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Dear <NAME>

Whatever the size of your business you will understand the importance of product images to your sales.

And yet... do retailers use the wrong images of your products? Is image creation and version control an issue? What about wasted time and costs resulting from the loss and re-creation of images? Perhaps you miss deadlines, or opportunities for image re-use and re-purposing?

The Retail Image Exchange is a new service from Pier House Business Solutions that solves all these problems for you by managing your product images and their distribution to retailers.

Unlike others who claim to do the same, our Retail Image Exchange is the only image management service that requires no investment in staff, hardware or software and no effort on your part, because we do it all for you. What's more, we have the experience others lack to offer the added value of image re-purposing and the promotion of image re-use across your marketing activities.

And while our competitors charge on a per product basis, we simply charge you an annual fee – making it easier for you to manage your budgets and forecasting. With annual fees from as little as £600 per year, our image management service is not only the most affordable, it provides the best value for money too. You'll soon see the evidence:

- Faster time to market
- Earlier product availability
- Increased sales
- Improved marketing quality
- Brand protection

The Retail Image Exchange from Pier House Business Solutions – image sourcing, secure storage and distribution to retailers, with the option of including bespoke and Internet features as your business evolves. Scalable service flexibly priced, to grow with your needs and meet your budget.

Wouldn't you like to know that your products are always presented by up-to-date, accurate and detailed images?

Our brochure will put you in the picture.

Best wishes,

<NAME>
<TITLE>