These are some important details we would like to make sure get emphasized on the brochure…

1. This is being marketed to retail Health Food Stores across the nation (USA). We are offering a wholesale program where they can buy certified organic products at wholesale prices, to retail in their Health Food Stores.
2. We want to make sure that there is a bold message, stating that “we will double their first time stocking order for free” (See example attached).
3. We want the postcard to be colorful, healthy and organic looking, and we want at least one picture to show the “actual size” of the bottle display. That display is 5 inches tall exactly, and the postcard size is 6” x 11”. So, we thought it best to put the full-size picture of the bottle on the left-hand side (to show our customers the size and quality of our bottle), and so we can write on the top (1-inch area)… “Actual Bottle Size” with the arrow pointing to the bottle (see postcard layout example for suggestions).
4. Attached is also a list of reasons why they should buy from us. Again, the design is open to layout in other formats than what we suggested. The attached is just an idea to go by.
5. On the attached display example, we left a lot of white space on the left-hand side for to display smaller size pictures of our bottle in whatever order you think will look best. Attached are several pictures of our bottle mockups for you to use to liven up the postcard.
6. Attached is also a basic layout, but keep in mind we are open to suggestions if you would like to design something a lot different than what we suggested.
7. On the backside of the postcard, we need to allow the right-hand side for return address, postage, and mailing address. But on the left-hand side, we would like to list 30 of our products with the cost and retail prices, and this will give our potential customers a quick review of what we have and at what prices.
8. Any questions, please feel free to contact us back.