presence in the U.S., but with very limited marketing dollars, its "Quality Times" newsletter promotes Meister to prospects, existing clients and the media. The cost is low compared to other avenues, turnaround time is fast and we have the information gathering, copy development, graphics and production down to a science.

#### Result

The success of this program has been excellent. Just ask Meister General Manager Bruce Northrup. Call or email him ([brucenorthrup@meister-abrasives-usa.com](mailto:brucenorthrup@meister-abrasives-usa.com)) (401) 294-2530. And to view past issues of Quality Times, go to [meister-abrasives-usa.com](http://meister-abrasives-usa.com) and click on "downloads."

Then talk to us about your own HCC/Hudson-produced newsletter.

**Call on HCC/Hudson for your next project!**

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