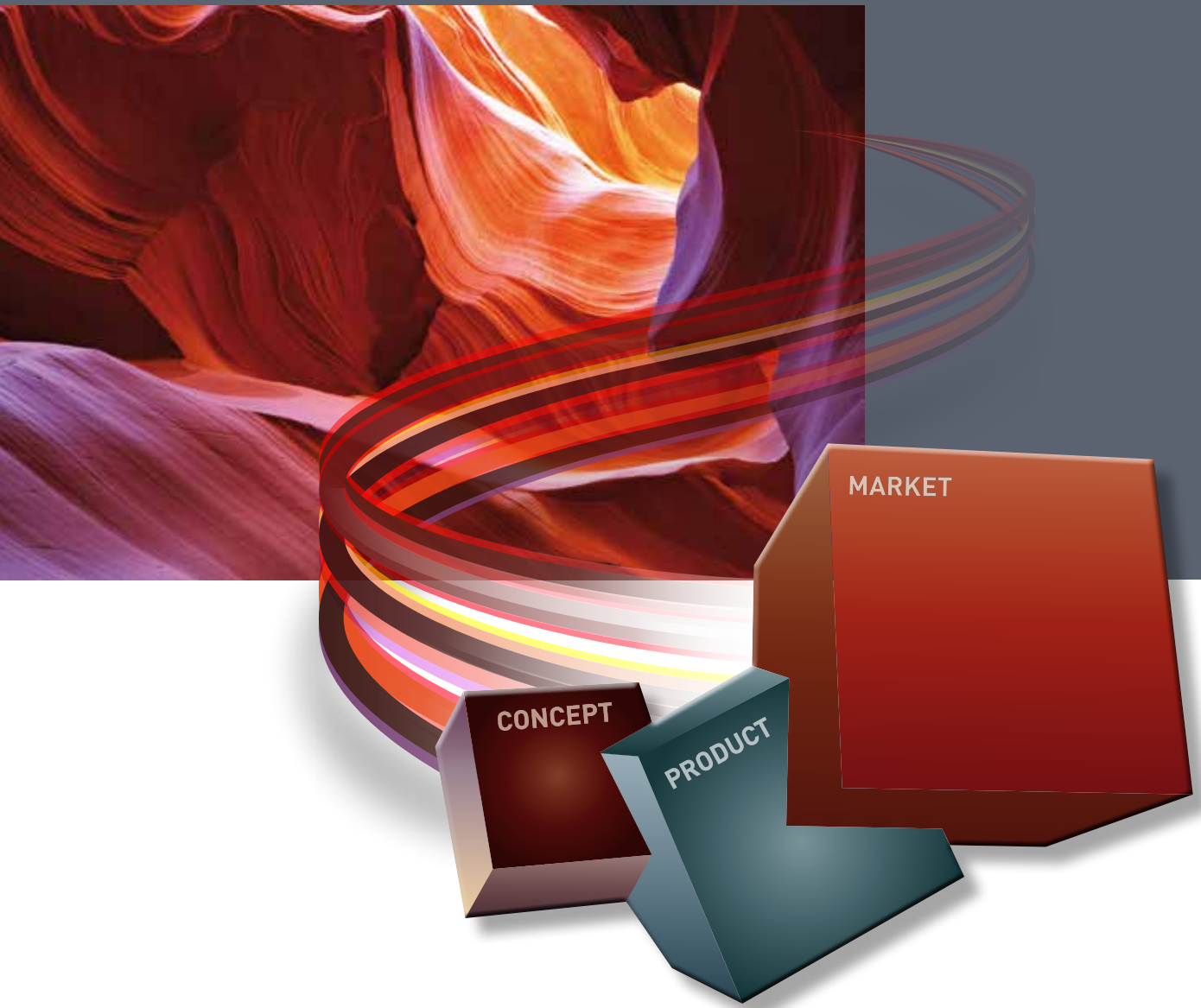


The wetcast industry trusts

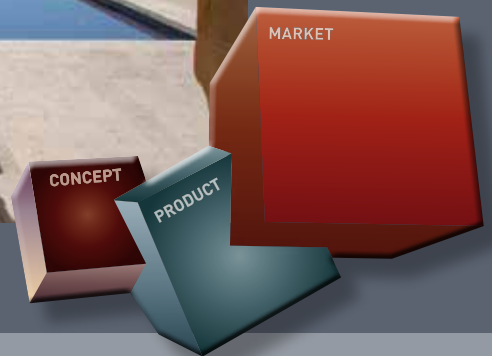
VIA DOMO®

# SMART WETCAST PACKAGE

Driving your sales success.



HOTLINE +49 7391 587578 11

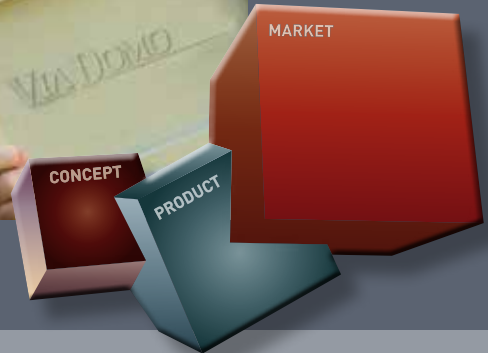


**Achieve** your sales goals **faster**.

**Easily increase** your sales.

**Acquire** new customers **on a sustainable basis** and  
**increase** the likelihood of purchase **dramatically**.





## Our special offer for a guaranteed fixed price.

### CONCEPT

- Document your existing product range.
- Analyze your product portfolio, markets and target groups.
- Define your sales roadmap including target markets and sales development tactics.
- Define 8 suggestions for new and successful wet cast products along with accompanying sales arguments.

2 weeks

### PRODUCT

- Prototype your four selected formats.
- Present your four formats to selected customers and analyze their inputs.
- Adapt and finish the prototypes.

4 weeks

### MARKET

- Produce your marketable products.
- Formulate your marketing messages.
- Prepare media-neutral images for your print and online publications.
- PR package upon request.

2 weeks

### IMPLEMENTATION PHASE

- Produce your polyurethane molds (initial production run) and any production frames.
- Via domo® will review your marketing communications and planned media mix to promote these new products.

## 40 % growth in just one year...

... was achieved by a large customer in 2013. This was based on the following:

- 4 new, innovative and modern wet-cast products
- Before the launch: trial production with presentation to selected customers
- Product alignment to each of the selected target markets.
- Rapid implementation and precise project management enabled a timely market launch

## SMART WETCAST PACKAGE

### OPTIONAL:

Improving or optimising  
the product quality

Other supplementary products

PR work undertaken by our  
specialist partner PR-Kalkbrenner

**Global evaluation** of successfully launched products provides indications of future market trends.

Our **Emotional Positioning Radar** process is designed to create optimal wet-cast products thus significantly increasing the likelihood of purchase.

**Rapid prototyping** brings your products to market much quicker.

Up to **16 parameters** need to be balanced when prototyping the design.

The most **up-to-date methods** are used in the development and prototyping work



Via Domo® is a brand of

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